

# YEAR REPORT



October      September  
**2014 - 2015**

# Year report 2014 - 2015

Our financial year began in **October 2014**, just after the global premiere of the film *Tigers* at the Toronto International Film Festival. This 90-minute feature film by Oscar-winning director Danis Tanovic is based on the true story of former Nestlé baby milk salesman Syed Aamir Raza (overleaf). Aamir exposed aggressive marketing practices in Pakistan after learning about babies dying from unsafe bottle feeding. One character in the film embodies some of the IBFAN members who helped Aamir, including *Tracey Wagner-Rizvi*, *Andreas Adelberger* and Baby Milk Action's *Patti Rundall* and *Mike Brady*.

We took part in several special screenings, including the *Geneva Human Rights Film Festival* in **February** with Aamir and Producer/Co-writer Andy Paterson, the *North West Breastfeeding Festival* in the UK in **June** and, in **September**, the Barbican's *Colour of Money Festival* and the *Take One Action!* Festival in Scotland. We produced a booklet on the true story dramatised in the film.

We took part in the *Second International Conference on Nutrition* in Rome in **October**. The Declaration and Framework for Action are disappointing in not protecting food sovereignty and other important principles, but do call for implementation of the *Global Strategy for Infant and Young Child Feeding* and the *International Code of Marketing of Breastmilk*.

We joined IBFAN colleagues at the **November** meeting of Codex Alimentarius in Indonesia, where baby food composition and labelling standards are set. The food industry, Nestlé, Danone and others, have thoroughly infiltrated government delegations and often constitute 40% of participants. We counter moves by the industry to legitimise unnecessary products such as follow-on formula and so-called growing-up milks, while working to improve composition, particularly in the area of sugar levels. Most of our international travel is funded by the host country or IBFAN members and helps to bring a civil society voice to these meetings.

Members of the public continued to be essential in reporting aggressive baby food marketing practice to us, in the UK and around the world. They also helped expose company practices. For example, protesting at a street stall in Leicester

in **September**, where Nestlé promoted its SMA brand, and at events targeting health workers around the country. Nestlé and Danone attempt to bypass restrictions on entering hospitals by inviting health workers to events at nearby hotels.

We pursue cases of breaches of the UK law with Trading Standards and we won a case at the self-regulatory Advertising Standards Authority (ASA) in **October**, proving an ASDA email promoting Nestlé's SMA Toddler Milk misled parents. We had to bring a second case to the ASA to force Nestlé to remove the claims from its website.

We raised concerns about Nestlé's ongoing aggressive marketing practices in front of 2,446 shareholders at its annual meeting in **April** and joined a successful campaign in **December** to have Nestlé bottled water removed from the Swiss exhibition at the Milan Expo (where a tower with its bottled water was replaced by cups for collecting tap water).

Area Contacts and other supporters helped us with stalls when staff could not attend. We were present at many health worker and mother support group events.

We attended the World Health Assembly in **May** and raised concerns over the weak conflicts of interest safeguards in the WHO's draft *Framework for Engagement with "Non-State Actors"*. We attended meetings of the European Commission's Platform for Action, questioning its effectiveness when it relies on the voluntary commitments of food corporations, rather than regulations.

We participated in a European Commission consultation on new formula and baby food marketing regulations, providing evidence of failings with the current system. This led to some improvements in labelling requirements, but the measures still fall far short of the *International Code* and Resolutions, requiring us to work with the European Parliament and country-by-country for stronger measures. In the UK, this is led by the Baby Feeding Law Group - we are the secretariat.

We submitted evidence on formula marketing to the UN Committee on the Rights of the Child in **June** for the assessment of the UK in 2016.

**We are not anti-formula - we are anti-irresponsible marketing**

## Baby Milk Action supports IBFAN's principles:

- the right of infants and young children everywhere to the highest level of health,
- the right of families to enough nutritious food and sufficient and affordable water,
- the right of women to informed choices about infant and young child feeding,
- the right of women to full support for successful breastfeeding and for sound infant feeding practices,
- the right of all people to health services which meet basic needs,
- the right of health workers and consumers to health care systems which are free from commercial influence,
- the right of people to organise in international solidarity to secure changes which protect and promote basic health, and ethical behaviour of the baby food industry.

## Finances

Baby Milk Action has been funded by grants from the Kenneth Miller Trust, S.E Franklin Deceased Charity, Network for Social Change, OXFAM and SCIAF.

We have also received speaker fees, expenses, contract and consultancy fees from several UN, consumer protection, mother support and health organisations.

Thanks to our supporters who are essential to our effectiveness. Our Office Manager and volunteers in Cambridge (special thanks to Lisa Woodburn), provide materials, merchandise for stalls and process orders.

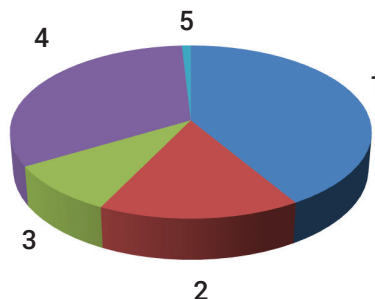
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Website: [www.babymilkaction.org](http://www.babymilkaction.org)**

## Baby Milk Action income

October 2014 - September 2015

Total income = £96,713

1. Grants & project income	41%
2. Membership	16%
3. Publications and merchandise	9%
4. Donations	33%
5. Other income	1%

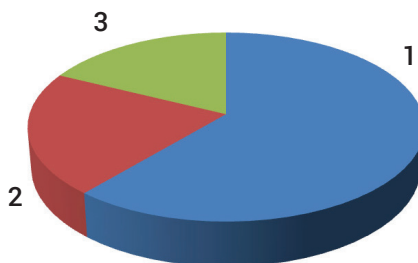


## Baby Milk Action expenditure

October 2014 - September 2015

Total expenditure = £91,102

1. Campaigns, code advocacy, publications and merchandise	61%
2. Membership and support services	21%
3. Office, audit and legal costs	18%



**Net Surplus: £ 5,611**

**Reserves: £ 9,201**

Based on audited figures.  
More detailed accounts are available on our website.

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## Baby Milk Action

### Council of Directors

Phyll Buchanan (stood down in September)  
Verity Croft  
Fiona Duby  
Susan Last  
Jane Neesam  
Hugh Simon

### Company Secretary

Lisa Woodburn

### Staff

Patti Rundall, Mike Brady,  
Sarah Saunby (to December), Jennie Evans  
(from January), Paul Bott.

### Advisors

Prof. Anthony Costello, Dr Helen Crawley,  
Dr Emmanuel Diamond, Chloe Fisher, Peter  
Greaves, Prof. Raymond Hodgson, Sheila  
Kitzinger, Dr Tim Lobstein, Gabrielle Palmer,  
Belinda Phipps, Dr. Peter Poore, Dr. Andrew  
Porter, Prof. Mary Renfrew, Magda Sachs,  
Dr. Penny Stanway, Dr. Tony Waterston,  
Kevin Watkins, Prof. Peter Willetts, Jean  
Rowe, Carol Williams, Dr. A.F. Williams,  
Dr Pam Zinkin.

### Office Volunteers

Lisa Woodburn,  
Rachel O'Leary, Mary Wright

### Area contacts

We would like to express our appreciation to all our Area Contacts who served during the year:

Adele M McGarry-Watson, Carl Richards, Colin Dunham, Jane Tapp, Janette Westman, Jenifer Inman, Jenny Richardson, Lesley Backhouse, Marianne Cowpe, Mrs Liz Berry, Mrs Patricia Wise, Sally Etheridge, Sarah Saunby, Sharon Breward and Sue Malpass.



*The true story dramatised in Tigers.*

One of our publications during the year. This 20-page brochure gives background details on the events in this film and brings the story up to date.



Lisa Woodburn, Jennie Evans and Patti Rundall produced the 2016 breastfeeding calendar for the IBFAN network. This is a major fundraiser for Baby Milk Action and provides a corporate-free alternative for health centres and elsewhere.