



Adam Leyland
Editor, The Grocer

Email correspondence: October 10th 2020

Dear Mr Leyland

The UK Baby Feeding Law Group works with its 27 member groups to protect infant feeding in the UK and to bring the WHO Code of Marketing of Breastmilk Substitutes into UK law. We are writing in response to an article in The Grocer online by Abbie Dawson on 9th October 2020.

The article is titled '*Kendamil launches 'most like breast milk' organic formula range*'. It includes statements that 'human milk oligosaccharides' as found in human breast milk are being added to infant formula, and makes claims that these can 'reduce risk of infection and allergies and support the brain development of babies and toddlers'. It also makes claims that using whole milk in formula production can provide a formula that reduces crying and results in favourable stool consistency. The article quotes Kendamil CEO Ross McMahon as saying this product '*is the most like breast milk on the market.*'

We find it hard to believe that you are not aware that there is legislation that prevents the inappropriate marketing of infant formula in the UK. Mr McMahon is well aware that he cannot make claims about his products in this way. The article was advertising for the product and advertising of infant formula is only allowed in baby care and scientific publications; and any information given should be scientific and factual in nature. It is against the law to suggest that infant formula is equivalent to breastmilk or to make health claims related to infant formula. You can read about current regulations on our website at www.bflg-uk.org.

Food law does not allow use the of the term 'human milk oligosaccharides' as this misleads the consumer since these ingredients as put into infant formula are synthetic and do not come from human milk. There are also no agreed benefits for their inclusion in infant formula. If an ingredient was found to enhance infant health then it would be in all products by law. By repeating the claims being made by the company you are spreading misinformation to readers. Inappropriate marketing of infant formula undermines appropriate infant feeding: at this time of pandemic and financial hardship for many, breastfeeding is one of the most important things a mum can do to protect her baby from infection and protect family food budgets. Implying benefits from non-essential additions

Baby Feeding Law Group UK Members:

Association of Breastfeeding Mothers (ABM), Association for Improvements in the Maternity Services (AIMS), Baby Milk Action, Best Beginnings, Breastfeeding Network (BfN), Community Practitioners and Health Visitors Association (CPHVA), Doula UK, Fatherhood Institute, First Steps Nutrition Trust, GP Infant Feeding Network (GPIFN), Hearts Milk Bank, Hospital Infant Feeding Network (HIFN), Human Milk Foundation, Institute of Health Visiting, Lactation Consultants GB (LCGB), La Leche League GB (LLLGB), Leicester Mammias, Local Infant Feeding Information Board (LIFIB), Midwives Information and Resource Service (MIDIRS), National Breastfeeding Helpline, NCT, Save the Children, UK Association of Milk Banking (UKAMB), Unicef UK Baby Friendly Initiative, Unison, World Breastfeeding Trends Initiative UK, Women's Environmental Network. *Secretariat 2020: helen@firststepsnutrition.org.*



to infant formula and suggesting that you can make a product similar to breastmilk is extremely misleading.

We would be grateful if you would withdraw this article and print a clarification explaining that health claims cannot be made for infant formula and that you recognise the unique nature of breastmilk, which cannot be recreated, and the importance of breastfeeding for infant, maternal and planetary health.

For independent information about infant formula and other infant milk products marketed in the UK and useful FAQ see the website www.infantmilkinfo.org.

Best wishes
Yours sincerely

A handwritten signature in black ink, appearing to read "Helen Crawley". The signature is written in a cursive style and is positioned above a horizontal dashed line.

Dr Helen Crawley
On behalf of the Baby Feeding Law Group.

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