Dietitians Australia welcomes ACCC determination to deny industry code on the marketing of infant formula

Quotes to be attributed to Dietitians Australia President Dr Fiona Willer.

“Dietitians Australia has long advocated for the voluntary industry code governing the marketing and advertising of infant formula (The MAIF Agreement) to be replaced with a legislated mandatory code.

“We have been pushing for years for Australia to move towards meeting its obligations under the WHO International Code of Marketing of Breastmilk Substitutes Code (The Code) and WHA resolutions.

“This determination is a firm commitment towards this achievement.

“Families should be supported with the best information and evidence possible when it comes to determining how their infants and children are fed, and their choices shouldn’t be compromised by the impact of commercial marketing of infant formula.

“In line with the stipulations of The Code they also must be supported with dietetic and nutrition guidance to enable decision-making about feeding their infants.

“Accredited practising dietitians (APDs) play a key role in educating carers on infant and toddler nutrition. In particular, APDs provide advice on breastfeeding, and where clinically indicated, breast milk alternatives.

“We look forward to the strengthened and robust regulation of marketing of infant formula and toddler milks in Australia. We welcome the opportunity to work closely with all stakeholders to ensure that this happens with urgency so that Australian families are protected.

For interviews with Dietitians Australia President Dr Fiona Willer, please contact Media Manager Amy Phillips 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.