



FrieslandCampina Corporate Standard for the Marketing of Infant Foods

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Introduction

According to the WHO International Code of Marketing of Breast-milk Substitutes¹ ('the Code') manufacturers and distributors of breast milk substitutes have an important and constructive role to play in relation to infant feeding, and in the promotion of the aim of the Code and its proper implementation. FrieslandCampina employees and distributors involved in the marketing of infant foods shall be aware of the aim of the Code and act accordingly.

Objective

The objective of this Corporate Standard is to set guiding principles for FrieslandCampina employees and distributors who are involved in marketing related activities concerning FrieslandCampina branded products that are intended for infants and young children.

Scope: covered products

'Covered products' concern FrieslandCampina branded infant foods that are suitable as Breast-milk Substitute for the use by healthy infants and by infants with special medical needs from birth onwards up to the age that is specified in national legislation or codes. In countries without national legislation or codes, the age range is based on UNICEF data on mortality and malnutrition² in children under the age of 5, and is up to either 6 or 12 months.

FrieslandCampina guiding principles

FrieslandCampina emphasizes the importance of the WHO Code of Marketing of Breast-milk Substitutes and commits to adhere to the aim of the Code. FrieslandCampina is dedicated to improving the health of infants, young children, and their care providers. We support the WHO's recommendation for exclusive breast feeding for the first six months of life and continued breast feeding along with the introduction of timely, safe, and appropriate complementary feeding thereafter.

¹ World Health Organisation International Code of Marketing of Breast-milk Substitutes 1981, Geneva.

² <http://www.unicef.org/rightsite/sowc/statistics.php>

FrieslandCampina is committed to the aims and principles of the Code by means of the following guiding principles:

1. National Laws and codes are leading

FrieslandCampina is committed to comply with the national legislation or codes on the marketing of infant foods of the countries where we market these products. In the absence of such legislation or codes, FrieslandCampina complies with the aim and principles of the WHO International Code of Marketing of Breast-milk Substitutes as appropriate to the specific situation and taking into account the local social and cultural practices in each country where FrieslandCampina branded products intended for infants and young children are marketed.

2. Breast is best

Breastfeeding is the best and most natural way to ensure normal health and development of infants during at least the first 6 months of life. FrieslandCampina supports the WHO's recommendation for exclusive breast feeding for the first six months of life and continued breast feeding along with the introduction of timely, safe, and appropriate complementary feeding thereafter. FrieslandCampina's marketing related activities regarding foods for infants and young children do not discourage (continued) breastfeeding.

3. Parents have the right to an informed choice based on independent advice

When mothers cannot or choose not to breastfeed for whatever reason and a safe alternative for breast milk is required, there is a legitimate position for breast-milk substitutes. In such cases, FrieslandCampina believes that parents have the right to make an informed choice on how to feed their child. Therefore, parents should have access to reliable and science based information on the feeding options and on the correct and safe use of products a.o. via well informed, independent health workers.

4. Covered products are not promoted to parents / consumers

FrieslandCampina will not seek contact of any kind with consumers about covered products. Advertising, sampling and promotional activities of covered products is not allowed towards the general public.

5. Our product labels provide clear and understandable information

All labels contain understandable information on the correct and safe use of the product. Labels of covered products do not idealize their use by means of text or pictures. On covered product labels it is emphasized that breastfeeding is the best way of feeding infants and that professional advice should be sought before using such a product.

6. Interaction with health workers is subject to strict conditions

For transfer of adequate information, product innovation and evaluation, interaction between FrieslandCampina employees and health workers is important, but shall be performed under strict conditions. Information to health workers is factual and based on sound science. Product supplies to institutions, sponsorship, funding and gifts to health workers are bound to specific rules. In all cases the supplies or support that are provided should be documented in a transparent and verifiable manner.

7. Our products and information materials for health workers are based on sound science

FrieslandCampina is dedicated to continuous product improvement, of which the functionality is based on sound science. FrieslandCampina will only produce and distribute information materials to health workers that support our goal of providing safe and appropriate nutrition for infants and young children.

8. Our performance management system will stimulate compliance

FrieslandCampina employees who work in the field of infant and young child nutrition are aware of the aim and principles of the Code and this Corporate Standard and must act accordingly. Training regarding this Corporate Standard has been implemented in a systematic way within the company. The internal performance management system has been set up in such a way that key performance indicators are in line with this Standard and that they will stimulate employees to comply.

9. Our compliance is ensured by monitoring

FrieslandCampina monitors the compliance with this Corporate Standard for the Marketing of Infant Foods. Where necessary, FrieslandCampina will take measures to reassure compliance.