

Fonterra Position: Marketing of Product Formulated for the 1-3-year Age Group

Fonterra understands it has an important role in child nutrition and health, ensuring products formulated for the 1 to3-year age group are marketed ethically and in no circumstance promoted to be equivalent or superior to breastmilk.

Our company position is that formulated products for young children, such as growing up milks, are not breast-milk substitutes but provide an alternative to cows' milk, which is widely recognised by government health agencies as an appropriate food for young children older than 12 months of age.

Noting the World Health Organisation's position that complementary foods should not be used as breast-milk substitutes, and infants and young children should continue to be breastfed until they are two or older, we ensure that Fonterra branded products formulated for the 1 to3-year age group cannot be interpreted as being a breast-milk substitute. Our approach includes but is not limited to:

- Where they exist, following best practice industry guidance, codes and legislation for products formulated for the 1 to3-year age group.
- Where images are used in relation to these products, Fonterra will only use images of young children who are over one year old and are clearly identifiable as over one year old.
- If images depict toddlers consuming toddler milk drinks, they show toddlers drinking from a cup appropriate to that age, not a baby feeding bottle or other accessories more suited to infants under one year old.
- Clearly specify the appropriate age group e.g. stating 'toddler' or 'from one year of age.'
- Where possible label that these products are not suitable as a sole source of nutrition.