



Why Boycott Nestlé

Boycott



"Can a product which requires clean water, good sanitation, adequate family income and a literate parent to follow printed instructions, be properly and safely used in areas where water is contaminated, sewage runs through the streets, poverty is severe and illiteracy is high?"

Nestlé, the world's largest baby food company, increases profits by promoting artificial infant feeding around the world, breaking a World Health Organisation's (WHO) International Code of Marketing of Breast-milk Substitutes. Nestlé makes a profit while others count the cost.

Nestlé knows that once a bottle has come between a mother and her child breastfeeding is more likely to fail and the company has gained a customer.

The boycott will continue until Nestlé abides by the International Code and subsequent World Health Assembly Resolutions in policy and practice.

- ♥ Expensive formula (often costing more than half the entire family income) impoverishes people who are already poor. Milk is often watered down to make it go further, thus adding the extra risk of malnutrition.
- ♥ Breastfeeding is the best start in life for a child - but Nestlé's baby food marketing puts profits before health.
- ♥ Monitoring shows Nestlé to be the largest single source of violations worldwide.

World Health Assembly ratified an international marketing code² designed to protect breastfeeding and ensure the proper use of artificial feeding when necessary.

The International Code imposes strict guidelines that prohibit the promotion of infant formula to the public, the promotion of infant formula through health care systems, direct contact between formula companies and mothers, and ensure proper labels on all products describing the benefits of breastfeeding and the dangers of bottle-feeding.

Despite the fact that Nestlé has promised to comply with the WHO Marketing Code, the company disposes of large quantities of free formulas to maternity hospitals and birthing centres, distributes free formula to pregnant women and new mothers, misinforms about infant feeding, and tries to entice health care workers with enducements and gifts.

Nestlé knows that artificial feeding in the poor areas of the world is dangerous. So why do they promote their products there? The awful reality is that every breastfeeding mother represents competition for formula companies.

As the world's largest baby-food company, Nestlé sets the marketing standards for the industry. Currently, rather than setting a good example, it is the single most prolific violator of the International Code.

Boycotters refuse to buy any Nestlé products in order to put pressure on the company by creating bad publicity and lowering sales. The Boycott will be promoted and publicized until such time as Nestlé is forced to change its marketing practices and begins to act ethically.

Every 30 seconds a baby dies from unsafe bottle feeding in the Third World

Nestlé, the World's largest producers of powdered baby milk, are currently breaking a World Health Organisation Code on the marketing of breast milk substitutes.



FIGURE 1-3. UNICEF photograph of thriving breast-fed twin and his dying bottle-fed sister. (Courtesy of Children's Hospital, Islamabad, Pakistan.)

- ♥ Nestlé provide free milk to maternity hospitals so that newborn babies are routinely bottle-fed.
- ♥ When newborn babies are given bottles, they are less able to suckle well. This makes breastfeeding failure likely. The baby is then dependent on artificial milk.
- ♥ When the mother and baby leave hospital, the milk is no longer free. At home parents are forced to buy more milk.
- ♥ Because the milk is so expensive the child is not fed enough or the formula is watered down to last longer. This leads to malnutrition. **In Canada and the U.S.A. the most vulnerable are the low-income families, single and teenage mothers.**
- ♥ Every day some 3,000 to 4,000 infants die because they are denied access to adequate breast milk.
- ♥ **Breastfeeding is free and safe and protects against infection** - but companies know that unless they get babies on the bottle, they don't do business.

Breastfeeding: the best start in life

Breastfeeding is free, safe and protects against infection. It is extremely rare for a woman to be physically unable to breastfeed.

Breastfeeding reduces the risk of illness in all countries. Even in the Canada, a bottle-fed baby is up to 10 times more likely to suffer gastro-intestinal illness than a breastfed one.

Breastfed babies need no other food or drink for about the first 6 months of life. They also have reduced risk of diabetes, pneumonia, ear infections, and some cancers. Studies show that women who breastfeed may have a lower risk of breast and ovarian cancers and that their babies are less likely to die of cot death.

A mother has a right to independent information and freedom from pressure from companies. If she chooses to bottle feed she should be aware of the risks and costs.

How companies get babies on the bottle

To increase profits, baby milk companies have to persuade health workers and mothers to bottle feed. Their tactics range from advertising and misinformation to sending sales reps into hospitals to promote their milks to sponsoring health workers, conferences and even health facilities.

The International Code

The International Code of Marketing of Breast-milk Substitutes was adopted by the World Health Assembly in 1981. The Assembly is the policy-setting body of the World Health Organisation.

The International Code aims to protect all mothers and babies from inappropriate company marketing practices. It bans all promotion of breastmilk substitutes, bottles and teats. It aims to ensure mothers receive accurate information from health workers. Subsequent Resolutions of the World Health Assembly have clarified and amplified the International Code.

Baby food companies may not:

- Give free supplies of baby milk to hospitals;
- Promote their products to the public or health workers;
- Use baby pictures on their baby milk and bottle and teat labels;
- Give gifts to mothers or health workers;
- Give free samples to parents;
- Promote baby foods or drinks for babies under 6 months old;
- Labels must be in a language understood by the mother and must include a prominent health warning.

The Code is intended as a minimum requirement for countries in both the North and the South.

So what's happening now?

Most baby food manufacturers are continuing their unethical promotional activities whilst claiming to abide by the International Code. They are increasingly "investing" in health workers and health care systems, spending more money promoting their products than most governments spend on health education.

Companies know that if they persuade a health worker to recommend their milk, they have gained a lifetime's brand loyalty. This is much more cost effective than persuading mothers individually. Advertising in hospitals implies that the product is endorsed by the health service: coupled with misinformation, this has created the false impression amongst mothers and health workers that many women cannot breastfeed.

Even more effective is the practice of giving free or subsidized supplies of baby milk to hospitals and maternity wards. This encourages artificial infant feeding, which interferes with lactation. Once a mother leaves hospital formula is no longer free, the company has another captive customer, and the mother and baby are denied the best start in life.

Although in Canada endorsed The Code in 1981, Nestlé sends tins of Carnation Good Start to every newborn baby address they find, without so much as a frown from the Minister of Health. It's a bad start for babies given Carnation; they are hospitalized 10 times more often in their first year of life, than breastfed babies. Brilliant marketing means dull children: Carnation kids grow up to be a full 8.3 IQ points lower than if they received nothing but brain developing Breastmilk.

What You Can Do

Nestlé knows that once a bottle has become between a mother and her child breastfeeding is more likely to fail and the company has gained a customer. Because of Nestlé's continued disrespect for the International Code and infant health the best thing you can do is ***stop purchasing Nestle products.***

**We Can't Let Them Get Away with It!
Boycott Nestlé**



Nestlé Products	
Associated company	L'Oréal (equity interest), Jenny Craig, Body Shop
Bouillons, soups, seasonings, pasta, sauces	Maggi, Buitoni, Thomy, Winiary, Torchin
Coffee	Bonka, Chase & Sanborn, Hill's Bros., Loumidis, Nescafé, Nespresso, Ricoffy, Ricoré, Taster's Choice, Zoégas
Chilled	Nestlé, Sveltesse, La Laitière, La Lechera, Ski, Yoco, Svelty, Molico, LC1, Chiquitin
Chocolate, confectionery and biscuits	Aero, After Eight, Baby Ruth, Baci, Bit O' Honey, Butterfinger, Cailler, Chunky, Coffee Crisp, Crunch, DeMets, Frutips, Galak/Milkybar, Goobers, Harry Lunden, Katherine Beich, Kit Kat, Lion, Nestlé, Oh Henry!, Pearson's Nips, Perugina Chocolates, Polo, Quality Street, Rolo, Smarties, Snowcaps Fundraising Chocolates, Sunmark Raisinets, Turtles
Food Services and professional products	Chef, Davigel, Minor's, Santa Rica
Frozen foods (prepared dishes, pizzas)	Stouffer's, Lean Cuisine, Hot Pockets, Buitoni, Maggi
HealthCare nutrition	Nutren, Clinutren, Peptamen, Modulen
Ice cream	Nestlé, Antica, Camy, Gelateria del Corso, Dreyer's/Edy's, Do Frozen Juice Bars, Drumstick/Extrême, Frisco, Haagan Dazs, Maxibon/Tandem, Mega, Motta, Mövenpick, Petesr, Savory, Sin Parar/Sem Parar/Non Stop
Infant nutrition	Alsoy, Beba, Cérélac, Follow-up, Follow-up Soy, Good Start, Guigoz, Lactogen, Nan, Neslac, Nestlé, Nestlé Baby Cereal, Nestogen, Nestum, Nursoy, SMA
Other beverages	Beringer Wines, Calistoga Juice, Carnation, Caro, Chateau Souverain, Wines, Juicy Juice, Kern's, Libby's, Milo, Napa Ridge Wines, Nescau, Nesquik, Nestea, Nestomalt,
Performance nutrition	Modulen, Musashi, Nutren, Peptamen, PowerBar, Pria
Petcare	Alpo, Beneful, Dr. Ballard's, Fancy Feast, Felix, Friskies, Gourmet, Mighty Dog, Mon Petit, Pro Plan, Purina, Purina Cat Chow, Purina Dog Chow, Purina ONE, Tidy Cats
Pharmaceutical company	Alcon
Pharmaceutical and cosmetic joint ventures	Galderma, Laboratoires innéov, Biotherm, Garnier, Giorgio Armani, Guy Laroche, L'Oreal, Laboratories Innéov, Lancôme, Matrix, Maybelline, Raplh Lauren, Redken, Vichy, Warner
Refrigerated products (cold meat products, dough, pasta, pizzas, sauces, snacks)	Nestlé, Buitoni, Herta, Toll House
Shelf stable	Bear Brand, Carnation Evaporated and Powdered Milk, Carnation Hot Cocoa, Chmyto, Coffee-mate, Gloria, Klim, La Leitiere, La Lechera, LC1, Milkmaid, Moca, Molico, Nespray, Nestlé, Nestlé Omega Plus, Nido, Ninho, Sveltesse, Svelty, Yoco
Water	Nestlé Pure Life, Nestlé Aquarel, Perrier, Vittel, Contrex, San Pellegrino, Acqua Panna, Levissima, Arrowhead, Poland Spring, Deer Park, Ozarka, Hépar, Ice Mountain, Zephyrhills

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