



# ***PARTNERSHIPS IN PRACTICE - How New Zealand Infant Nutrition industry works with government and other stakeholders***

**Jan Carey, CEO Infant Nutrition Council**

**19 October 2019**

# New Zealand



Industry supporting both Breastfeeding & Infant Formula

Established in 2009



# Infant Nutrition Council

Industry supporting both  
Breastfeeding & Infant Formula

**AUSTRALIA & NEW ZEALAND**

# Former NZ Associate Health Minister & Minister for Food Safety – Hon Jo Goodhew

前新西兰卫生部副部长及食品安全局局长 Jo Goodhew



“...the Infant  
Nutrition  
Council Code  
sets a high  
standard for  
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practice, both  
nationally and  
internationally”

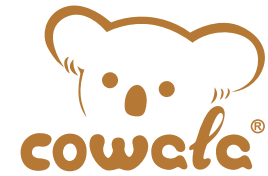
February 2013

婴幼儿营养协会法典为该行业的海内外规则设立了一个高标准。



**Our Vision: To be  
recognised as the credible  
and trusted 'go to'  
organisation for infant  
formula and toddler milk  
drinks**

# INC Members



# INC Members



SPRING SHEEP<sup>™</sup>  
— MILK CO. —  
*New Zealand*



HEALTH ▸ HYGIENE ▸ HOME



Thank you



**Synlait**



# Code of Conduct

## 行为准则

婴儿营养委员会（“INC”）成员同意通力合作，解决与澳大利亚和新西兰婴幼儿配方奶粉行业相关的问题。

此类问题涵盖澳大利亚和新西兰行业准则、支持母乳喂养、虚假与误导性索赔、食品条例与标准、食品安全问题及公司代表的行为与活动。

成员：

- 坚持INC价值观：诚信、专业、道德、有责任心、维护INC声誉
- 秉诚行事，谨慎处理，严格遵循适用的法律法规，包括：
  - 澳大利亚新西兰食品准则与标签法
  - 根据1999年新西兰动物产品法（APA）成为注册出口商，和/或
  - 根据1982年出口控制法，在澳大利亚检疫与检验服务局（AQIS）成为注册公司。
- 成员网站上应包含一份针对婴儿配方奶粉发表的母乳喂养声明，大意如下：

母乳是哺育婴儿的正常方式，对婴儿的健康成长至关重要。在使用婴儿配方奶粉之前应遵循专家建议。采用奶瓶辅助哺育的方法可能对母乳喂养产生不利影响。母乳喂养最好确保良好的母体营养，一般情况下不会反对母乳喂养。婴儿配方奶粉应在指导下使用。适当使用婴儿配方奶粉对婴儿的健康至关重要。选择哺育方法时也应考虑社会与经济问题。
- 接受并严格遵循澳大利亚与新西兰行业准则的相关文件及目的。此类文件涉及澳大利亚婴幼儿配方奶粉的营销：1992年制造商与进口商协议（MAIF协议）及婴儿营养委员会颁布的新西兰营销婴儿配方奶粉相关准则（INC实务准则）。
- 如果在澳大利亚营销婴儿配方奶粉，则应签署MAIF协议。
- 防范与2010年竞争和消费者法案和1986年新西兰商业法相悖的腐败或不正当竞争行为。
- 恪守意见一致原则，参与，协作，公开透明，均衡并尊重每一名成员。
- 在采取法律或其他外部行动之前，通过INC竞争投诉流程解决公司之间的争端。
- 及时支付会员年费及委员会规定的任何特殊收费。
- 在参与INC会议（包括INC委员会会议）过程中，所有与会人员同意不会进行违反任何适用竞争法的讨论、活动或行为。举例来说，与会人员不得讨论、沟通或交流任何商业敏感信息，包括与价格、产品战略、成本和收入、第三方交易条款与条件（包括采购策略、供应条款、交易项目或经销策略）相关的信息。

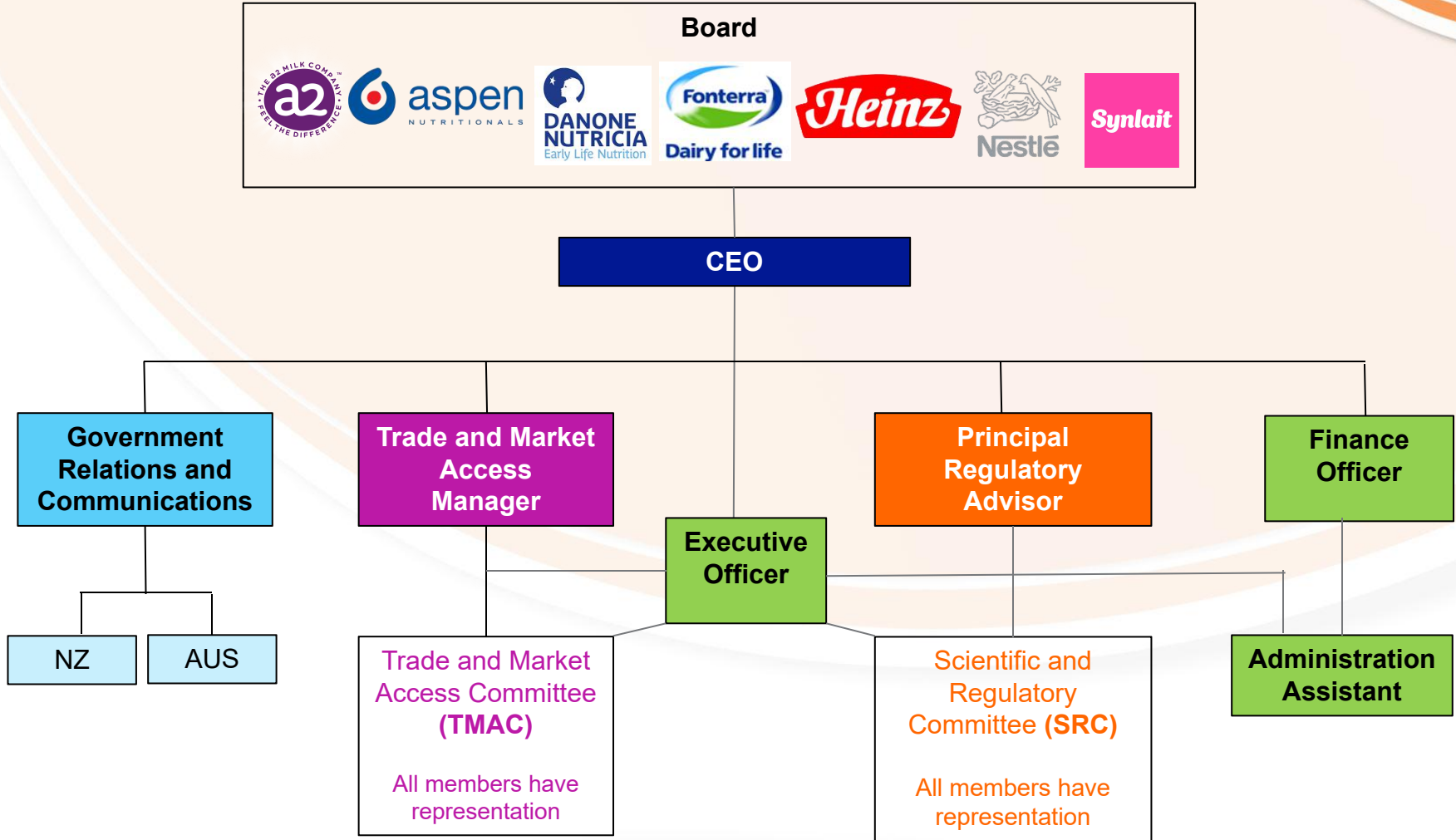
# INC Code of Conduct

- Uphold the values of the INC, which are to be truthful, professional, ethical and accountable.
- Act in good faith and with due care and comply with the laws and regulations governing the manufacture and where applicable, the export of infant formula products
- Abide by the industry codes for the marketing of infant formula in New Zealand and Australia

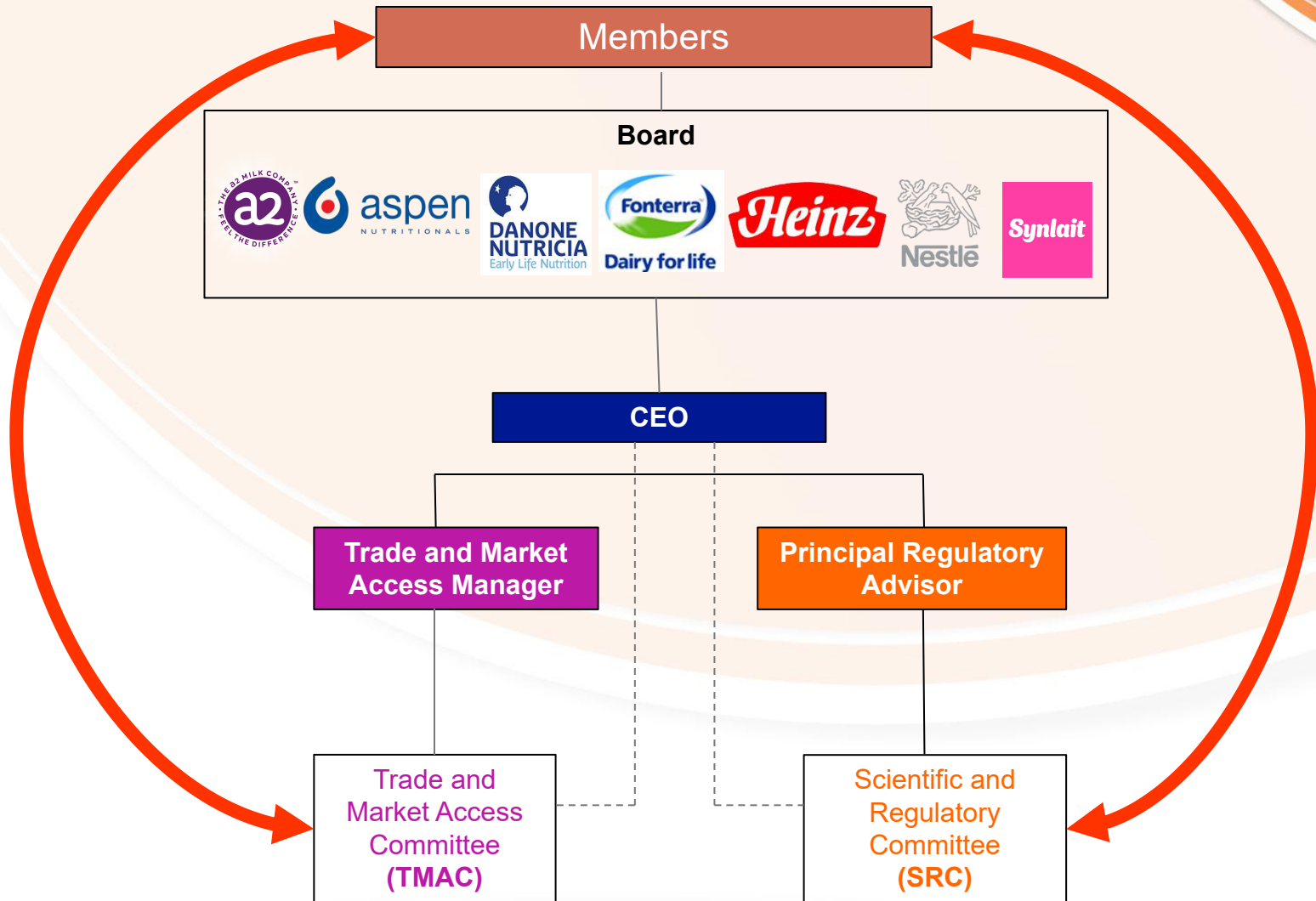
# INC Compliance Dispute Resolution Process

- As part of their membership commitment the INC members have agreed to abide by the Infant Nutrition Council's *Code of Conduct*.
- This includes seeking to resolve disputes between member companies through the *Compliance Dispute Resolution Process*.
- There are approximately 6 disputes between member companies per year, managed by the INC CEO
- **In 11 years of operation there has been a 100% successful resolution of member disputes**

# Infant Nutrition Council Structure



# Working with One Voice



# Scientific and Regulatory Committee

The Scientific and Regulatory Committee (SRC) is an operational committee of the Infant Nutrition Council.

It is made up of representatives from all member companies who have scientific, technical and regulatory expertise in infant and young child nutrition.

The committee meets physically 4 times per year and its role includes reviewing issues for industry that come before government regulators such as regulation reviews, applications to Food Standards Australia New Zealand and Codex Committee

SRC also has subcommittees that meet once a week on average to develop INC positions and submissions to government.

# Trade and Market Access Committee

The Trade and Market Access Committee is an advisory committee of the Infant Nutrition Council

It is made up of representatives from all member companies who have expertise in the global trade and investment environment and trade and market access policy

Its role is to assist the Council to gather and share non-commercially sensitive information regarding export regulations and access to international markets and to develop INC positions in relation to trade and market access issues.

The Committee meets 4 times per year, and has subcommittees for particular issues.

# New Zealand Government

The Infant Nutrition Council has developed strong relationships with the New Zealand government at the political and bureaucratic level



## New Zealand Parliament P remata Aotearoa

Ministry for Primary Industries  
Manatū Ahu Matua



MINISTRY OF  
HEALTH  
MANATŪ HAUORA



**NEW ZEALAND  
TRADE & ENTERPRISE**  
Te Taurapa Tūhono



**FOOD STANDARDS**  
Australia New Zealand  
Te Mana Kounga Kai - Ahitereiria me Aotearoa



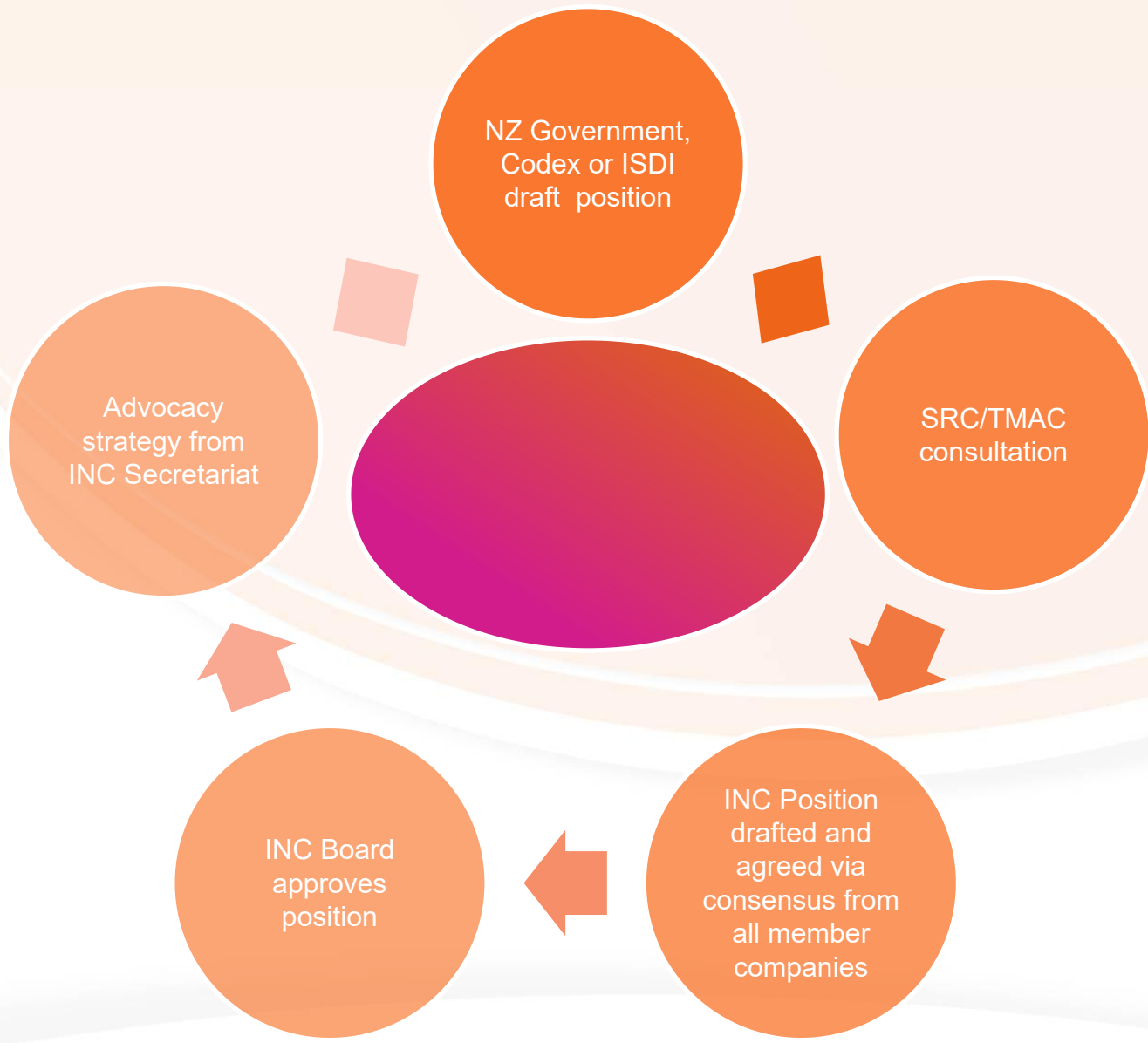
# NZ Government supports our industry



# INC working with government

- Government officials are always invited to attend SRC & TMAC meetings to engage directly with industry about particular issues
- This engagement is continuous and ongoing until an issue is finalized.
- In addition to invitations to attend industry meetings INC develops stakeholder engagement strategies for all issues
- This includes engagement with Ministry of Primary Industries, Food Standards Australia New Zealand, Ministry of Foreign Affairs and Trade, New Zealand Trade and Enterprise
- The CEO engages at the Ministerial level

# Stakeholder engagement model



# Recent INC Submissions to NZ Government



8 evidence based written submissions have been made to FSANZ about infant formula regulations including the review of the Infant Formula Standard and the revision of the regulation on Nutritive Substances and Novel Foods.

Ministry for Primary Industries  
Manatū Ahu Matua



16 evidence based written submissions have been made to Codex New Zealand about the review of Follow up Formula at Codex



A submission to the Maternal, Infant and Toddler Dietary Guidelines providing up to date scientific evidence

PHARMAC

Te P tāka Whaioranga

A submission to PHARMAC's proposal to change access regulations for Amino Acid Formula

# INC Marketing Code of Practice



## THE INFANT NUTRITION COUNCIL

CODE OF PRACTICE FOR THE MARKETING  
OF INFANT FORMULA IN NEW ZEALAND

Based on:

*The World Health Organisation International Code  
of Marketing of Breast-milk Substitutes (WHO 1981)  
(WHO Code)*

*Implementing and Monitoring the International  
Code of Marketing of Breast-milk Substitutes in New  
Zealand: The Code in New Zealand dated July 2007*

- Industry response to WHO Code of Marketing of Breast Milk Substitutes
- Compliance to the INC Code of Practice is monitored by the New Zealand government through the Ministry of Health
- INC CEO is appointed by the NZ Director of Public Health to the Compliance Panel
- The Panel determines whether a breach has occurred for unresolved complaints.

# Marketing Code extended

- In December 2018 the INC voluntarily extended the scope of the INC Code of Practice to include follow on formula products for older infants
- The INC Code of Practice now applies to the marketing and promotion of formulas for infants **up to 12 months of age.**
- The INC recognises that follow on formula products can be used as a substitute for breast milk when used as part of a weaning diet for older infants



The Health Minister, the Hon David Clark, and the Minister for Food Safety, the Hon Damien O'Connor launch the revised INC Code of Practice

# Other Stakeholders in NZ

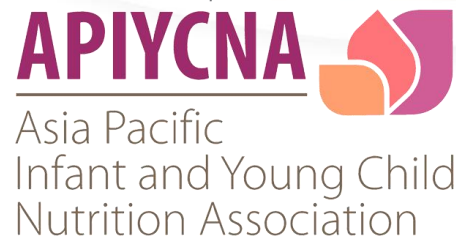


Dairy Companies Association of New Zealand (DCANZ) and the New Zealand Food and Grocery Council participate in INC SRC and TMAC meetings and relevant information and industry positions are shared

# Industry partners (international)



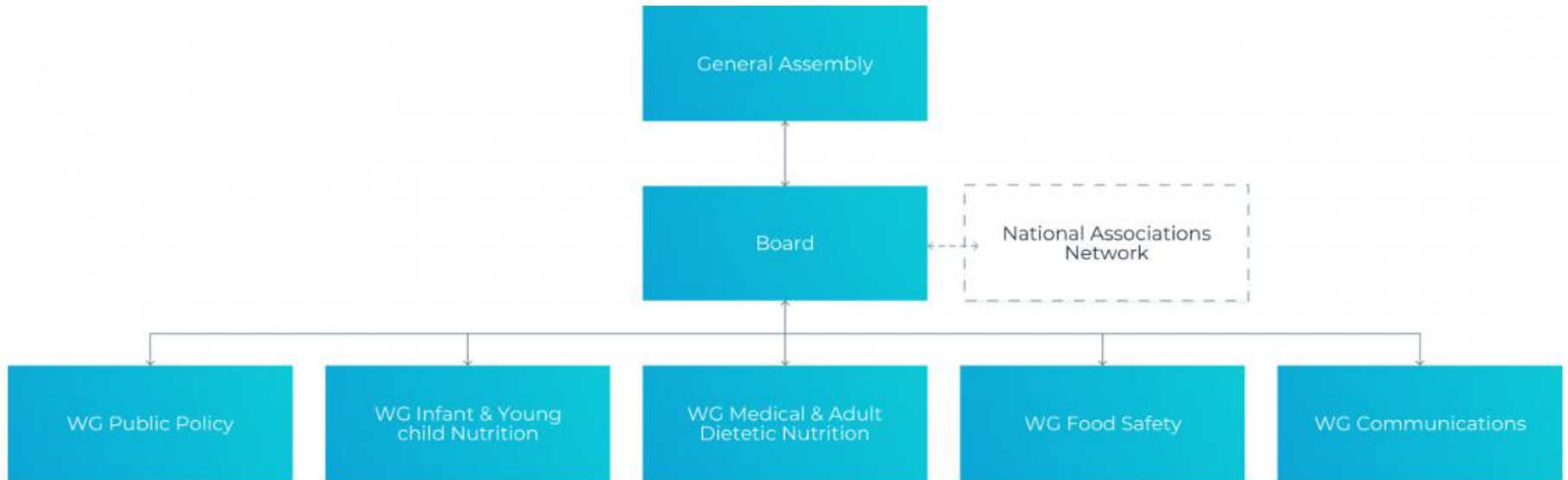
INC has strong  
relationships  
with...







## Structure



- INC CEO is an ISDI board member, and several INC representatives are key members of the ISDI working groups.
- Through INC's representation on the board and working groups, INC makes several submissions to ISDI each year on regulatory matters

# Industry partners in China



中国营养保健食品协会  
China Nutrition and Health Food Association

INC signed a Memorandum of Understanding with CNHFA in 2016



European Chamber  
中国欧盟商会

Like INC the ECCC is a member of ISDI

# Engagement through INC Events



Since 2016 the Infant Nutrition Council has hosted a conference every 18 months

New Zealand government officials are invited to attend and make presentations to our delegates at each conference.

Representatives from the Ministry for Primary Industries, Food Standards Australia New Zealand and the Ministry of Health have all provided presentations in the past.

In April 2019 INC was pleased to include presentations from Samuel Liu, Secretary General of CNHFA, Jean-Christophe Kremmer, Secretary General of ISDI and Venetta Miranda, Executive Director of APIYCNA



Infant  
Nutrition  
Council

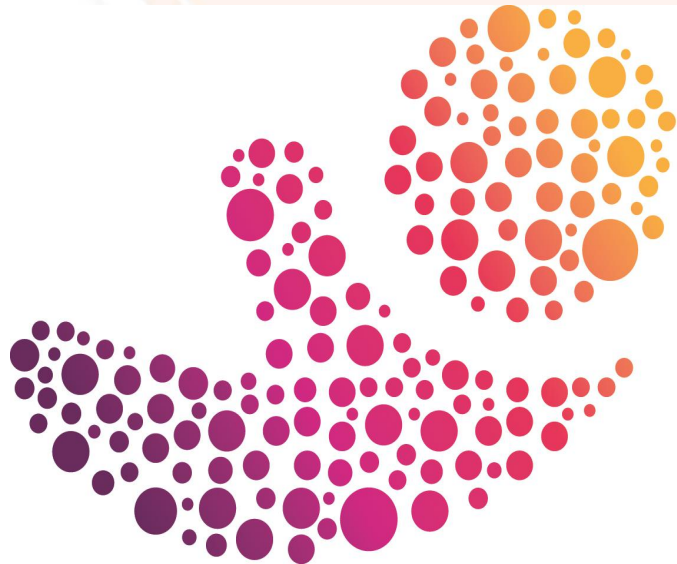
Industry supporting both  
Breastfeeding & Infant Formula

[www.infantnutritioncouncil.com](http://www.infantnutritioncouncil.com)

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# SAVE THE DATE

**27 – 29 October 2020**  
**Wellington, New Zealand**



Infant Nutrition  
**FEEDING**  
**THE FUTURE.**