

Your Baby's Food



This booklet was written to help you know what foods to give your baby and at what age. Proper foods are necessary for your baby to grow strong and healthy.

If you are not breast-feeding, your baby's first food will probably be ENFAMIL® With Iron infant formula. ENFAMIL With Iron should continue to be a basic part of your baby's diet even after you have started feeding him foods like fruit and cereal.

To further assure proper nutrition, your doctor may have you give your baby vitamin drops. TRI-VI-SOL® and POLY-VI-SOL® drops both provide extra nutritional assurance for your baby.

The first month

morning: Feed ENFAMIL® With Iron.

mid-morning: Give TRI-VI-SOL® or POLY-VI-SOL® vitamin drops as directed by your doctor. Feed your baby ENFAMIL With Iron.

afternoon: Feed your baby ENFAMIL With Iron.

evening: Feed your baby ENFAMIL With Iron.

night: Your baby will probably wake up twice during the night—usually around 10 p.m. and 2 a.m. Feed ENFAMIL With Iron each time.

other: Your baby will spend most of his time sleeping during his first month. Usually when he wakes up he is hungry. He will probably drink from 2 to 4 ounces at each feeding. Two or three times a day you should offer your baby a bottle of plain boiled water that has cooled down to room temperature.

Second & third months

- morning:** Feed ENFAMIL® With Iron.
- mid-morning:** Give TRI-VI-SOL® or POLY-VI-SOL® vitamins as directed by your doctor. Offer baby orange juice or tomato juice. At first, give 2 teaspoons of juice mixed with 2 teaspoons of water. Give a little more each day if baby wants it. Later, feed ENFAMIL With Iron. At this time you can give baby precooked cereal. Start with $\frac{1}{4}$ to $\frac{1}{2}$ tablespoon of cereal mixed with 2 or 3 tablespoons of formula and increase to 1 tablespoon or more as baby's appetite increases.
- afternoon:** Feed baby strained vegetable or fruit. Begin with $\frac{1}{4}$ to $\frac{1}{2}$ tablespoon and increase to 1 tablespoon or more. Then feed ENFAMIL With Iron.
- evening:** Give precooked cereal (1 tablespoon or more) prepared with some of baby's formula. Then feed ENFAMIL With Iron. When baby wakes up—probably around 10 p.m.—feed ENFAMIL With Iron.
- other:** Offer baby a bottle of plain boiled water two or three times a day.

Fourth & fifth months

- morning:** Feed ENFAMIL® With Iron.
- mid-morning:** Give TRI-VI-SOL® or POLY-VI-SOL® vitamin drops as directed by your doctor. Offer baby orange juice or tomato juice (4 to 6 tablespoons or as much as he will take). Feed ENFAMIL With Iron.
- afternoon:** Feed baby strained vegetable or fruit and strained meat (1 tablespoon or more of each). Then feed ENFAMIL With Iron.
- evening:** Give precooked cereal (1 tablespoon or more); soft-cooked or hard-boiled and grated egg yolk ($\frac{1}{2}$ to 1 tablespoon); and strained fruit (1 tablespoon or more). Then feed ENFAMIL With Iron. Feed baby ENFAMIL With Iron if he wakes up during the night. If he does not wake, let him sleep through the night.
- other:** Offer baby plain, boiled water two or three times a day.

Sixth month

morning: Feed ENFAMIL® With Iron.

mid-morning: Give TRI-VI-SOL® or POLY-VI-SOL® vitamin drops as directed by your doctor. Offer baby orange juice or tomato juice (4 to 6 tablespoons, or as much as baby will take). Feed ENFAMIL With Iron.

afternoon: For lunch, feed baby strained vegetable (1 tablespoon or more) and beef broth, liver soup, or strained meat (1 tablespoon or more). Then feed ENFAMIL With Iron.

evening: For supper, feed baby precooked cereal (1 or 2 tablespoons), boiled custard, egg yolk or cottage cheese (1 to 3 tablespoons), and strained fruit (1 tablespoon or more). Then feed ENFAMIL With Iron.

other: Offer baby plain, boiled water two or three times each day.

Watching baby grow is a wonderful experience. You can help make sure your baby stays healthy by doing two things:

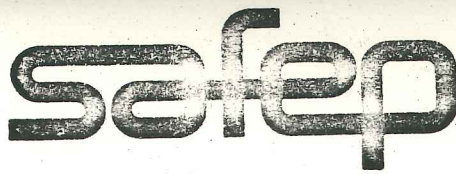
1. Follow the guidelines in this book.
2. Take your baby to your doctor or clinic for regular checkups.





You can buy TRI-VI-SOL® and POLY-VI-SOL® vitamins in drug stores. You can buy ENFAMIL® With Iron infant formula in drug stores and food stores.

Mead Johnson
LABORATORIES



SWISS INFORMATION GROUPS
FOR DEVELOPMENT POLICY

Third World Group Berne
Third World Group Zug

DOES NESTLE KILL BABIES ?

ATTEMPT BY A MULTINATIONAL COMPANY TO SILENCE A DEVELOPMENT
POLITICS ACTION GROUP.

PROVISIONAL REPORT OF A SUIT.

CONTENTS:

- Press information
- How it occurred - the previous history
- The accusations against Nestlé and other firms
- How they try to silence the editors of "Nestlé Kills Babies".
- The points of the criminal charge against the group
- The offer of an arrangement: Nestlé wants to silence the group
- Commentary, appeal and further information

APPENDICES:

I Quotes of publications about processed baby food.

II Some information about Nestlé

E d i t o r s

Arbeitsgruppe Dritte Welt Bern
Postfach 1007 CH- 3001 Bern
SWITZERLAND

Arbeitsgruppe Dritte Welt Zug
Postfach 1123 CH- 6300 Zug
SWITZERLAND

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P R E S S - R E L E A S E

SWISS THIRD WORLD INFORMATION GROUP SUED BY NESTLE COMPANY

The company Nestlé Alimentana AG, Vevey submitted against the Third World group Bern and Zug a criminal charge, because of libel and defamation. The proceedings against these groups were begun in Berne and Zug a few weeks ago.

The Nestle company feels defamed by the 32 page report "Nestle tötet Babys", which appeared in June 74, and by an open letter written to the management. The report shows that more and more mothers in the Third World give up the traditional breast-feeding and start bottle feeding their babies with western style infant milk. The consequences for the babies are often fatal: while mother's milk is safe, faultless and even free, the processed substitutes need mixing and sterilising which is often impossible in the Third World. Many mothers also "stretch" the processed milk because it is far too expensive for them. Infections gastroenteritis and malnutrition and, as a result, mental and physical damage and death are the consequences.

The paper says, that the trend to the bottle is mainly caused by the large advertising campaigns of the infant food industry. It is said, that Nestlé and other companies propagate their products by effective radio slogans, distribute enormous quantities of free samples among young mothers, and employ "milk nurses" who advise mothers. Further they distribute posters in hospitals and are using doctors and hospital staff as involuntary helpers for their sales promotion campaign.

According to Nestlé the whole report is defamatory, but above all the title and the statement in the introduction saying that Nestlé advertises in an unethical and immoral way and that (by their sales methods) they are responsible for the death and the physical and mental damage to thousands of infants. The report is a translation of the British report "The Baby Killer" which, Nestlé says, has been falsified and irresponsibly used by changing the title into "Nestlé kills Babys" and by adding an offending introduction.

The advertising practices of the baby food companies have been criticised for a long time by tropical doctors. In many countries the public starts now to raise criticism, too.

It seems that by going to court Nestlé wants to improve its image at least in its home country. Whether its action is successful remains to be seen. In any event, the Third World information groups have a voluminous file of evidence of truth for the judge. " "

SAFEP

Berne and Zug
November 1974

Swiss Information Groups
for Development Policy

HOW IT OCCURED - THE PREVIOUS HISTORY

In March 1974, the Third World aid agency WAR ON WANT published an investigation entitled

"T H E B A B Y K I L L E R"

The investigation was made by Mike Muller and described the problems of processed baby food in developing countries. It was based on more than 40 scientific works and other materials about this problem.

The role of the firms Nestlé and Cow and Gate were especially pointed out in the report. The Third World Group Berne translated this report into German and published it with the title

"N E S T L E T O E T E T B A B Y S"

The title, the introduction and the summary of the English study were changed, and replaced by a Swiss version. A short chapter on baby nutrition in England was left out.

In Zug a text-poster that summarized the accusation against Nestlé was published. Then two members of the Third World Group Zug wrote an open letter to Nestlé, which found repercussion in Swiss and German newspapers.

Many newspapers in Switzerland and the Swiss television reported about the paper and made summaries.

THE ACCUSATIONS AGAINST NESTLE AND OTHER FIRMS

MAIN POINTS OF THE INVESTIGATION:

- * Thousands of babies, mainly among the poorest classes, who are fed with processed baby food in the Third World, die or will be damaged for their whole life. In rural parts of Chile, e.g. when the babies are bottle-fed during the first three months of their life, the mortality rate of the babies is three times higher than of breast-fed babies.
- * Processed baby food needs a hygienic kitchen and daily sterilisation of the bottle. Because this is not possible for the poor population - despite the instructions - thousands of children fall ill or die of gastroenteritis and diarrhoea.
- * The processed baby food of Nestlé and other companies is far too expensive for the poor population. In India the cost of feeding a 3 months old infant is approximately 22 % of the minimum wage, in Nigeria, Afghanistan and Pakistan between 30 % and 40 %. The consequence: Mothers dilute the milk too much. The babies suffer from malnutrition and marasmus and their mothers do not know the reason.
- * The report charges the milk companies with aggressive selling practices which encourage mothers to abandon breast feeding, the healthiest and cheapest method of nourishing an infant and instead they promote processed baby food. The report gives many examples of sales promotions on the radio and in the press and calls certain practices of the companies "unethical and immoral".

The consequences of processed baby food in the Third World have been known for a long time. Many tropical doctors and paediatricians have pointed out. (A few quotations see appendix I)

Nevertheless Nestlé ignores these consequences and is still dealing its products and constantly opening new markets.

There is a long, but obvious cause and effect chain from the promotions of processed food, which encourages mothers to abandon breast feeding, to the damage or the death of babies. This chain justifies the conclusion:

The companies kill babies.

HOW THEY TRY TO SILENCE THE EDITORS OF NESTLÉ KILLS BABIES

- * Shortly after the publication of "Nestlé Kills Babies", the telephone rang in the office that printed the paper. A Dr. X asked to buy the whole edition of "Nestlé Kills Babies". The owner of the printing-office answered that he would reprint it for 12'000 francs. But the man on the phone wanted him to stop printing the report for the information group. The printer refused this condition. The man on the phone would not repeat his name. A connection with Nestlé cannot be proven and they vigorously deny it.
- * Obviously Nestlé intervened with the editors of the newspapers that reported about "Nestlé Kills Babies", because in June the information Group Third World read in the newspaper that Nestlé was going to sue them.
- * In July Nestlé entered the action of libel,
 - in Berne because of the report "Nestlé Kills Babies"
 - in Zug because of a text-poster and against the signers of an open letter to Nestlé.

The lawyer for Nestlé threatened legal proceedings against a Bernese local newspaper if they would not publish Nestlé's point of view. The newspaper would have published Nestlé's answer without this threat.

THE POINTS OF THE CRIMINAL CHARGE AGAINST THE GROUP

Nestlé's criminal charge handed in Berne, contains the following points (summarised).

Nestlé is defamed (is sueing for libel) because the whole report charges the Nestlé Alimentana with using uncorrect sales promotion in the Third World and of pulling away mothers from breast feeding their babies and turning them to its own products.

Nestlé mentions above all the following passages as defamatory:

- a) The title "Nestlé Kills Babies"
- b) The charge that the practices of Nestlé and other companies are unethical and immoral (written in the introduction and in the report itself)
- c) The accusation of being responsible for the death or the permanent physical and mental damage of thousands of babies by its sales promotion policy. (Introduction)
- d) Accusation that in the developing countries the sales representatives for the baby-food are dressed like nurses to give the sales promotion a scientific appearance.

The criminal charge handed in in Zug is similiar.

THE OFFER FOR AN AGREEMENT:

NESTLÉ WANTS TO SILENCE THE GROUP

Nestlé's lawyer offered the group the following conditions for an agreement, in case of acceptance they would withdraw their criminal charge.

1. Declaration of satisfaction of the Third World Group in the following form:
"The Third World Group apologizes to
Nestlé Alimentana
They withdraw the statements
They regret the libel
2. These explanations and the agreement have to be published in newspapers indicated by Nestlé. The costs have to be paid by the Third World Group.
3. They may be published in the media, before all on TV, on Nestlé's expense.
4. The Group has to pay to a charity organisation a certain amount of money determined by the judge.
5. The Group has to pay all law costs.
6. The booklets Nestlé tötet Babys have to be destroyed.
7. The Third World Group has to guarantee that they waive further spreading of accusations against Nestlé and above all the translation of the English report into French.

With these conditions fullfilled Nestlé would withdraw the action.

COMMENTARY AND APPEAL OF THE ACTION GROUP

The criminal charge of Nestlé and the conditions for an agreement intend to silence us (see point 7 of the conditions for an arrangement).

We will not accept this arrangement.

We prefer the trial and we will evoke evidence of the truth.

We have collected many more documents, scientific publications and testimonial evidence charging Nestlé.

We would be grateful for further examples and names of persons who have experience with baby food in developing countries.

The trial about the consequences of processed baby food in developing countries will be of public interest. The multinational companies have been criticised by the public for a long time, but it has hardly come to concrete investigations in court. ~~Therefore it is in the~~ public interest to look about the multinational corporations' influence on quality of life of Third World population.

FURTHER INFORMATION

Journalists can get further information from

Arbeitsgruppe Dritte Welt
Postfach 1007
3001 Bern

031/23 20 18 (from 12.00 - 14.00 h)

The report can be obtained at the same adress
(Swissfrancs 3.50)

Journalists who are interested to be invited for the lawsuit may write to the same address.

The English report "The Baby Killer" may be obtained ~~from~~

WAR ON WANT, Information Service
467 Caledonian Road, London N7 9 BE

(35 pence)

baby
foods
action
group

103 gower street london wc1e 6aw 01 387 3710

Phyllis B. Taylor
4719 Cedar Avenue
Philadelphia
Pa. 19143
USA

24th May, 1975.

Dear Phyllis Taylor,

Thank you very much for your enquiry about the campaign of the Baby Foods Action Group. We have two main aims:

1) to encourage restrictions on the inappropriate commercial promotion and distribution of artificial baby milks, in the Third World and the West,

2) to show how the harmful trend away from breast-feeding to bottle-feeding is an example of what happens when societies are based on production for profit rather than for use.

An international campaign is clearly the best way of achieving these aims, and we hope that people in your country will take up the issue either through existing groups, or by setting up a similar group to ours.

If you look at our campaign leaflet you will see that in some ways it is specific to the British campaign, and would have to be adapted for your use. The problems vary from country to country. For example, the connections between Britain and the Third World are different from the connections between e.g. Sweden, or North America, and the Third World. The links between medicine and industry vary from country to country. A Dutch-based milk company is best tackled by people in Holland, a Danish one by Danish people. So we felt we could not produce a leaflet that would be entirely appropriate for every country's needs. Please use what you need from it.

Nestle is a special target for the campaign, because of the extent of its operations, and because of the Swiss court case (details enclosed). We are helping the Swiss Third World Group to co-ordinate a fuller study of Nestle, and anybody who is able to help with information should contact us.

Let's keep in touch, exchanging ideas and information, and all success to the campaign!

In solidarity,



Katherine Levine
Co-ordinator, B.F.A.G.

P.S. Abbotts/Ross is a major company in baby milks in the Third World. Perhaps you could do some work there?

PAPUA NEW GUINEA

CIRCULAR NO: 361.

Department of Public Health,
KORORUA, Papua.

FILE NO: 61-22-5.

29th August, 1972.

DISTRIBUTION:

All Health Workers,
Mission and Public Health Department.

INFANT FEEDING BOTTLE ADVERTISEMENTS

A poster has been discovered in a Mount Hagen shop showing a mother, a baby with a feeding bottle, and a tin of lactogen.

The Health Department will not tolerate any advertisements for feeding bottles.

All health workers are requested to search every store for advertisements of this kind.

Please inform Headquarters the name of the store, the origin of the poster, and the company and the product which is being advertised on any posters showing feeding bottles.

Although we have no authority to remove objectionable advertisements, health workers may use every effort to persuade store keepers to give up such posters. Opportunity should be taken in talking with shop-keepers, to inform them about the dangers of feeding bottles.



W.D. SYMES,
DIRECTOR OF PUBLIC HEALTH.

PROXY RESOLUTIONS - JANUARY, 1976

<u>Company</u>	<u>Resolution</u>	<u>Sponsor</u>
Abbott	infant formula	Adrian Dominican Sisters, Sisters of Mercy of Chicago
AMAX	strip mining (Appalachia)	Glenmary Home Missioners, Maryland Province of Society of Jesus
American Electric Power	strip mining (Appalachia)	Franciscan Missionaries of Mary, United Presbyterian Church U.S.A., Glenmary Home Missioners, Philadelphia Ethical Society
American Home Products	infant formula	Sisters of the Sorrowful Mother, United Presbyterian Church, United Methodist Women's Division and World Division, Sisters of Charity of St. Vincent de Paul of N.Y., Province of St. Joseph of the Capuchin Order, Sisters of Loretto Sisters of Charity of Nazareth, Central Presbyterian Church of N.Y.
	political contributions (2)	United Methodist World Division
Avon	EEO disclosure	Sisters of Charity of Nazareth, Unitarian Universalist Association, Society of the Sacred Heart
Beatrice Foods	nutrition disclosure	Franciscan Sisters of Perpetual Adoration
Bristol-Myers	infant formula	St. Walburg Monastery of Benedictine Sisters, Sisters of the Precious Blood, United Church Board for World Ministries, Franciscan Sisters of Perpetual Adoration
Chrysler	EEO disclosure	Sisters of St. Ursula of the Blessed Virgin of N.Y.
Colgate-Palmolive	images of women in advertising	United Church Center for Social Action, Sisters of St. Joseph of Peace
Con Ed	corporate ownership	Sisters of Charity of St. Vincent de Paul of N.Y., Sparkill Dominican Sisters
Continental Oil	strip mining (Cheyenne)	American Baptist Churches-National Ministries, Sisters of Mercy (Province of Chicago), Claretian Fathers of the Eastern Province
Deere	appropriate technologies	American Baptist Home Mission Society

(Compiled by Interfaith Center on Corporate Responsibility,
475 Riverside Drive, New York 10027 212-870-2293)

Some of the proposals are currently being negotiated & others may be kept off company proxy statements by the SEC.

<u>Company</u>	<u>Resolution</u>	<u>Sponsor</u>
Exxon	corporate ownership	Marianist Society (Baltimore)
	political contributions (2)	Immaculate Conception Province (Order of Minor Conventuals), Servants of Mary, Marianist Society (Baltimore), Christian Church (Disciples), Sisters of St. Dominic (Racine), Society of the Sacred Heart (Chicago), School Sisters of St. Francis (Rockford, IL)
Ford	political contributions (2)	United Church Board for World Ministries
General Electric	B-1 disclosure	Clergy and Laity Concerned, Central Presbyterian Church of N.Y., Province of St. Joseph of the Capuchin Order, Brothers of the Holy Cross, Sisters of Mercy, Sisters of Charity BVM, Environmental Action Foundation
	B-1 environment	Environmental Action, Brothers of the Holy Cross, Sisters of Mercy, Sisters of Charity BVM
General Motors*	Chile	United Church Board for Homeland Ministries, United Church Board for World Ministries, Pension Boards, United Church of Christ, United Church Foundation, Sisters of Loretto, Servants of Mary, Christian Church (Disciples), St. Clara College, Sisters of St. Dominic (Racine, WI), Sisters of Mercy (Chicago), Society of the Sacred Heart (Chicago), Literary Society of St. Catherine of Siena
Gillette	EEO disclosure	Sisters of Loretto
Goodyear	S. Africa disclosure	Sisters of Charity of St. Vincent de Paul of N.Y., United Methodist Church-Women's Division
Gulf	political contributions (2)	United Church Center for Social Action, Sisters of Loretto
IBM	report on sales in S.A.	Sisters of St. Joseph of Peace, Sisters of St. Ursula, Brothers of the Holy Cross, United Methodist Church-World, Women's and National Divisions, Sisters of Mercy of Chicago, Atonement Friars, National Council of Churches, Reformed Church in America, Sisters of Charity of N.Y., Society of the Sacred Heart, Christian Church (Disciples), St. Clara College

* There will be additional sponsors.

<u>Company</u>	<u>Resolution</u>	<u>Sponsor</u>
ITT	sales to South Africa	Christian Church (Disciples), United Presbyterian U.S.A., Capuchins (Detroit), Sisters of Charity of Nazareth
	political contributions (2)	Christian Church (Disciples), Capuchins (Detroit), Sisters of Charity of Nazareth, Passionists
Kennecott	S. Africa expansion	Christian Church (Disciples), Sisters of Charity of Nazareth, Province of St. Joseph of Capuchin Order, Episcopal Church
Kraftco	nutrition disclosure	Sisters of Charity of St. Elizabeth
Lilly	drug pricing	Sisters of St. Joseph, Eastern Province of Servite Order
Merck	political contributions (2)	United Church Board for World Ministries
Mobil	corporate ownership	Capuchins (Detroit)
	political contributions (2)	Sisters of Charity of N.Y., United Church Board World Ministries
Motorola	Korea disclosure	Reformed Church in America, United Church Center for Social Action
Nabisco	nutrition disclosure	Sisters of Charity of St. Elizabeth
Newmont	equal employment in Namibia	United Church Board for Homeland Ministries, Pension Boards
Northrop	military personnel	Sparkill Dominican Sisters
	political contributions and bribes (disclosure)	Sparkill Dominican Sisters
Phelps Dodge	S. Africa disclosure	Atonement Friars
Phillips	political contributions (2)	Episcopal Church, Unitarian Universalist Association
Pittston	strip mining (Appalachia)	American Baptist Churches-National Ministries, Sisters of Charity of Nazareth
Schering-Plough	drug pricing	Sisters of the Sorrowful Mother-Management Services, Inc.
Smith, Kline & French	drug pricing	Province of St. Joseph of the Capuchin Order
Southern Co.	prohibit purchase of South African coal	United Church Board for World Ministries

<u>Company</u>	<u>Resolution</u>	<u>Sponsor</u>
Standard Oil (CA)	strip mining (Cheyenne)	United Church Board for World Ministries
	S. Africa expansion	United Methodist World Division
	political contributions (Disclosure)	United Church Board World Ministries
Standard Oil (IN)	strip mining (N. Cheyenne)	St. Joseph Province of the Capuchin Order, Eastern Province of Servite Fathers, St. Clara College, Claretian Fathers of the Eastern Province
Tenneco	United Farm Workers	School Sisters of St. Francis (Rockford, IL), Sisters of Charity of St. Vincent de Paul of N.Y.
Union Carbide	Rhodesian chrome	Atonement Friars, United Church Board World Ministries, Daughters of Wisdom

Infant Formula Action Coalition - INFAC

Wally
Jan

Minutes: February 27, 1977 - 1011 S. 48th St., Phila., Pa. 19143

Present: Mark Ritchie, Leah Margulies, Kathy Doran, Andrea Graddis, Pat McCarthy

Reports from participants:

Mark Ritchie: Pat Hoffman is working with the Interfaith Committee on Hunger in S. California around infant formula. Mark in N. California has been active showing the film to many church and hunger groups. His group has also considered a boycott of Delmonte. He feels that more time and planning is needed for a Nestles boycott. He suggests that "Bottle Babies" and "Baby Killers" be bulk distributed and will do that for "Bottle Babies". His office will then serve as a resource for bulk orders of that article. He also has contact with the Public Media Center who are willing to improve the sound track of the film "Bottle Babies".

Leah Margulies: She reports that the Third World Institute in Minneapolis now has a coalition of 15 groups and is trying for thirty. They have two national responsibilities now: handle negotiations with War on Want to reprint "The Baby Killers" and develop educational resources relating infant formula with imperialism. Locally, they continue with film showings, planning and discussion.

The Chicago Group filed a resolution with Abbott who made a few concessions: made changes in their code of marketing, calling the people who sell their products salespeople instead of nurses. (Borden's also withdrew third world advertising promoting KLIM for infants)

Other groups are beginning to form throughout the country. Peggy Ravitch in New York is organizing a group, Mary Farkas in Boston is doing the same, and people in Washington and Detroit are beginning to form groups.

Leah is in the midst of negotiations with Bristol Myers, they want to settle but haven't agreed to all of ICCR's requests. They would print the resolution but follow it with their response. They haven't agreed to a monetary settlement to handle ICCR's legal fees and won't give out names of their top 1,000 shareholders so ICCR can solicit their votes.

Leah received funding from the Presbyterian Church to star five model local areas. The Hunger Coordinating Council of the National Council of Churches will have infant formula as their focus for their May meeting. CALC also agreed to make infant formula as their interim focus.

Kathy Doran is coordinating Food Day. In New York, a Pete Seeger concert is planned for food day on the pier. A march to the U.N. will follow when affidavits will be formally presented to U.N. body as evidence that their intervention in formula companies' practices is needed. Debates in ten cities are planned for food day.

Andrea Graddis: The Philadelphia group regrets that it will have to concentrate mostly on local work because of limited resources. They are showing the film locally to many groups, and videotaped a program for Take-12, a local educational program. They are participants of a local Food Day program. They will also review the court summary of Baker Labs (Beech-nut) action against Abbott and Bristol Myers to see if any material would be helpful to ICCR. Andrea will contact Pecky Cantwell for help with the newsletter.

National: Consensus was reached that not enough preparation has been made to initiate a Nestles boycott with food day. New target date is the fourth of July.
The next meeting date was not decided on.

CHRONOLOGY

THE BOTTLE BABY LAWSUIT:

The Sisters of the Precious Blood

vs.

Bristol-Myers

The Early 1970's DANGERS OF BOTTLE FEEDING IN THE THIRD WORLD BECOME KNOWN

A few voices (primarily in professional journals and at medical congresses) warn against the triumphant advance of the bottle and the danger of advertising campaigns by milk firms in the Third World.

In a widely discussed article entitled Commerciogenic Malnutrition? the well-known expert on infant nutrition, Dr. Derrick B. Jelliffe denounces the promotional activities of the baby formula companies and invites them to a "dialogue." The aim is voluntary restriction of their activities.

The Mid-1970's EXPERTS INCREASE CRITICISMS, COMPANIES INCREASE PROMOTION

This "dialogue" drags on for several years and leads mainly to unfulfilled declarations of intent on the part of the milk companies. At the same time they considerably increase their promotional activities.

Simultaneously, criticism within professional circles increases; it is reflected by a flood of publications whose tone grows sharper and sharper.

July 18, 1972 U.N. AGENCY WARNS AGAINST PROMOTION OF INFANT FORMULA FOR "VULNERABLE GROUPS"

The Protein-Calorie Group (PAG) of the United Nations issues a statement (No. 23) that emphasizes "the critical importance of breast feeding under the socio-cultural and economic conditions that prevail in many developing countries."

August 1973 PUBLIC AWARENESS INCREASES AS INFORMATION GETS WIDER CIRCULATION

For the first time, a wider public is informed of the problem by the publication of an interview in the British development magazine New Internationalist with Dr. R. G. Hendrickse and Dr. David Morley, doctors of tropical medicine.

February 1974

BRITISH GROUP PUBLISHES SHOCKING REPORT

The Baby Killer, a report on infant malnutrition and the promotion of artificial feeding practices in the Third World, is released by War on Want.

May 1974

NESTLE IS TARGET OF CITIZENS ACTION

The Third World Action Group translates the War on Want report and publishes it in Switzerland with the title "Nestle totet Babies" (Nestle Kills Babies). The aim of exposing Nestle to the pressure of public opinion fails at first, since the brochure meets with only little response.

May 23, 1974

WORLD HEALTH ASSEMBLY TAKES ACTION

The Twenty-Seventh World Health Assembly (WHO) passes resolutions strongly recommending the encouragement of breast-feeding as "the ideal feeding in order to promote harmonious physical and mental development of children." WHO calls for countries to "review sales and promotion activities on baby foods and to introduce appropriate remedial measures, including advertisement codes and legislation where necessary."

June 1974

NESTLE SUES

In Berne, Nestle brings penal charges against the Third World Action Group for defamation.

September 1974

CONSUMERS UNION SPONSORS INVESTIGATIVE STUDY

In the United States a study by the Consumers Union (later published as a CIC/ICCR Brief entitled "Formula for Malnutrition") provides further evidence on the dangers of breast milk substitutes.

November 1974

THE NESTLE LAWSUIT BEGINS TO GENERATE MEDIA INTEREST

The Third World Action Group's court fight with Nestle creates a real stir in the mass media, particularly in daily papers. Lengthy television programs are carried in countries around the world.

Winter, 1974

U.S. CHURCH GROUPS BEGIN TO ACT AGAINST AMERICAN MULTI-NATIONALS PRODUCING BREAST MILK SUBSTITUTES

The Interfaith Center on Corporate Responsibility (ICCR),

a sponsored-related movement of the National Council of Churches, which analyzes the social performances of major U.S. corporations, begins its own investigation of infant formula abuse in the Third World.

December 1974

STOCKHOLDERS CHALLENGE U.S. FORMULA PRODUCERS

ICCR member groups file shareholder resolutions with U.S. formula companies, requesting information on sales and promotional practices.

January 1975

EVIDENCE PROVIDED IN NESTLE TRIAL

The Third World Action Group submits an extensive dossier of evidence to the court on Nestle's advertising in the Third World.

FACE-TO-FACE MEETING HELD WITH BRISTOL-MYERS MANAGEMENT

Interfaith Center on Corporate Responsibility member groups meet for the first time with the management of the Bristol-Myers Company, who disclaim any responsibility for formula misuse.

March 1975

ANTI-TRUST SUIT FILED AGAINST BRISTOL-MYERS

Baker Laboratories (a division of Beechnut Company) files an anti-trust suit against Bristol-Myers and Abbott Laboratories, charging them with colluding to control the U.S. baby formula market.

April 1975

INSTITUTIONAL INVESTORS ARE SYMPATHETIC TO ACTION OF THE INTERFAITH CENTER ON CORPORATE RESPONSIBILITY MEMBERS

The Ford Foundation joins with other shareholders in support of a church-sponsored resolution calling for a report on sales and promotional practices of Bristol-Myers.

April 21, 1975

THE ROCKFELLER FOUNDATION EXPRESSES ITS CONCERN TO BRISTOL-MYERS

Dr. John Knowles, president of the Rockefeller Foundation, writes to Mr. Gavin K. MacBain, chairman of Bristol-Myers and states: "Clearly, there is a problem with the improper use of formulated milk products. The use of dirty water, dirty bottles and improper storage of the milk will result in the baby being fed contaminated food which can cause disease and sometime death. It is a misconception to visualize the use of such preparations in LDC's (Less Developed Countries) as in any way comparable to the feeding of middle class infants in this country."

The letter concludes with a request for the "publication of all relevant information to the outer limits permitted by competitive considerations."

August 7, 1975

BRISTOL-MYERS ISSUES A REPORT ON ITS MARKETING PRACTICES

In response to increasing pressure, Bristol-Myers issues a 19-page report entitled, "THE INFANT FORMULA MARKETING PRACTICES OF BRISTOL-MYERS COMPANY IN COUNTRIES OUTSIDE THE UNITED STATES."

ICCR calls the report "an attempt to obfuscate the issue" and seeks responses to it by experts in infant nutrition. Dr. Derrick Jelliffe, from UCLA's School of Public Health, condemns the report, calling it "inadequate and evasive."

Winter, 1975

MEETING TO CHALLENGE THE ACCURACY OF THE REPORT ISSUED BY BRISTOL-MYERS

Over 20 church representatives are joined by staff members of the Rockefeller and Ford Foundations in a meeting with Bristol-Myers management.

Key sections of their report are challenged; advertisements of Enfamil and OLAC in Jamaica and Barbados are presented to the company representatives in response to the company's claim that they do no mass media advertising.

November 1975

THE NESTLE CASE DRAWS EXTENSIVE WORLD-WIDE PRESS COVERAGE

First hearing of the Nestle case in Berne arouses great interest in Switzerland and abroad.

November 1975

FORMULA COMPANIES CREATE INTERNATIONAL COUNCIL TO COUNTER INCREASINGLY BAD PUBLICITY ABOUT THEIR ACTIVITIES

The most important milk companies form a Council which finally announces plans to implement the self-restrictions demanded by the U.N.'s Protein-Calorie Group. They issue a "Code of Ethics" for advertising.

After five years of delaying tactics, with suspicious haste, two days before the Nestle case opens, publication of this Code is announced. It is published two days after the Nestle hearing ends, despite the fact that even membership in the Council has not yet been settled.

The text of the "Code" is so vague and so meaningless that it is disputed even inside the baby foods industry. The American company, Abbott Laboratories, which had most strongly insisted on an advertising code, refuses to join the council.

December 1975

CHURCH GROUPS REFILE PROXY RESOLUTION WITH BRISTOL-MYERS
ASKING FOR CORRECTION OF "MISSTATEMENTS"

ICCR member groups refile a 1976 resolution with Bristol-Myers which says: "While management's issuing of a report was a welcome first step, we believe it failed to answer important questions raised (last year). Several doctors as well as lay specialists have indicated that the report distorted important facts concerning the sales and promotion of Bristol-Myers formulas. . .and a new report that corrects discrepancies. . .is imperative."

Bristol-Myers refuses to engage in any further discussion with church groups.

February 26, 1976 SECOND HEARING IN NESTLE CASE

At the request of the Third World Action Group, the British nutritionist, Professor Derrick B. Jelliffe, gives evidence lasting three hours.

March 1976

BRISTOL-MYERS ISSUES PROXY STATEMENT

Church groups and other ICCR supporters are shocked to discover that Bristol-Myers claims, in its 1976 proxy statement, it has been "totally responsive to the concerns (of the Sisters) in the 1975 and 1976 resolutions." In an effort to dissuade shareholders from voting for the Sisters' resolution, the company also claims "infant formula products are neither intended, nor promoted for private purchase where chronic poverty or ignorance could lead to product misuse or harmful effects." Feeling sure this is grossly inaccurate, the Sisters of the Precious Blood, ICCR members, seek legal counsel.

April 14, 1976

AFTER A WEEK OF INTENSE NEGOTIATIONS WHICH FAIL, THE SISTERS
OF THE PRECIOUS BLOOD FILE LAWSUIT

Bristol-Myers is charged with making "misstatements" in its proxy, i.e., breaking a U.S. Federal Law. The suit argues that the company's allegedly false and misleading statements were aimed at defeating the Sisters' proxy resolution. The suit, among other things, calls for "a resolicitation of proxy vote, free from the taint of fraud."

June 1976

NESTLE LAWSUIT SETTLED

Nestle drops three of the four libel charges the day before the verdict, but wins on one charge related to the title of the pamphlet "Nestle Kills Babies." The judge says, "This verdict is no acquittal" and gives minimal fines to the Third World Action Group. The group celebrates a major victory.

May 1976

BRISTOL-MYERS FILES MOTION (FOR SUMMARY JUDGEMENT) TO GET
LAWSUIT THROWN OUT OF COURT

In a change of legal tactics, Bristol-Myers moves to dismiss the Sisters' lawsuit on the grounds that the subject of abuse in infant formula marketing practices is a matter for which no remedy can be provided by the U.S. Federal Courts.

Acting to secure additional documentation to disprove this claim, the Sisters launch a worldwide investigation into Bristol-Myers practices.

July 1976

GROUPS WORKING TO END FORMULA ABUSE HOLD INTERNATIONAL
MEETING IN BERNE

"Bottle Baby" activists from eight countries meet in Switzerland to discuss strategies. They issue joint statements condemning the ineffective codes of marketing ethics and proclaim their commitment to continue fighting unethical sales and promotion policies.

Summer 1976

ONE U.S. COMPANY ACTS TO OVERCOME CRITICISM

Abbott Laboratories, in response to increasing criticism, sets up a special office entitled, "Research Specialist, Third World," to investigate bottle feeding abuse.

August 26, 1976

THE UNITED STATES CONGRESS BEGINS LEGISLATIVE ACTION

Twenty-nine members of Congress, led by Representative Michael Harrington of Massachusetts, co-sponsor a resolution calling for an investigation of the United States formula companies and calls upon A.I.D. to develop a nutrition education component in relation to breast-feeding.

October 1976

EXTENSIVE EVIDENCE OF FORMULA ABUSE PRESENTED IN THE SISTERS'
LAWSUIT

The Sisters of the Precious Blood submit massive documentation in U.S. Federal District Court, documenting their charge that Bristol-Myers lied in its proxy statement to shareholders. The company claims, among other things, that it did not sell where there was "chronic poverty." Affidavits from more than 15 Third World countries prove that Bristol-Myers formulas are readily available to poor people from the barrios of Santo Domingo to the squatters' camps of Kuala Lumpur. In Haiti, for example, investigators found can labels were in English and Spanish while even literate mothers there speak only French or Creole.

Affidavits from the Philippines include charges that the company engages in unethical practices aimed at inducing doctors and hospitals to use Bristol-Myers' products exclusively. A local company representative denies such practices.

December 1976 -
January 1977

STOCKHOLDERS FILE NEW RESOLUTIONS WITH U.S. MULTINATIONALS

Church-related stockholders submit new proxy resolutions to American companies. These resolutions call for specific changes of practices, including the end to widespread free samples, the termination of nurses to distribute baby feeding products, and clear warnings on cans.

CITIZENS ACTION GROUP FORMED IN U.S.

INFACT (Infant Formula Action Coalition) is formed to begin a national campaign aimed at changing the practices of the American companies and the Swiss giant, Nestle.

February 1977

BORDEN VOLUNTARILY CURTAILS PROMOTION

After church groups file resolution requesting sales and promotion information, Borden agrees to withdraw all promotion of KLIM milk to infants. Management instructs overseas operations to clear all KLIM advertising with the home office.

March 1977

A SECOND COMPANY CHANGES ITS MARKETING PRACTICES

Abbott Laboratories agree to numerous policy changes, as well as making seven revisions in their Code of Marketing Ethics. The changes include the elimination of nurses uniforms being worn by company saleswomen, and an end to the term "Mothercraft Nurses."

Questions & Answers about The "Bottle Baby Lawsuit:"

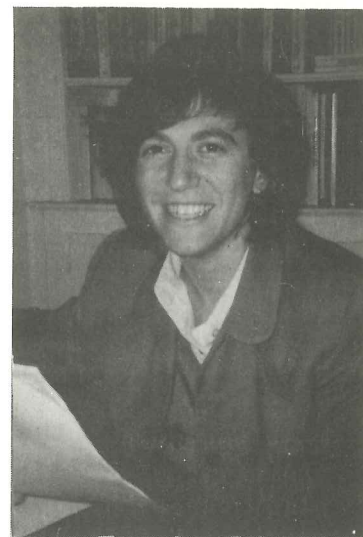
The Sisters of The Precious Blood

VS

Bristol-Myers

In Europe, it's a *cause celebre*. In this country, it's just begun to evoke mild interest. But it looks like the Multi-national Baby Formula Scandal is going to turn into a regular American outrage.

the village VOICE
March 22, 1976



An Interview With
LEAH MARGULIES

Q: How can baby formula be a scandal?

A: Babies in the Third World are dying from malnutrition and disease which nutritional and medical experts link to unnecessary bottle feeding. Infant formulas are promoted and marketed by multinational corporations to poor families -- families living in unsanitary conditions who are unable to observe the necessary precautions for safe use and whose low income forces them to dilute the baby formula.

The members of the Interfaith Center on Corporate Responsibility -- the group with which I work -- believe that the baby formula industry bears a responsibility for this tragedy. We are criticizing their sales and promotion techniques for artificial formulas. ICCR has launched a campaign to do something about it.

Q: What exactly is the Interfaith Center on Corporate Responsibility?

A: ICCR is a related movement of the National Council of Churches which analyzes the social performances of major U.S. corporations in six areas: environment and energy, equal employment for minorities and women, agribusiness and world hunger, military contracting, foreign investments, and consumerism and advertising. ICCR's major function is to plan shareholder actions for the 14 Protestant denominations and 135 Roman Catholic orders who are members of the ICCR coalition.

I am responsible for an Infant Formula Action/Education Campaign that stems from our work on agribusiness and world hunger. For the past two years, I have spent much of my time developing this campaign for our member groups. Most recently, I have been working on a lawsuit between an ICCR member -- The Sisters of the Precious Blood -- and one of the major producers of infant formula, Bristol-Myers.

Q: What's the lawsuit all about?

A: The lawsuit brings together two important issues in a unique way. The first is the matter of infant life and death faced by poor mothers in Third World countries whose economic and social conditions make chronic misuse of these baby feeding products inevitable. Most of these mothers could be breast-feeding, but they have been convinced that bottle feeding is better for their babies. The second issue brought out by this lawsuit concerns the overall question of corporate responsibility.

The Sisters of the Precious Blood are suing Bristol-Myers for misrepresentation of fact and violation of the Federal Securities Laws in their Statement of Proxy to Shareholders. Bristol-Myers misrepresented their Third World sales practices. Their description of these practices denies any possibility for abuse of their infant formula. The Sisters claim, on the other hand -- and support it by massive documentation submitted to Federal Court -- that there is widespread malnutrition and illness resulting from Bristol-Myers' baby bottle formulas.

Q: What are the Sisters normally involved in?

A: The 535 Sisters of the Precious Blood are mainly a teaching order, but they also run health care facilities for the elderly from their center in Dayton, Ohio.

They have been members of the Interfaith Center on Corporate Responsibility for several years and believe that as shareholders they are a part of the company and bear a responsibility for their company's practices.

Q: How did this Catholic Order come to initiate legal action against a giant company like Bristol-Myers?

A: For the past two years, they along with other church stockholders have filed shareholder resolutions with Bristol-Myers, asking for disclosure of sales and promotional practices.

Bristol-Myers' response to the first shareholder resolution was to produce a lengthy report prepared by their Public Relations department. ICCR sent this report to nutritional experts who concluded it was inaccurate and substantially misrepresented where the company sold infant formula and to whom. When a second resolution was filed, asking the company to correct the inaccuracies in the report, the misstatements were repeated -- this time to their 50,000 shareholders at large. In fact, the company supported its recommendation to shareholders to vote against the resolution with these misstatements and this is the basis for the suit initiated by the Sisters.

Q: What evidence have the Sisters offered to support their charge that misuse of artificial baby food products leads to malnutrition and death of babies?

A: The Sisters, with the help of ICCR and several lawyers who have provided their services pro bono gathered documentation from over 15 Third World countries. These affidavits submitted into Federal Court show the widespread dissemination of products and promotion in chronic poverty areas.

The Sisters submitted into court one affidavit from Jamaica which actually depicts the medical history of babies with kwashiorkor and marasmas -- babies that were fed on Bristol-Myers' OLAC.

Q: What other abuses have the Sisters demonstrated?

A: They demonstrated that the cost of formula for the poor and often for the "middle class" of these countries is prohibitive and leads to misuse.

When formula is too expensive, families stretch it by diluting. In Guatemala, for example, statistics based on average per capita income show that the cost of sufficient formula for proper use would take 79.9% of a family's income. Since no family can afford to spend that much on one baby when there are other mouths to feed, stretching -- that is dilution -- of the formula takes place. And there are other problems. Mixing, for example, must be precise. In Haiti, labels are in English and Spanish -- the people speak only French and Creole. In the Dominican Republic, the entire water source for Santo Domingo -- a city of over one million people -- is contaminated. Therefore, unless you know how to sterilize both water and bottles, formula is automatically contaminated.

Q: What medical evidence is there to support your charges?

A: There is a large body of medical research which statistically links the use of artificial baby formulas with malnutrition and death. These statistics come from such diverse areas as Chile, Nigeria and the Israeli Palestinian refugee camps.

ICCR has a BIBLIOGRAPHY ON BREASTFEEDING AND INFANT FORMULA ABUSE available from our office: Room 566, 475 Riverside Drive, New York, New York 10027. Baby formula companies also don't deny the relationship between infant malnutrition and diluted and contaminated bottle feeding. They all claim, however, that they themselves are not guilty. They say they don't promote to 'abuse prone' people. The Sisters' documents on Bristol-Myers prove that this is just not so.

Q: Who else besides the ICCR people are concerned about bottle babies?

A: Concern is widespread -- from the World Health Organization which issued policy directives on the issue as early as 1974, to the Protein Advisory Group of the UN who have been instrumental in initiating discussions with the multinational companies. The Ford and Rockefeller Foundations are voting their Bristol-Myers stock on stockholder proposals and attending meetings with Bristol-Myers management because they support programs concerned with nutrition problems in poor countries. Throughout the world, citizen action groups have been working on the issue. In Europe a lawsuit involving Nestle, the largest seller of artificial baby milk in the Third World, mobilized support and action. Here in the States, a national coalition was recently formed called INFAC -- for Infant Formula Action -- to coordinate national actions aimed at stopping unethical practices.

Q: Is the US Congress doing anything about it?

A: Yes. The General Accounting Office is doing a study at the request of Senators McGovern and Percy, and in the House a resolution initiated by Rep. Michael Harrington, and supported by 29 members of Congress, was introduced last session and will be reintroduced in this session. It should then go to the House International Relations Committee for legislative hearings.

Q: Why isn't this problem the responsibility of the governments of developing countries where the baby formula is being promoted?

A: It IS their responsibility, but not their's alone. Multinational companies that market within the borders of developing countries often have more control of the economy than the governments themselves. However, Third World countries are beginning to react. Malaysia recently initiated a national breastfeeding campaign.

In Guyana and Jamaica, "mothercraft nurses" (company employees) are prohibited from visiting hospitals. In Guyana and Trinidad formulas are subject to price controls. In Algeria powdered milk imports are being controlled and marketed under a single State name. At the same time a government campaign against artificial milk use will be promoted through 400 baby welfare clinics. These are just a few examples of Third World government action. However, reversing a trend that goes along with industrialization and the changeover to consumer values takes a lot of work and a lot of resources. Moreover, the impetus to sell overseas comes from shrinking markets at home due to a lower birthrate and the growing awareness by women here of the values of breastfeeding.

Q: What do you and the Sisters hope to accomplish by the lawsuit and your educational program?

A: We hope to inform management, stockholders, and the public at large about the critical nature of the problems associated with formula feeding. We want people to understand that the suffering and disease linked to bottle feeding is avoidable. All but 5 percent of mothers can breastfeed their babies -- and breast milk is sterile and free. Experts tell us that placing a baby on the bottle in poor countries is tantamount to signing that baby's death certificate. Despite this, companies promote their products in communities where people cannot use them properly. Companies hire nurses to distribute and sell the products, draining the public health services of needed staff and exploiting the nurses' prestige as health professionals. They give away free samples and gift gimmicks. We've presented this information in countless meetings with the companies. Despite this, they refuse to change their practices, and defend themselves by claiming they are bringing health care to poor countries. We are going to court as one way to force these companies to act responsibly.

Q: What do you want them to do?

A: First, we believe they should immediately stop the widespread dissemination of free samples. This really lures customers. Moreover, cans should clearly warn of the dangers of misuse. We also think they should discontinue the use

of nurses for promotion. This implied medical endorsement is unethical. Of course, promotion -- even within the medical profession -- should be severely curtailed. The products should be available to those who truly need the formula and have the facilities to use it safely.

Q: Where does the lawsuit stand now?

A: In pre-trial actions Bristol-Myers has attempted to get the case dismissed, asking for a summary judgement in Federal Court. We believe the documentation complied by the Sisters has clearly established their right to pursue the lawsuit and, at the appropriate time, the judge will so decide.

Q: How can the Sisters of the Precious Blood take on a giant multinational like Bristol-Myers?

A: The Sisters can only take on Bristol-Myers with the help of lots of people like ourselves who believe that making a profit while disregarding its effects on human lives must stop. To succeed we will need money both to finance the struggle in the court and to develop a nationwide educational campaign.

INTERFAITH CENTER ON CORPORATE RESPONSIBILITY

A Sponsored Related Movement of the National Council of Churches

475 Riverside Drive • Room 566
New York, N.Y. 10027 (212) 870-2295(4)

The following letter appeared in
Science for The People (Jan/Feb 1978).

SftP is an excellent publication
covering a wide range of issues
(eg: drug industry, sociobiology,
women's health concerns, anti-
nuclear movement, etc.)

Subscription: \$6.00 (U.S.)

SftP

897 Main St
Cambridge, Ma 02139

NO SUBSTITUTE FOR
MOTHER'S MILK

Biology of Man. Toronto: Uni-
versity of Toronto Press, 1970]

Dear SftP:

We appreciated the article by Leah Margulies, (Vol. 9, No. 4, July-Aug. 1977, pp. 9-12), on "Exporting Infant Malnutrition" but felt that it left the impression that infant formulas were really all right as long as the mother had clean water and could read the directions, i.e., that there was nothing wrong with feeding formula to babies in industrial countries. But hasn't the same desire for profit motivated the medical campaigns and market saturation of formula in the developed countries, with little concern for the health impact on the "well-fed" babies of the West? For example, the fat-protein proportions in breast milk and cow's milk are quite different:

Breast milk is a low-protein, high fat food, in which 6 to 7 percent of the calories are derived from protein and 53 percent from fat, whereas in modified cows' milk mixture 14 percent are derived from protein, and a considerably lower proportion of the calories from fat. In view of the fact that the infant has a limited capacity for utilizing protein and that fat has a special place in infant metabolism, you may well ask...whether later in life pathological states are not ultimately derived from early well-meant clinical and nutritional maltreatment. [Source: comments by E.H. Hipsley in S.V. Boyden (ed.) *The Impact of Civilization on the*

In addition we should mention the use of sweeteners in baby formulas and the likely importance that this has in initiating the syndrome of sucrose dependency, with the resulting blood metabolism disorders, atherosclerosis and ischemic heart disease that plague adult life. (See the work of Yudkin in this respect.)

All of this serves to raise the question about the advisability of using infant formula *anywhere* — not just in developing countries — except as an emergency supplement to breast feeding. This in turn must lead to questions about why breast feeding has been and is discontinued in developed and developing countries alike. Ms. Margulies, for example, does not mention *maternal malnutrition* as an important problem in developing countries (perhaps the mothers should drink the formula!), or the role of imperialism in perpetuating and in some cases instigating this problem as well. In short, as important as the problem she discusses is, we wonder whether the emphasis has not been misplaced or perhaps too narrowly placed to fully appreciate its scope.

Sincerely,
Gerald Gutenschwager
For the St. Louis SftP Chapter

P.S.: We might add that we have become sufficiently interested in this problem to have joined a St. Louis coalition on infant formula abuse which is in its early organizational phase at this time.

From CNI Weekly Report
Feb 2, 1978

(Community Nutrition Institute)
↓

Bristol-Myers Settles "Bottle Babies" Lawsuit

A Roman Catholic religious order last month reached an out-of-court settlement with the Bristol-Myers Company, manufacturers of Enfamil infant formula, on a lawsuit involving the company's marketing of formula in developing countries.

The Dayton-based Sisters of the Precious Blood had sued the company, charging that it made "false and misleading statements" to stockholders about marketing practices (see CNI Vol. VI:27). The suit was dismissed by a federal district court, but the Securities and Exchange Commission (SEC) this month filed a "friend of the court" brief supporting reversal of the district court's decision by an appeals court. The SEC argued that shareholders have legal redress when a company interferes with shareholder democracy, even in areas of corporate social responsibility.

Under terms of the settlement, Bristol-Myers promised to send stockholders a report on infant formula misuse prepared by the Sisters and the Interfaith Center on Corporate Responsibility (ICCR), a New York-based group related to the National Council of Churches that represented the Sisters in the stockholder action. The church report will contain affidavits from physicians and others attesting to the ill effects of bottle feeding in five Third World countries.

The agreement gives the Sisters the right to meet with the firm's board of directors to present their views on infant formula marketing. Bristol-Myers also pledged to "consult in a dialogue" with the religious order about "ongoing solutions to the problems in the Third World of bottle feeding and the distribution by Bristol-Myers of its infant formula."

The Sisters have withdrawn their court appeal and have agreed not to file any stockholder resolutions with the company this year.

Calling the settlement a "landmark," Leah Margulies, director of ICCR's infant formula campaign, said the agreement "indicates a substantial change of heart by the company. Bristol-Myers has clearly recognized the value of the Interfaith Center's information on the misuse of company products."

nutritious and more contaminated than breast milk, this downward spiral is undesirable.

Critics also charge that the companies themselves are partly to blame for the sparseness of information on the breast versus bottle issue because the companies refuse to divulge their sales figures in developing countries on grounds that this information would aid their competitors.

Critics of the infant formula companies have little faith in the International Council of Infant Food Industries mentioned above. They point out that the Council was hastily formed about the time of the first Nestle hearing in Switzerland in 1975. They maintain that the Council serves mainly a public relations function and note that the Council's Code of Ethics for member companies does not even mention the issue of infant formula advertising.

Breast versus Bottle in the U.S.

According to public health expert Derrick Jelliffe, breast-feeding has many advantages over formula made from cow's milk. The chemistry of human milk is uniquely suited to the metabolic needs of the newly born infant including vital substances for brain growth. The chemistry of cow's milk is quite different and laboratory efforts to duplicate human milk on a large scale consistently fall short.

Besides containing antibodies which protect the infant from disease, human milk is non-allergenic unlike cow's milk which produces an allergic reaction in a small percentage of infants. Other advantages of breast-feeding include the closer psychological attachment between mother and child, the economy of breast-feeding, and the possible inhibiting effect of lactation on conception for greater child-spacing.

Despite the advantages of breast feeding, only a minority (38%) of American women breast feed their babies at the present time. Though a minority, mothers who breast feed their babies are a rapidly growing minority. The percentage has grown from an all time low of only 18% who breast fed their babies in 1966.

La Leche League, a volunteer organization which shows women how to breast feed, was founded in 1956. The rapid growth of the League to over 3,000 chapters since 1956 shows that American women have become interested again in breast-feeding. Experts believe that this renewal of interest in breast-feeding is

taking place mainly among middle-class and upper-class women.

CHEMICAL FEAST

From the standpoint of infant health and nutrition, the advantages of breastmilk would easily outweigh the advantages of breastmilk substitutes except for one serious drawback. Citizens of industrial nations such as the U.S. are exposed to small quantities of hazardous industrial and agricultural chemicals. Over a lifetime, human beings ingest a portion of these chemicals and retain them in their body fat.

During breastfeeding, body fat together with stored chemicals are mobilized to produce breastmilk consumed by the infant. Cows lactate regularly so the concentration of chemicals in cow's milk is much less than in human milk because mothers only lactate a few times during a lifetime.

The concentration of industrial and agricultural chemicals in breast milk varies considerably with region of the country, quality of water supply, and other factors. Please see the resource section of this newsletter for a report on breast milk contamination which contains practical advice for parents concerned about this problem. Also listed are hearings held by a Senate Health and Science subcommittee into chemical contamination of breast milk.

BABY BOTTLE ILLNESS IN THE UNITED STATES?

Disagreement regarding the causes of the decline in breast-feeding around the world should not mask the general consensus that the decline in breast-feeding has serious health implications for infants. This is true for the world as a whole. What about the U.S.? Could the decline in breast-feeding affect infant health in the United States?

Infant death rates among low income Americans are twice as high as infant death rates among middle income Americans. Could this be related to the fact that breast-feeding has fallen into disuse by low income Americans? One observer at Cook County Hospital in Chicago, which serves mainly the urban poor, found almost no breast-feeding taking place in the maternity ward of the hospital.

A large scale research project is now underway to determine if there is a link between infant feeding practices and health. The findings of this research may have an impact on federal nutrition education programs and the use of 50 to 80 million cans of infant formula in the federal Women, Infants, and Children Food Program.

*For a copy of Bottle Babies, an excellent resource guide, send U.S. \$3.00 to:
ISIS, Case Postale 301, 1227 Carouge, Switzerland. Available
in French, German, and English.*

OVER



ANNOUNCING THE

Nestle. BOYCOTT

FORMULA-FEEDING HARMING BABIES!

Hard to believe? Advertisements paint the picture: "The modern mother bottle-feeds her baby. In today's world, breastfeeding is a thing of the past." However, in Third World countries, bottle-feeding has not led to such a pretty picture when--

- the formula is mixed in unsterile surroundings
- pure drinking water is unavailable
- fuel for sterilization is scarce
- proper feeding can cost 60 % of the family income

Result: Malnutrition & Death

In Third World countries, proper sterilization is often impossible. Non-sterile techniques can result in bacterial infection of the intestine, leading to malabsorption, dehydration, and death. In developing countries, the infant mortality rate is three times as high for babies who are bottle-fed as for babies who are breast-fed.

Most Third World mothers cannot bear the economic strain of proper formula feeding. In Barbados a study showed that 82% of the mothers were diluting the formula, making a 4-day can last from 5 days to 3 months. In Sierra Leone, 713 of 717 infants hospitalized for malnutrition were bottle-fed.

WHY ARE MOTHERS BOTTLE-FEEDING THEIR BABIES?

NESTLE IS RESPONSIBLE

Nestle is sending "mothercraft nurses" (salesgirls in white uniforms) into villages to promote bottle-feeding. Using promotional tactics such as radio jingles, billboards, and magazine advertising, Nestle's shows smiling healthy babies using company products.

Mothers in the Third World are being led to believe that bottle-feeding is the most advanced Westernized (and thus desirable) form of infant care. The difference, however, between a modern American kitchen and an African village, leads to a very different result.

If Nestle has the best interest of the infant in mind, they must:

- IMMEDIATELY STOP ALL PROMOTION OF ARTIFICIAL FORMULA
- STOP MASS MEDIA ADVERTISING OF FORMULA
- STOP DISTRIBUTION OF FREE SAMPLES TO HOSPITALS, CLINICS, AND HOMES OF NEWBORNS
- DISCONTINUE NESTLE MILK-NURSES
- STOP PROMOTION THROUGH THE MEDICAL PROFESSION

Artificial formula should be prevented from getting into the hands of people who do not have the means or facilities to use it safely.

SUPPORT THE BOYCOTT!

NESTLE' is a Swiss-based multi-national corporation with many subsidiaries:

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BLACKWELL**



Nestlé

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**Taster's
Choice**



**INSTANT
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Provolone Locatelli
Major Grey's Chutney
Hum
Wispride
Kavli Crispbread (flatbread)

Write to Nestles' and tell them you're
boycotting their products:

Nestles' Co. Inc.
100 Bloomingdale Road.
White Plains, New York 10605



For more information contact:

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