



Fonterra's Commitments to the WHO Code

Commitments

1. Fonterra believes that breastfeeding is the normal way to feed a baby, providing the best source of nutrition, and is important for a baby's health and wellbeing. Fonterra supports the aim and intent of the World Health Organisation Code for Marketing of Breast-Milk Substitutes (WHO Code) and will not, in any situation, promote any product as being an equivalent or superior choice to breastfeeding.
2. Fonterra is committed to the ethical marketing and distribution of breast-milk substitutes and compliance with the national laws and codes of conduct of the countries where we sell our products.
3. Fonterra supports the provision of factual information to mothers and carers, through an appropriate avenue such as health workers, so that they can make an informed choice as to how to feed their child.
4. Fonterra will not seek contact of any kind with pregnant women, or mothers and carers of infants and young children about Infant Formula Products.
5. The information we provide to health workers and healthcare professionals regarding Infant Formula Products is restricted to scientific and factual matters, and such information is intended to never create a belief that formula feeding is equivalent or superior to breastfeeding.
6. Fonterra's products that are formulated for infants and young children are produced under strict quality and hygiene standards. Labels provide information on ingredients, the correct and safe use of the product, and do not idealize their use by means of text or images.
7. Fonterra will maintain strong governance in relation to the WHO Code. This includes having specific Standard Operating Procedures in the countries where we sell Infant Formula Products, an online approval system for externally facing marketing material before it is released, and a governing committee of company representatives. Global WHO Code Ambassadors and Champions ensure implementation in all our relevant markets.
8. All relevant employees have access to, and must complete, our WHO Code training module. Completion of this training is monitored to help ensure Fonterra's conduct at every level reflects our Commitment to the aim and intent of the Code.
9. Wherever we can, we will advocate for the WHO Code to our suppliers, business partners and customers to help ensure awareness and improve practises.
10. It is our position that dairy products for young children over the age of one year are substitutes for cows' milk and not breast-milk substitutes. Therefore, we take care to ensure that any products we produce formulated for young children aged 1-3 years are not represented as breastmilk substitutes or as suitable as a sole source of nutrition.