

Nestlé on Save the Children UK report “*Superfood for Babies*” and petition

May 6, 2013

We commend Save the Children UK for taking the initiative to produce this report on overcoming the multiple barriers to breastfeeding.

We agree that there is still work to be done to improve infant feeding practices and promote breastfeeding around the world. We are committed to working constructively with all stakeholders, including Save the Children, to improve the health and nutrition of mothers and their infants. This is core to our [Corporate Business Principles](#), which are at the foundation of our commitment to [Creating Shared Value](#).

We are reviewing the allegations mentioned in the report concerning Nestlé’s breast-milk substitutes marketing activities in Pakistan and China, after Save the Children UK shared the reports of the surveys they commissioned with us on 11th April. All allegations will be investigated as far as the information provided by Save the Children UK allows it. We will take appropriate action if violations are found.

We stand ready to review the findings with Save the Children UK and hope that this can set the base for constructive collaboration in order to ensure that families can make informed decisions regarding the nutrition of their children.

We believe that [breastfeeding is the best start](#) a baby can have in life. We actively promote the practice and support the WHO recommendation of six months exclusive breastfeeding. For example, we provide workshops on breastfeeding to healthcare professionals in collaboration with health societies, and we run pro-breastfeeding campaigns using leaflets, posters, videos, and websites. We also promote breastfeeding within the company by providing support for our employees, including breastfeeding rooms, counsellors, and flextime for mothers. We also share our research on the benefits of breast milk.

However, infant formula is a vital product for infants whose mothers cannot breastfeed, and it is the only suitable breast-milk substitute recognised by the WHO. It is our strong commitment to market those products in strict compliance with the WHO Code as implemented by national governments everywhere in the world. To this end, we have in place strict [WHO Code compliance policies and procedures](#), which we continue to review, revise and strengthen them based on results of our internal and external monitoring systems, and stakeholder input.

We believe we already have in place the main elements recommended by Save the Children UK’s recent report for improving the breast-milk substitute (BMS) industry practices. We are in fact the only infant food manufacturer to have met the FTSE4Good criteria as a result of our policy implementation in 152 high risk countries.