

ACCC denies infant formula code on marketing

24 September 2024 | News

The Infant Nutrition Council wants to continue following the “Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement” (MAIF Agreement)



The Infant Nutrition Council wants to continue following the “Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement” (MAIF Agreement)

The Australian Competition and Consumer Commission (ACCC) is considering denying the request made by the Infant Nutrition Council for permission to implement an industry code that aims to limit the advertising and promotion of infant formula.

The Commission believes that the benefits to the public of the code no longer outweigh the potential harm it may cause. The Infant Nutrition Council wants to continue following the “Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement” (MAIF Agreement) and its related guidelines for another five years. This agreement, which was first established in 1992, is part of Australia’s commitment as a signatory to the World Health Organisation’s International Code of Marketing Breast Milk Substitutes.

The MAIF Agreement is a voluntary, self-regulatory code of conduct that aims to restrict manufacturers and importers of infant formula who choose to participate in the agreement from advertising and promoting formula for infants up to 12 months old. Because it involves an agreement between competitors not to market their infant formula products, it needs ACCC authorisation for implementation. ACCC Deputy Chair Mick Keogh stressed the undisputed connection between breastfeeding and improved health outcomes for both mothers and children.