The Role and Value of Industry Associations in Policy and Regulation

AOCS – Infant Nutrition Workshop

14 September 2017
The Infant Nutrition Council (INC)

The association for the infant formula industry in Australia and New Zealand
The Infant Nutrition Council (INC)

- Represents manufacturers, marketers, brand owners and associated companies such as ingredient suppliers
- Its members are responsible for over 95% of the volume of infant formula manufactured, sold and exported in ANZ
INC - Scope

• From February 2017 the scope of INC includes infant formula products from 0 – 12 months and toddler milk drinks up to 3 years of age.

• By 2020 the INC scope will include all aspects of Early Life Nutrition – from pre-conception, pregnancy, infancy and through to toddlerhood.
Early Life Nutrition

A growing body of evidence shows that the First 1,000 Days of Life provides a critical window of opportunity where a healthy environment, particularly good nutrition, can positively influence lifelong health by reducing the risk of obesity, allergy, type-2 diabetes, cardiovascular disease and improved mental wellbeing.
UN’s Decade of Action on Nutrition 2016-2025

"This resolution places nutrition at the heart of sustainable development and recognizes improving food security and nutrition are essential .."

"Children can't fully reap the benefits of schooling if they don't get the nutrients they need…"

FAO DG José Graziano da Silva
1 April 2016
Members

- Aspen Nutrionals
- Danone Nutricia
- Fonterra
- Heinz
- The a2Milk Company
- Nestle
- Synlait
A map of China made from more than 1,800 cans of baby formula – reflecting the controversy over mainland China’s demand for foreign milk powder following the Melamine crisis
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

• Not bring the Infant Nutrition Council into disrepute
What is the Role and Value of an industry association?

• Present industry’s views based on evidence and commercial reality
• Provide one strong united voice to government
• Take complex messages and make them understandable at all levels and to all stakeholders
• Collaborate with government and other stakeholders to ensure the safety and quality of our products
INC sets the standard to achieve industry best practice

Ethical marketing practices
INC is committed to supporting both breastfeeding and infant formula

1. Breast milk
   or, when a baby is not given breast milk,

2. Infant Formula  (the only suitable breast milk substitute)

Marketing practices are in accordance with the World Health Organization’s *International Code of Marketing of Breast-milk Substitutes 1981 (WHO Code)*

INC raises awareness of industry’s responsibility to protect and promote breastfeeding
INC sets the standard for its members’ to achieve best practice

Ethical marketing practices

Extensive scientific and regulatory knowledge and expertise
Scientific and Regulatory Expertise

- INC members include some of the biggest international food companies who have 150 years of scientific knowledge about the infant formula industry.

- All INC members belong to the Scientific and Regulatory Committee (SRC).

- Through the SRC members share extensive understanding of the regulatory environment.

- Builds the knowledge base and scientific expertise of smaller member companies.
INC sets the standard for its members’ to achieve best practice

Ethical marketing practices

Extensive scientific and regulatory knowledge and expertise

Strong government relations
Strong government relations

• INC is the contact point for government to connect with industry and provide one strong industry voice

• INC engages directly with the ANZ governments in the development of policy and enforcement of regulations.

• INC has developed strong relationships with key government ministers, departments and agencies.

• Ministers and their agencies include: Health, Foreign Affairs and Trade, Primary Industries, Business & Innovation, Food Safety and Food Regulation
INC sets the standard for its members’ to achieve best practice

Ethical marketing practices

Extensive scientific and regulatory knowledge and expertise

Strong government relations

Strong international relations
Strong international relations

- Industry associations have the ability to influence at the international, regional, and national levels.

- INC is a member of International Special Dietary Food Industries Association (ISDI) which has international relations that extend through Asia, Europe, Northern America, Middle East and Africa.

- INC is part of one strong global industry voice and helps to make the voice stronger.
Former NZ Associate Health Minister and Minister for Food Safety – Hon Jo Goodhew

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

February 2013
Infant Formula sits in a global environment

**Infant Formula Regulations**

Must include the benefits provided by global research to ensure the best nutrition for infants

Should consider global trade

Local regulation should be harmonised with international food standards (Codex)
Food Standards Australia New Zealand (FSANZ) develops food standards for Australia and New Zealand.

**P1024**
Proposes the development of a new framework for dealing with nutritive substances and novel foods (Nuts and Novs)

**P1028**
Review of Standard 2.9.1 which governs the composition & labelling of infant formula products in Australia and New Zealand
• Codex Alimentarius governs international food regulation.
• Codex Committee of Nutrition and Foods for Special Dietary Uses (CCNFSUD) is currently reviewing the Follow Up Formula Standard – 6 mths to 3 years
• NZ is chairing the working group

P1024, P1028 and Codex FuF Review are long running and have been underway for a number of years

http://www.infantnutritioncouncil.com/submissions/
3 –MCPD glycidyl esters

- Vegetable oils are important in achieving the required fatty acid profile necessary to support an infant's normal growth and development.
- MCPD esters can be created during the refining of edible oils & fats.
- INC is working closely with FSANZ/MPI to determine whether the levels of 3-MCPD esters are of concern.
- Similar projects are being undertaken by EFSA and Health Canada.
Ministry of Primary Industries NZ
3-MCPD Survey

- In collaboration with FSANZ, MPI has collected 100 oils and infant formula samples off retail shelves in ANZ.
- They are also contacting some IF and oil companies directly to validate their test methodology.
- ESR (Institute of Environmental Science and Research) New Zealand has been engaged by MPI to test the samples to get an indication of where we are relative to the situation overseas.
Voluntary mitigation efforts by oil manufacturers have been progressing both locally in other parts of the world for 5+ years.

**INC does not support the establishment of limits in Regulation:**

INC supports
- the establishment of a Codex Code of Practice (CoP)
- progression of voluntary industry mitigation efforts including working closely with oil suppliers

**Defer consideration of establishment of limits in Regulation, until the following scientific and technical gaps are filled:**
- Health based guidance values - JECFA and EFSA alignment and support from other Regulatory agencies (e.g. FSANZ)
- Mitigation efforts and feasibility of CoP
- Methods of Analysis for infant formula validated and method alignment between industry and government
Scientific and technical gaps today

Health based guidance values
• Consistency with Codex
• Await revised risk assessment from EFSA

Mitigation efforts and feasibility of Codex CoP
• Locally, mitigation efforts have focused around refining processes for oils used in infant formula products but CoP will also include agricultural practices and milling processes
• INC and member companies will provide supporting information via eWG members (Australia and ISDI)

Methods of Analysis
• INC members are actively involved in the global validation of analytical methods for the measurement of 3-mcpd and glycidyl esters in infant formula products
SPIFAN 2011-2017

• Stakeholder Panel for Infant Formula and Adult Nutritionals (SPIFAN)

• Financially supported by multinational infant formula manufacturers (Fonterra, Nestlé, Abbott, Mead Johnson, Friesland Campina, Perrigo)

• Contracted via Infant Nutritional Council of America and coordinated by AOAC.

• Stakeholder panel has global representation from regulators, IF manufacturers, academics, science vendors, contract labs.

• Focus on vitamins and minerals.
Top Priority for INC Members

The quality and safety of our products

The INC aims to ensure that parents can be confident in the safety and integrity of infant formula and toddler milk products made, sold or exported by any INC member company.
A smart future

What is at stake is the health and safety of the world’s most vulnerable population.
SAVE THE DATE
26-27 OCTOBER 2017
AUCKLAND NEW ZEALAND

Infant Nutrition
FEEDING THE FUTURE.

Industry supporting both Breastfeeding & Infant Formula