**MEDIA RELEASE**

**Monday 24 February 2025**

**ABA supports the UK’s Competition and Markets Authority’s call to provide clear information on the nutritional sufficiency of all infant formula**

The UK’s Competition and Markets Authority(CMA) recently set out comprehensive proposals to deliver better outcomes for parents in the infant formula market – both in terms of the choices they make and the prices they pay. Their final recommendations will cover standardised packaging in hospitals, providing clear information to parents in healthcare and retail settings on the nutritional sufficiency of all infant formula.

"ABA welcomes this announcement as many parents feel vulnerable after the birth of their babies and are choosing formula brands which are significantly higher in price but have the same nutritional needs as cheaper options,” said Victoria Marshall-Cerins, Executive Officer of ABA. “Mothers who had hoped to exclusively breastfeed are choosing premium brands at higher costs, so we need to be clear that cheaper products are not nutritionally inferior, and parents need access to clear and accurate information to make their own informed decisions.”

The Australian Government recently directed the Australian Competition and Consumer Commission (ACCC) to conduct an inquiry into Australia’s supermarket sector, including the pricing practices of the supermarkets and the relationship between wholesale and retail prices.

“We welcome this inquiry as grocery prices including, formula pricing, have become a concern for the many Australians experiencing cost of living pressures,” said Ms Marshall-Cerins.

The Australian Government is working on creating new legislative controls regulating the marketing of infant formula in Australia.

“We are pleased the Australian Government is working on creating new legislative controls regulating the marketing of infant formula in Australia and we are encouraging 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),” concluded Ms Marshall-Cerins.

The WHO Code ensures that all parents' feeding choices are protected from commercial influence. The WHO Code achieves this by prohibiting the marketing of breast milk substitutes from birth to 36 months which includes toddler milks. The WHO Code also prohibits advertising and sponsorship by formula manufacturers and distributors, including marketing through health workers and the health system.

**- ENDS -**

**National media enquiries (staffed 24/7) – 03 9686 6096 or marketing@breastfeeding.asn.au**

**UK’s Infant formula and follow-on formula market study final report**

[Infant formula and follow-on formula market study final report - GOV.UK](https://www.gov.uk/government/publications/infant-formula-and-follow-on-formula-market-study-final-report)

**ABA media release on** [ACCC Determination to not authorise the MAIF Agreement](https://www.breastfeeding.asn.au/sites/default/files/2025-02/6%20Feb%202025%20WHO%20Code%20Task%20Force%20Media%20Release.pdf)