

---

# **WIMM-BILL-DANN POLICY FOR MARKETING OF BREAST-MILK SUBSTITUTES**

---

DECEMBER 15, 2020

VERSION 3

# Contents

I. Introduction .....	2
II. Definitions .....	2
III. Scope	
1. Territory .....	3
2. Covered products .....	3
IV. Wimm-Bill-Dann commitments	
1. Information and education .....	3
2. The general public and mothers .....	4
3. Employees and partners (restrictions in trading.....	4
4. Health care systems .....	5
5. Health workers .....	6
6. Labelling .....	7
7. Quality .....	8
V. Implementation and transparency .....	8

## I. Introduction

Wimm-Bill-Dann has submitted a formal response to the **Call to Action on compliance with the International Code of Marketing of Breast-milk Substitutes (BMS)**. In our response, we have committed to:

- strive to promote safe and adequate nutrition for children of all ages including children of a young age, by encouraging and supporting breastfeeding as the best type of nutrition in the beginning of life
- produce and sell breast-milk substitutes of high quality for application in cases when a safe alternative to breast-milk is required, i.e. when an infant does not have access to mother's milk, or when specially adapted infant formulas are required, and to
- produce and sell complementary food products of high quality, that are required according to biological needs of growing child's body.

We support the public health goal to ensure optimal breast-feeding and nutrition for all mothers, infants and young children, and through our baby foods portfolio aim to promote safe and adequate nutrition for young children, by encouraging and supporting breast-feeding as the best type of nutrition in the beginning of life, and by producing and selling high quality, nutritious infant formula and complementary food products.

**The best nutrition for an infant is mother's milk. Wimm-Bill-Dann supports the recommendations of the World Health Organization and advocates exclusive breast-feeding up to the age of 6 months, and further complementary food intervention while continuing breast-feeding for up to two years and beyond.**

## II. Definitions

For the purposes of this Policy:

**Breast-milk substitute** means any food being marketed or otherwise presented as a partial or total replacement for breast-milk, whether or not suitable for that purpose, unless specifically labelled as not a breast-milk substitute.

**Complementary food** is nutrition suitable as a complement (food and drinks) to breast-milk or infant formulas, fully compliant with all safety and age criteria established by local/national regulatory acts and technical regulations, when these respective types of nutrition become insufficient for satisfying an infant's needs.

**Covered products** means the below listed Wimm-Bill-Dann baby food products.

**Infant formula** is a breast-milk substitute in both powder and liquid-like form, commercially produced according to the corresponding legislation, technical regulations, a registered child product, safe for satisfying the nutrition needs of infants **from 0 to 6 months (infant formula)** and **from 6 to 12 months (follow-on formula)**, and adapted to their physiological characteristics.

**The Code** is the International Code of Marketing of Breast-milk Substitutes, adopted by resolution by the World Health Organization's World Health Assembly in 1981<sup>1</sup>.

### III. Scope

#### 1. Territory

This Policy is binding for all organizations and employees in the Wimm-Bill-Dann group in any country we produce, sell, or market baby food even where local laws and regulations are absent or less stringent.

#### 2. Covered products

- Infant formula(0-6 months)
- Follow-on formula (6-12 months)
- Complementary food (not limited to cereal products, sterilized (or prepared using aseptic method) meat, vegetables, fruits, juices, water and/or dairy, fermented dairy products suitable for feeding infants up 12 months.

Acknowledging the fact that some national health and dietary recommendations may recommend the introduction of complementary foods after 4 months of age, we include complementary foods certified for infants aged 4-6 months in our baby food portfolio. However, the labels on these products will include obligatory messaging to inform consumers about the WHO recommendations subject to this Policy as below.

The Policy does not apply to Wimm-Bill-Dann's baby food portfolio, suitable for feeding young children (12-36m), food products for pregnant women and nursing mothers, milk, and other food products for the population, unless otherwise is specifically stated by the Policy.

### IV. Wimm-Bill-Dann commitments

#### **1. Information and education**

Informational and educational materials, whether written, audio, or visual, focused on the feeding of infants and intended to reach pregnant women and mothers of infants should:

- not use any pictures or text which may idealize the use of breast-milk substitutes;
- contain informational text about (1) WHO recommendations on exclusive breastfeeding for 6 months; (2) the importance of continued breastfeeding for up to two years or beyond; and (3) the need for a recommendation from a specialist to start using complementary foods;

---

<sup>1</sup> [https://www.who.int/nutrition/publications/code\\_english.pdf](https://www.who.int/nutrition/publications/code_english.pdf)

- contain the information or reference on maternal nutrition, and the preparation for and maintenance of breast-feeding;

- When such materials contain information about the use of infant formulas, they should include the health hazards of inappropriate foods or feeding methods; and, in particular, the health hazards of improper use of infant formulas.

All materials provided or created for these goals must be pre-approved by the Wimm-Bill-Dann Legal department according to Wimm-Bill-Dann procedures and policies.

## **2. The general public and mothers**

Wimm-Bill-Dann **does not specifically market infant formulas for infants under 12 months** to the general public. Wimm-Bill-Dann does not distribute any information other than scientific and factual information on infant formulas directly to mothers or the general public.

Any and all marketing messages associated with the breast-milk substitutes should communicate the superiority of breastfeeding and will not: undermine or discourage breastfeeding or idealize the use of breast-milk substitutes, recommend or promote bottle feeding, convey endorsement by a professional body unless explicitly approved by relevant regulatory authorities, or depict infants under 6 months of age.

Wimm-Bill-Dann does not give free infant formula samples to the general public / consumers. Samples can only be provided to healthcare workers pursuant to the provisions outlined in Section 5 below.

## **3. Employees and Partners (restrictions in trading of breast-milk substitutes)**

### **Wimm-Bill-Dann Employees.**

Wimm-Bill-Dann employees marketing infant formulas, including persons whose official duties include informing healthcare workers on these products, must not connect with or provide advice to pregnant women or mothers of children of age up to 12 months. These restrictions relate only to contacts aimed at informing with regard to infant formulas or infant formula samples.

The provisions of this section do not prevent Wimm-Bill-Dann employees with the corresponding qualification from addressing claims or requests with regard to the correct use of infant formulas. Requests related to healthcare matters or general information on infant formulas must be redirected to the appropriate authorities entitled to provision of such explanations, while respecting ethical standards.

Wimm-Bill-Dann employees may not be deployed in the healthcare system to advise mothers or to perform equivalent tasks.

Employees may provide clinical and factual materials in order to help healthcare workers subject to the Policy provisions. If mothers seek advice from Wimm-Bill-Dann employees, they should be redirected to the appropriate medical or other healthcare workers to provide them with professional advice.

Contacts related to the promotion of products not subject to the provisions of this Policy, such as food products for pregnant women and nursing mothers, milk, and other food products for the population, as long as such contacts are not aimed at the direct or indirect promotion of infant formulas.

Where local legislation permits production and sale of complementary food for children younger than six months under strict quality and safety requirements, Wimm-Bill-Dann employees can provide mothers with information on such complementary food. In doing so, they must promote and advocate the WHO recommendations **on exclusive breast-feeding up to the age of 6 months; the use of further complementary food while continuing to breast-feed for up to two years and beyond; and the necessity to consult with a specialist.** The decision on whether or not to inform mothers about such complementary foods is made after consultation with the Legal Department and representatives of the Nutrition & Life Sciences department.

**Benefits or bonuses** aimed at promoting sales of infant formulas, must not be paid to sales representatives or other employees, nor should quotas be set specifically for sales of infant formulas.

#### **Partners (restrictions in trading)**

Wimm-Bill-Dann does not permit the following actions:

- organization of promotional events - promotion at point of sale (i.e. products handouts, presenting gifts, placement of special promotional shop windows or exhibits, including competitions announcements or other methods of drawing attention);
- special advertising presentations / demonstration of infant formulas in stores (i.e. point of sales materials and etc.);
- special advertising presentations/demonstration
- promotion using prices (consumer discounts, sales at lowered prices, sales promoted by gifts), including but not limited to: “Benefit – 10 %”; “25 % for free”; “1 + 1 for free”, etc.;
- encouragement or discounts for businessmen / customers in order to advertise or promote products in sales points;

and we also encourage our business partners to refrain from these actions.

The provisions of this section do not limit long-term (over 3 months) price-strategy adjustment in line with the market situation.

Wimm-Bill-Dann informs their business partners that Wimm-Bill-Dann refrains from promotion-advertising of infant formulas. We include the Code compliance clauses recommendation in our formal agreements with third parties involved in breast-milk substitutes sales activities.

#### **4. Health care systems**

No healthcare system facility may be used for the purpose of promoting infant formulas.

Wimm-Bill-Dann sells covered products and complementary food, suitable for feeding young children (12-36m), to healthcare facilities while strictly complying with the current local legislation that regulates procurement of goods and services by state and municipal organizations.

Wimm-Bill-Dann can consider and satisfy written requests of orphanages or other social care and health care facilities (authorized by the corresponding authority), that request the provision of free or low-cost supplies of covered products for nutrition of children of young age who receive Breast-milk substitutes if necessary, for social or humanitarian purposes. In such cases, Wimm-Bill-Dann can supply only to reputable and reliable organizations, medical and social grounds for such supplies must be clearly indicated in their respective written requests, as well as according to the current Wimm-Bill-Dann Compliance policies / procedures.

Labels or caps of donated or discounted infant formulas or their multiple packages must be marked with a sticker that says: “Free supply” or “Not for sale”, to be used at the discretion of the facility only for children of young age, who are to receive breast-milk substitutes if necessary / for medical reasons.

### **Consideration of assistance requests**

When a medical or social care facility sends a request for free or low-cost supplies of covered products and complementary food, suitable for feeding young children (12-36m), complementary, the following conditions must be met:

- 1) the facility must inform Wimm-Bill-Dann about the total volume of products required for nutrition of children of young age;
- 2) Wimm-Bill-Dann reserves the right to decide in each particular case if delivery of such a volume is possible and must inform the corresponding facility of its decision, as well as the terms of supply on an ongoing basis;
- 3) obligations fulfilled according to this article must be confirmed in writing;
- 4) if approved, Wimm-Bill-Dann supplies the requested products to the facility, not directly to consumers, together with the relevant instructions in order to ensure the correct application of the products;
- 5) Wimm-Bill-Dann informs that use of the products, supplied for free or at a low cost, outside the facility territory must take place at the discretion of and under the responsibility of the corresponding facility.

Any such decision should be pre-approved by Legal and CORA department (Regulatory department), according to the current Wimm-Bill-Dann regulations / policies.

### **5. Healthcare workers**

Wimm-Bill-Dann does not accept and under no circumstances permits the offering of any consideration in monetary or in other tangible or non-tangible (non-monetary) form, any gifts, donations of the equipment or other items for the promotion of breast milk substitutes to healthcare workers or to members of their families.

The use by the health care system of "professional service representatives", "mothercraft nurses" or similar personnel, provided or paid by Wimm-Bill-Dann, is not permitted.

When communicating with healthcare workers, Wimm-Bill-Dann employees must emphasize the advantage of breast feeding and the Code provisions, provide objective information on scientific and practical issues related to covered products and their intended use. Informational materials on covered products and complementary food suitable for feeding young children (12-36m) intended for healthcare workers must not idealize nutrition with infant formulas in comparison to breast feeding.

Wimm-Bill-Dann can provide only scientific, factual, and educational information to health professionals, in line with local legislation, relating to covered products. All such programs for professionals are subject to prior Legal & Compliance approval.

### **Samples**

Wimm-Bill-Dann provides no donations of free or subsidized product to healthcare workers except when necessary for the purpose of professional evaluation or research at the institutional level.

Covered product and complementary food, suitable for feeding young children (12-36m), samples can be provided to individual healthcare workers for professional evaluation in the following cases:

- introduction of a new covered product;
- introduction of new composition of existing covered products;
- to allow new healthcare workers to acquaint themselves with the range of covered products.

In such cases 1-2 bottles / packages of products can be given to a worker only for one of these purposes, once and after receiving a request for such sample. The sample must have a writing "Sample".

Covered products and complementary food, suitable for feeding young children (12-36m), also can be provided for scientific work or clinical verification with drawing up a scientific research protocol. In these cases infant formulas (multiple packages) must have the following writing: "Infant formula, for clinical verification, NOT FOR RESALE".

## **6. Labeling**

All packaging/labels for covered products and complementary food, suitable for feeding young children (12-36m) shall not undermine or discourage breastfeeding or idealize the use of breast-milk substitutes, recommend or promote bottle feeding, convey endorsement by a professional body unless explicitly approved by relevant regulatory authorities.

Wimm-Bill-Dann shall ensure that all packaging/labels of the breast milk substitutes contains clear, conspicuous, and easily readable and understandable message printed on it, or on a

label which cannot readily become separated from it, in an appropriate language, which includes all the following points:

- the words "Important Notice" or their equivalent;
- a statement of the superiority of breastfeeding;
- a statement that the product should be used only on the advice of a specialist as to the need for its use and the proper method of use;
- instructions for the proper usage of the product, manufacturing conditions, conditions of storage and use of the appropriate product after opening the consumer package
- instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation (if applicable).

Acknowledging the fact that some national health and dietary recommendations may recommend the introduction of complementary foods after 4 months of age, we include complementary foods certified for infants aged 4-6 months in our portfolio. However, the labels on these products will include messaging to inform consumers of (1) WHO recommendations on exclusive breastfeeding for 6 months; (2) the importance of continued breastfeeding for up to two years or beyond; and (3) the need for a recommendation from a specialist to start using complementary foods before 6 months.

The label on covered products and complementary food, suitable for feeding young children (12-36m) should also state (unless otherwise or in other way mandatory required by national and local regulation) all the following points:

- the ingredients used;
- the composition of the product;
- the storage conditions required;
- the batch number and the date before which the product is to be consumed, taking into account the climatic and storage conditions of the country concerned,
- the age of infant for which the product can be introduced.

Labeling of the breast-milk substitutes shall not contain pictures of infants nor should they have other pictures of text, which may idealize the use of infant formulas.

With the aim to prevent consumer confusion Wimm-Bill-Dann will include disclaimers on dairy-based complementary food products for infants <12 months, that they are not intended for use as a breast-milk substitute.

## **7. Quality**

Wimm-Bill-Dann acknowledges the quality of products as an essential element for the protection of the health of infants and therefore said quality should be of a high recognized standard.

Wimm-Bill-Dann ensures that covered products and complementary food, suitable for feeding young children (12-36m), meet the highest standards for food quality and safety, and

follows Codex Alimentarius Commission product formulation recommendations for infant formula and complementary foods unless they contradict relevant local laws and regulations or are inappropriate due to factors such as climate, geography or technological barriers.

## V. Implementation and transparency

The Policy provisions on labeling will be implemented for covered products on the market given the standard lead time for label redesigns by the end of 2021.

Wimm-Bill-Dann supports governments in their efforts to adopt and implement national legislation aligned with the Code in order to create a level playing field for all companies.