



## **MEDIA RELEASE**

20<sup>th</sup> September 2024

### **Australian Breastfeeding Association welcomes today's ACCC draft determination not to reauthorise the MAIF Agreement.**

In March 2024 the Infant Nutrition Council made an application to the ACCC to reauthorise the Marketing in Australia of Infant Formula: Manufacturers and Importers Agreement (MAIF agreement) for five years.

After a public consultation process the ACCC released their draft determination today stating their plan to deny the application and revoke the MAIF Agreement once the interim authorisation expires, not later than November 2024.

What happens after the Agreement expires?

A review of the MAIF Agreement was instigated by the Department of Health and Aged Care and released in April this year. The review report found that the MAIF Agreement is no longer fit for purpose and recommends the establishment of a stronger regulatory framework in the form of a legislated, prescribed, mandatory code.

Executive Officer of ABA, Victoria Marshall-Cerins said, "The Australian Breastfeeding Association (ABA) welcomes the ACCC draft determination that the MAIF Agreement will not continue. ABA encourages the Government to move forward by adopting the review report's recommendations regarding new statutory regulation of the marketing of infant formula in Australia. In framing the scope of any new legislation, we encourage the Government to ensure that it encompasses the full scope of the International Code of Marketing of Breast-milk Substitutes and subsequent WHA resolutions (The WHO Code)."

The WHO Code ensures that parents infant feeding choices are protected from commercial influence. Importantly, the WHO Code includes restrictions on the marketing of breast-milk substitutes from birth to 36 months which includes toddler milks. The WHO Code also covers advertising by formula manufacturers and distributors – both issues that have been under recent discussion in Australia.

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