Dietitians Australia

Dietitians Australia acknowledges ACCC proposal to move away from industry-regulated marketing of infant formula

Dietitians Australia acknowledges the Australian Competition and Consumer Commission's (ACCC) proposal to move towards a strengthened, mandatory approach.

We have long advocated that a legislated, mandatory code is necessary to safeguard breastfeeding and ensure Australia meets its obligations under the WHO International Code of Marketing of Breastmilk Substitutes Code and WHA resolutions.

We commend our members working in public health, clinical practice, and the food industry for their ongoing commitment to the strengthening of standards and regulations in this critical area.

We urge the Government to swiftly enable the strengthened mandatory, legislated approach to the marketing of infant formula to protect public health and align with international standards.

The strengthened approach must include retailers, and must include mechanisms to address the advertising and promotion of toddler milks, as these challenges are not addressed in the current MAIF agreement.

Dietitians Australia remains committed to active participation in future consultations, ensuring that all stakeholders collaborate to develop improved, evidence-based regulations prioritising the health and welfare of Australian families and their children

For media enquiries and interviews, contact our Media Manager on 0409 661 920.

Note to Editors: Dietitians Australia is the leading voice in nutrition and dietetics, representing dietitians nationally and advocating for healthier communities. Accredited Practising Dietitian (APD) is the only national credential recognised by the Australian Government as the quality standard for nutrition and dietetics services in Australia.