

# The Nestlé boycott and company campaigns

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Baby Milk Action is the UK member of the  
International Baby Food Action Network (IBFAN)  
Consisting of over 200 groups in more than 100 countries.



# The Nestlé boycott



Nestlé is the target of a boycott because monitoring finds it to be the worst of the baby food companies in terms of the range and scale of violations of the Code and Resolutions (ref. *State of the Code by Company and Breaking the Rules* from ICDC).

Nestlé also takes the lead in opposing independent monitoring and enforcement of the Code and Resolutions.

## The Nestlé boycott

A boycott was first launched in 1977 and led to the adoption of the *International Code* in 1981.

Nestlé is one of the four most boycotted companies on the planet (ref: GMIPoll 2005).

Nestlé's Global Public Affairs Manager has admitted that Nestlé is "widely boycotted".

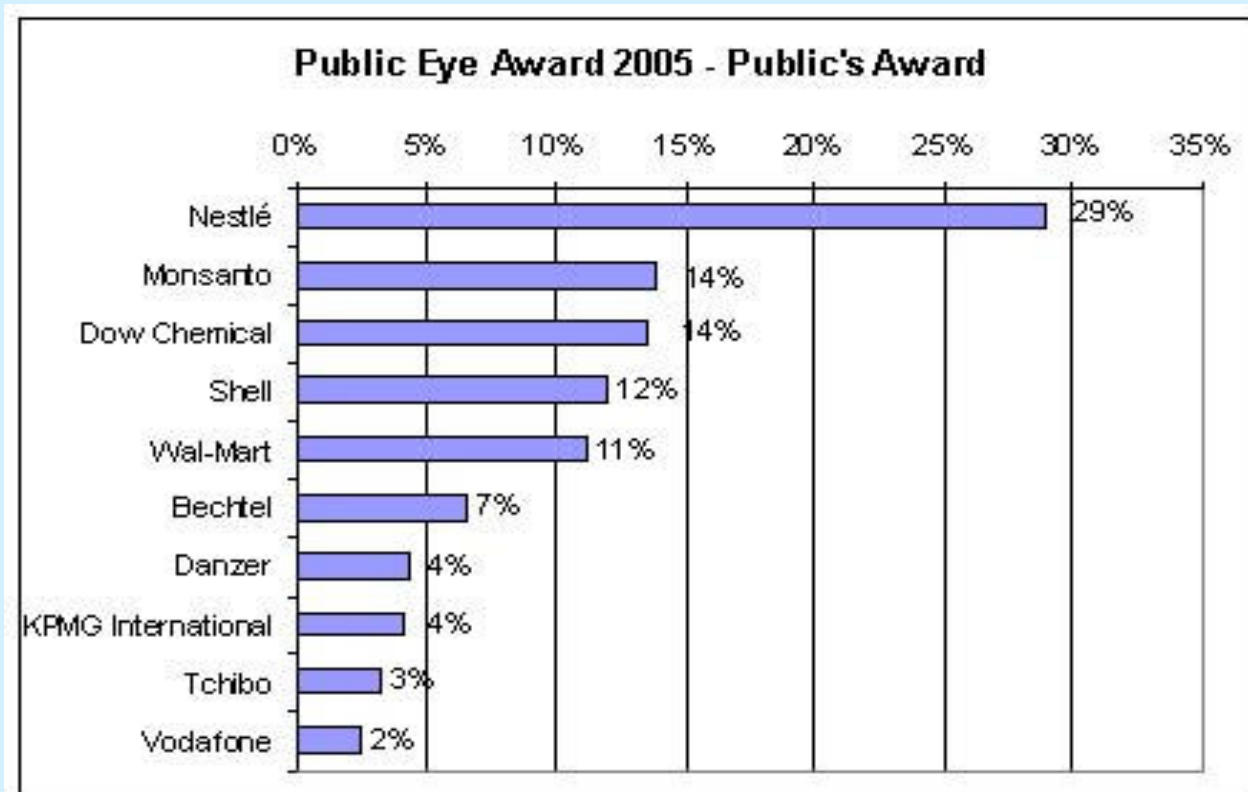
The boycott has been officially launched by groups in 20 countries and is supported in many more.

Organisations and prominent individuals have given public support to the boycott.

Let me know if you are interested in promoting the boycott in your country.

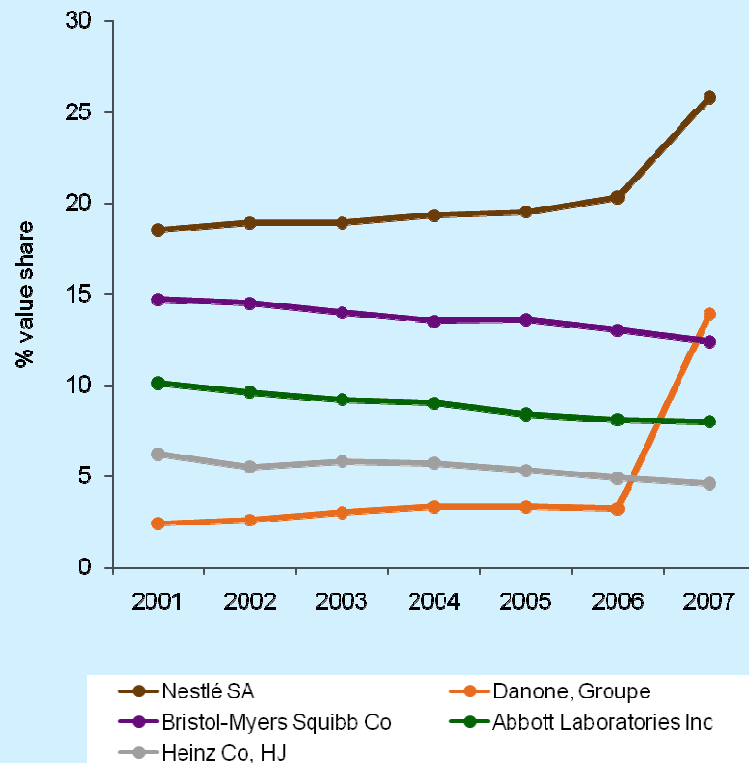


## Voted the “world’s most irresponsible company”



## Other companies

**Baby Food Global Market Shares 2001-2007**



Source: Euromonitor International



Danone bought Nutricia, Milupa/Aptamil and Cow & Gate (NUMICO) brands in 2007 and is now in second place to Nestlé and competing aggressively with it. Danone aims to provide 20% of the world's infant formula from facilities it is expanding in Ireland.

Danone is rivaling Nestlé as a source of violations.

In response to *Breaking the Rules 2010*, Nestlé accepted only 3% (4/130) were violations.

Danone claimed it had acted on 50% of its violations, but systematic violations continue and it may be targeted with a consumer campaign soon.

All companies are targeted with exposés and other campaigns.

Legislation applies to all companies – it creates a level playing field.



# The boycott helps to stop violations

The new "Gold Standard" in infant nutrition



Clinically proven to reduce the risk of developing allergies and to protect from intestinal infections



PROTECT START™

bifidus

LCPUFA OPTI PRO

PROTECT PLUS™

bifidus

LCPUFA OPTI PRO

**Opti Pro™**  
moderately hydrolyzed protein

The only hydrolyzed whey protein body clinically proven to substantially reduce the risk of allergies and initiate oral tolerance to cow's milk protein<sup>1,2,3,4</sup>

**B. active probiotic cultures**

- In Protect Start™ Active immunity: *Bifidobacterium lactis*, a probiotic strain proven to facilitate bifidobacteria predominance in the gut and to positively influence immuno-regulatory mechanisms, resulting in significant reduction of allergic symptoms and intestinal infections<sup>5,6,7,8,9</sup>
- In Protect Plus™ Active Immunity: *Lactobacillus rhamnosus*, an extensively researched strain with a demonstrated efficacy in preventing and treating allergic manifestations and intestinal infections<sup>9,10,11</sup>

**LC-PUFAs**

DHA and ARA in a 1:1 ratio, designed to modulate immune response in a way which reduces risks of allergic symptoms<sup>12,13,14,15</sup>

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9. Zhang L, Jiang H, Jiang H, et al. Prevention effects of a probiotic formula on allergic sensitization to cow's milk protein in allergic children. *Journal of Allergy and Clinical Immunology*. 2007; 120:271-280.  
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13. Calder PC. Polyunsaturated fatty acids, inflammation, and immunity. *Journal of Allergy and Clinical Immunology*. 2001; 107:107-116.  
14. Calder PC. Polyunsaturated fatty acids, inflammation, and immunity. *Journal of Allergy and Clinical Immunology*. 2001; 107:107-116.  
15. Calder PC. Polyunsaturated fatty acids, inflammation, and immunity. *Journal of Allergy and Clinical Immunology*. 2001; 107:107-116.

Nestlé dropped this leaflet after receiving 3,000 emails from boycott supporters.

One of the 4 violations in BTR 2010 it stopped.

It still refuses to stop using its 'protect' logos.



## But violations continue



For example, Nestlé has added 'protect' logos in 120 countries.

These are prohibited by regulations in some countries – as are the large bird logos.



Left: Tin from Malawi (2009), TV advertisement in Armenia (2012).



# Campaigning in solidarity with the Philippines



# International solidarity with the Philippines



# International solidarity with the Philippines



# International solidarity with the Philippines



## International solidarity with the Philippines



Coverage of the threat by the US Chamber of Commerce to disinvest from the Philippines if the marketing regulations remained in force.

# International solidarity with the Philippines

December 6, 2006 Street march to the Supreme Court to file the Intervention



Intervenor Mother & baby victim of bottle feeding

# International solidarity with the Philippines



## The industry view

*With the industry fighting a rearguard action against increased regulation in such markets as the Philippines, the short-term maximisation of market share is a crucial goal, as once regulation is in place, it is likely to be difficult for new entrants to take sales away from incumbents.*

**Euromonitor International, September 2008**



## Nestlé responds with public relations



Nestlé has hired Bureau Veritas to produce reports claiming it abides by the Code and Resolutions. It claims these are independent, but they are paid for by Nestlé, monitor against Nestlé's own Instructions and are used to oppose regulations.

Beware if Nestlé or Bureau Veritas – which works for Nestlé – calls to meet with you.

## FTSE4Good

FTSE4Good is an ethical investment index operated by FTSE, the UK stock-exchange listing company (responsible for the FTSE100).

It has Breastmilk Substitutes criteria. In the past companies that violated the Code and Resolutions were excluded.

The criteria have been weakened twice since, most recently in 2010 to look to company policy statements and management systems, rather than their practices and to discriminate between “low-risk” and “high-risk” countries. Nestlé was added to the FTSE4Good Index in March 2011 based on its own statements, despite its dismissive response to the Breaking the Rules report.

In-country assessments are commissioned by FTSE, but these assess companies against company policies, not the Code and Resolutions. Nestlé remained in the Index after assessments in Zambia and India in 2011.



## FTSE4Good

Nestlé Chairman, Peter Brabeck-Letmathé, said on Indian NDTV in November 2012 when asked about the boycott:

*"There are issues that have been in the history of our company, which we can discuss.*

*"We feel that we know today we are complying 100% with the WHO Code. We have been recognised. We wouldn't be part of FTSE4Good if we hadn't been recognised.*

*"We are being investigated independently from us by those institutions and we get the certificate of good behaviour, which I think corresponds to the way we are behaving."*



# FTSE4Good

In truth:

- The Indian Government has clearly stated that Nestlé sponsorship of health workers breaks its laws.

- FTSE told Baby Milk Action it has raised a number of areas for improvement that were identified in the assessment in India at the most senior level of the company, including sponsored events.

- Nestlé products have been confiscated in India for breaking labelling laws.

Cut the table

Age of infant बिरु की उम्र	Quantity per feed / एक अहार की मात्रा			No. of feeds per day / प्रतिदिन कितने अहार	
	Previously boiled water पानी में डाला हुआ मात्रा	Number of measuring scoops <sup>A</sup> पाने वाले चम्मचों की मात्रा		Formula फार्मुला	Others अन्य
	ml. / मि.ली.	fl.oz. / फ्लू.ओ.एस.			
1st and 2nd Weeks / पहला और दूसरा सप्ताह	90	3	3	6	-
3rd and 4th Weeks / तीसरा और चौथा सप्ताह	120	4	4	5	-
2nd month / दूसरा मासिक	150	5	5	5	-
3rd and 4th months / तीसरा और चौथा मासिक	180	6	6	5	-
5th and 6th months / पाँचवा और छठा मासिक	210	7	7	5	-

From the 7th month onwards\*\*  
अठारह मासिक से\*\*

**Change to NAN, PRO<sub>1</sub> 2 / NAN, PRO<sub>1</sub> 2 का इस्तेमाल करें**

**Warning:** Only prepare one bottle at a time. Feed immediately and follow the instructions exactly. Do not keep unfinished bottle, discard the contents. Always hold baby while feeding. Leaving baby unattended may cause choking.

Infant milk substitute should be used only on the advice of a health worker as to the need for its use and the proper method of its use. Infant milk substitute is not the sole source of nourishment of an infant.

**\*Warning/caution:** Careful and hygienic preparation of infant food is most essential for health. Do not use fewer scoops than directed, since diluted feeding will not provide adequate nutrients needed by your infant. Do not use more scoops than directed, since concentrated feed will not provide the water needed for your infant.

\*\* At this age, it is often recommended to gradually introduce cereals and progressively vegetables, fruits, pulses etc. Since individual needs vary, ask your health professional for advice. From the 7th month onwards, it is advisable to change to NAN, PRO<sub>1</sub> 2 which is specially formulated for older babies.

Retain the feeding table / instructions given on this pack.

Ensure enclosed scoop is thoroughly washed and dried before use. After opening use the contents within 3 weeks or the expiry date, whichever is earlier.

**चेतावनी:** एक बार में केवल एक बोतल अहार ही तैयार करें। तुरंत पिएं और निर्देशों का पूरा पालन करें। बोतल में बचे हुए अहार को फेंक दें। बिरु को हमेशा गोद में रखकर पिएं। बिरु को अकेला छोड़ देने पर उसके संतान लेने में रुकावट आ सकती है।

बिरु दूध अदकान के उपयोग की आवश्यकता तक प्रयोग की बिना की जानकारी स्वास्थ्यकर्मी से ही ले। बिरु दूध अदकान ही बिरु के पोषण का सकारण अहार नहीं है।

**\*चेतावनी/सावधानी:** बिरु खाद्य सामग्रीनुकी और शिशुसंगीक तैयार करना स्वास्थ्य के लिए आवश्यक है। निर्दिष्ट चम्मच से कम प्रयोग न करें, क्योंकि इसके पोषण से आपके बिरु के लिए अपर्याप्त पोषण पोषक तत्व नहीं उपलब्ध होंगे। निर्दिष्ट चम्मच से अधिक का प्रयोग न करें क्योंकि गाढ़े पोषण में आपके बिरु के लिए अपर्याप्त मात्रा उपलब्ध नहीं होगी।

\*\* इस उम्र में, अहार पर सलाह दी जाती है कि बिरु को धीरे-धीरे अन्नसमूह अहार देने के साथ-साथ सब्जियाँ, फल और दाल आदि भी दिए जाएं। क्योंकि प्रत्येक बिरु की आवश्यकताएं अलग-अलग होती हैं, इसलिए अपने स्वास्थ्य विशेषज्ञ की सलाह से। सलाहें मांगने से यह सलाह दी जाती है कि उसे NAN, PRO<sub>1</sub> 2 दिया जाए जो विशेष रूप से बड़े बिरुओं के लिए बनाया गया है।

कैच पर दी गई अहार तालिका/निर्देशों को अपने पास संभाल कर रखा करें।

सुरक्षितता कर में कि खाद्य दिवस तक समय प्रयोग से पहले अच्छी तरह धोया और सुखाया गया हो। खोलने के बाद पारदर्शक का प्रयोग 3 सप्ताह के भीतर या समय समाप्ति की तिथि से पहले कर लें।

**BENEFITS FROM NESTLÉ'S NUTRITION RESEARCH**

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## FTSE4Good

Baby Milk Action requested a public statement from FTSE responding to Mr Brabeck's use of FTSE4Good in India recently.

FTSE does not intend to make a public correction of Mr Brabeck's statements, but will follow up with Nestle to ask them to be careful in how they refer to FTSE4Good and will add a statement to its website setting out the relationship between the FTSE4Good BMS Criteria and the Code.

Baby Milk Action recommends that investors concerned about infant health DO NOT invest in FTSE4Good tracker funds.



# Nestlé-Free Zones – Nestlé-Free Week



This is a Nestlé-Free Zone  
Boycott Nestlé - protect infants

[Click here](#)

NEW: Nestlé-Free Week - 26 October to 1 November



International Nestlé-Free Week – last week of October, a week for those who support the boycott to do more to spread the word and for those who do not boycott to give it a go, at least for a week.



# Boycott materials



# Wyeth's SMA Baby Know How roadshow



The Irish bus

# Wyeth's SMA Baby Know How roadshow

## Stop Self-serving marketing activities

Baby milk companies should

- stop promotion and
- make formula cheaper

### Support the petition

1. We, the undersigned, believe that mothers and the wider public have the right to independent information on pregnancy and baby care. This is available through the health care system and mother support groups.
2. We call for baby milk companies to stop targeting pregnant women and parents with so-called 'educational initiatives' and 'mother and baby clubs'. These are strategies for promoting brand names and gathering contact details and are ultimately paid for by those who use formula.
3. We call on companies to make permanent (not promotional) reductions to the price of formula.

Note: The *International Code of Marketing of Breastmilk Substitutes* and subsequent, relevant Resolutions of the World Health Assembly set out how companies can and cannot market formula.

The *Infant Formula and Follow-on Formula Regulations* (2007) and their Guidance Notes are also in force in the four countries of the UK.

Signed:

Address:



Sign and return to the address below. Alternatively scan the code with a smartphone or go to the short link <http://chn.ge/JVb2LQ>  
Return to: Baby Milk Action, 34 Trumpington Street, Cambridge, CB2 1QY, UK.

June 2012



## Who funds these promotional campaigns?



Based on figures from dairy farmers Baby Milk Action has made an informed guess that **between 53% and 80% of the selling price of formula goes towards marketing and profit.**


That's **between £231 and £884 per child** for parents using formula for a year, depending on whether they use powdered formula or ready-to-feed.

*"A kilo of infant formula is worth ten times the value of a kilo of milk powder, so it's obvious which product New Zealand should be selling."*

New Zealand's Economic Development Minister  
Gerry Brownlee, October 2010.

# The Nestlé Critics website for wider concerns

Contact Administrator Authors

 **This is a Nestlé-Free Zone** [Click here](#)  
**Boycott Nestlé - protect infants**  
NEW: Support breastfeeding - ONE MILLION CAMPAIGN launched

**Nestlé's Actions**  
Baby Milk  
Chocolate  
Coffee  
Water  
Visitors' Comments

**Labour Relations**  
Colombia  
Japan  
Philippines  
Workers' Comments

**Social Responsibility**  
Nutrition, Health and  
Wellness

**Advanced Search**  
Site RSS feed

**The Mambo License**

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## Nestlé's actions speak louder than its words

Written by Administrator

 Nestlé, the World's Largest Food Company, boasts there is not a country on the planet where it does not operate.

**Nasty** It produces many Public Relations (PR) materials boasting of its positive impact and dismissing critics. For Nestlé's words, see: [www.nestle.com](http://www.nestle.com)

This website acts as a portal for those who want to know if Nestlé's words truly reflect its actions. The different sections are maintained by experts whose organisations monitor what Nestlé is really doing on the ground. If you would like to write for this site, contact the Administrator with details of your organisation.

Check back frequently for new additions as this site is developed and for the latest news. You can also scan this page with your RSS reader or copy and paste this link:  
[feed://www.nestlecritics.org/index.php?option=com\\_rd\\_rss&id=2](http://feed://www.nestlecritics.org/index.php?option=com_rd_rss&id=2)

[Vulture campaign image.](#)

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**Philippines - overview**

More than seven years have now passed since the more than 600 employees at the Cabuyao factory of Nestlé Philippines, Inc. went on strike to enforce their right to negotiate their retirement benefits. The Supreme Court's repeated rulings in their favor on this issue have failed to render justice, as the Swiss multinational food company continues to defy the court's decisions.



## Boycott materials



Thank you

