



# Baby Food Atlas from Fiji

*World Breastfeeding Conference  
New Delhi, India  
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**on behalf of Ministry of Health Fiji**



# Fiji



- Pop 837,271
- 18,333 sq km
- 2 major islands
- 332 islands

# Inappropriate



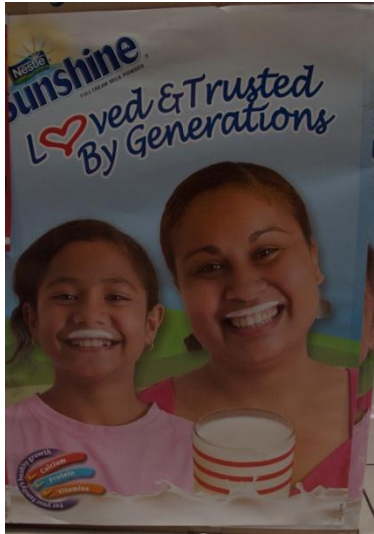
- Inconsistency in product labelling
- Some bottles have age group covered while others are still visible

# Inappropriate



- Inappropriate product labelling
- Sticker covers age group
- Recommendation still reads 'Not recommended for infants under the age of 4 months'

# Inappropriate



- Inappropriate product labelling and advertising space
- Picture idealizing a 'happy' and 'healthy' preschool / school-age child, while tin has information on breastfeeding.. Misleading mothers into thinking that this is also formula preparation
- Foreign language
- No specific age group stated
- Special section on aisle



# Way forward for Fiji..

- Definitions of 'appropriate' and 'inappropriate' to be aligned to the ***Marketing Controls (Food for Infants and Young Children)*** Regulation 2010
- Training of Monitors and Enforcement Officers in the subdivisions
- Effective Enforcement and Monitoring of violations and incompliance
  - Provision of relevant tools for monitoring
  - Systematic reporting [channels and procedures]
  - Active Standing Committee
- FSANZ Nutrient Profiling System

# Thank You

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