

Friesland

Friesland Coberco Dairy Foods

J.G.M. Priem
P.O. Box 124,
7940 AC Meppel, The Netherlands
Tel: +31 522 276 276
Fax: +31 522 276 444
Email: mail@fcd.com
URL: www.fcd.com

Products include:

FORMULA

Friso, Frisolac, Frisolac H, Frisomel, Frisomel Advance, Frisoep, Frisosoy, Frisovom, Dutch Baby, Dutch Lady, My Boy Eldosoy, My Boy Eldoplus.

COMPLEMENTARY FOODS

Frisocrem.

Logos & Icons:

Formula labels promote bottle feeding with a soft-toy teddy bear and bottle. Frisomel follow-on milk and Frisocrem cereal labels show a bunny. The catch phrase linking the Friso range of products is: "Friso Triple Care – Development, Digestion and Resistance."



Friesland Coberco Dairy Foods increased its production in 2001 by buying up Nutricia's division of flavoured milks and coffee whiteners. Its 2003 turnover was 4.6 billion euros, but net profit decreased by 33% to 56 million euro. Moreover, Dutch trade unions threatened court action in March 2004 because the company has been under-paying its pensioners.

Faced with losses in Europe, Friesland focuses on the profitable markets in South East Asia by intense brand positioning in Vietnam and Malaysia (Dutch Lady), in Indonesia (Frisian Flag) and in Thailand (Foremost). An international brand design consultancy company is creating new 'brand architecture' and packaging. The new labels on infant foods now use a common 'Triple Care' icon. The product designs are currently being rolled out across Asia. Promotional efforts and new label designs in The Netherlands and Greece in 2002 paid off with market shares of respectively 14.7% and 17.3%.

In 1997, Coberco (acquired by Friesland in 2000) lost a lawsuit in Bangladesh where it promoted **My Boy Eldosoy** and **My Boy Eldoplus** in violation of the International Code and the Bangladesh Law. The IBFAN group in Bangladesh reported that the Coberco distributor admitted to the charge and quietly paid its fine.

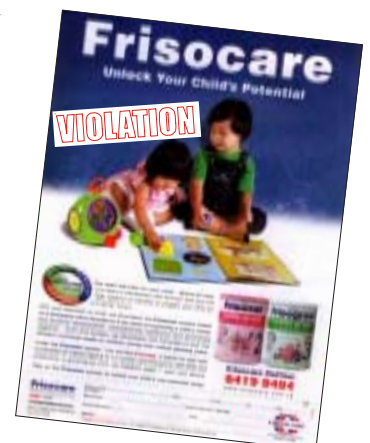
An IBFAN campaign starting in 1984-1985 managed to change the Malaysian subsidiary's name from "Dutch Baby Milk Industries" into Dutch Lady. The company's infant formula brand, however, remained "Dutch Baby" and delivery vans continued to advertise the formula to the public in violation of the International Code. IBFAN reported on this regularly in its "Breaking the Rules" publications from as early as 1985 and as recent as 2001. By 2004, however, the company finally appears to have taken note of the protests. The last "Dutch Baby" van is gone.



Promotion to the public

► *Article 5.1 of the Code prohibits advertising and all other forms of promotion of products under the scope of the Code.*

- Friesland collects information for direct promotion by asking parents in Singapore to complete a coupon in an advertisement for free samples of **Frisomel** and **Frisogrow**. The heading "Frisocare" and the "Friso Triple Care" logo promote the products as being good for mental and physical development.





- In this advertisement in Singapore's *Motherhood* magazine, parents can win a **Frisomel** 'walking bunny' or cash prizes of up to S\$888 (an auspicious number in Chinese communities) with every purchase of 900g **Frisomel** follow-on milk at chain stores. ◀

- A chain store in Hong Kong advertises a special price for **Frisomel Advance** follow-up formula. ▶



- A leaflet in a China supermarket compares **Frisolac H** with breast-milk and claims it promotes intelligence, health and digestion.

- To entice sales in Hong Kong, Friesland distributes flyers offering free delivery of **Frisosoy** and **Frisovom** purchases. A list of phone numbers for placing orders are printed on the flipside of the flyers. ▼



▶ **Article 5.3 of the Code bans promotional devices at the retail level.**

- Toy bears are given with purchases of **Dutch Lady 2** follow-on milk in supermarkets in Vietnam. Promotional leaflets are also distributed in stores.



Promotion in health facilities

▶ **WHA Resolution 47.5 (1994). No donations or subsidised supplies in any part of the health care system.**

▶ **Article 5. No samples or gifts to mothers.**

- Unsolicited supplies of **Frisian Flag** infant formula in 200g boxes are delivered to health facilities in Indonesia and distributed to mothers.

- Taking turns with seven other companies, Friesland provides unsolicited donations of **Frisolac 1** and **Frisolac 2** to health facilities in Thailand, which are passed on to mothers as samples.



Samples to mothers in Thailand come in pretty pouches.

▶ **Article 7.3. No financial or material inducements for health workers.**

- Friesland gives health workers in Thailand gifts such as notepads, pens, magnets and tissue boxes bearing the company name and/or the **Frisolac** brand name.

▶ **Article 6. No product promotion in health care system.**

- Posters and leaflets bearing the **Frisolac** brand name, packshots and the "Friso Triple Care" logo are displayed in Thai health facilities.



- Health facilities in Indonesia display cot cards with the **Frisian Flag** company name and logo. ▶



A Friesland baby at birth.



- In a health facility in Russia, a poster entitled "Child Feeding, What? When?" promotes six types of formulas below a picture of a mother and baby. ◀



- A large Friesland teddy bear picture is stuck above a washing sink in a Moscow hospital. ▶

- A 2003 monitoring report by Vietnam’s Ministry of Health says Friesland displays posters and leaflets about its products in health facilities, such as the one promoting **Dutch Lady 1** and 2.



- In Malaysia, the company placed an ad in *The Star* newspaper to recruit nutritional reps whose responsibilities include “regular visits to medical institutions to promote infant related products”.

Labelling



► **Article 9** of the Code requires labels to **NOT** discourage breastfeeding and to inform about the correct use of the product, the risk of misuse and abide by a number of other points.

- In Indonesia, **Frisian Flag** infant formula labels encourage mixed feeding and advise that babies need foods other than breastmilk from four months. ◀

- In Russia, **Frisolac**, **Frisopep**, **Frisovom** and **Frisosoy** labels all show the toy bear together with a large, shiny feeding bottle, idealising the use of formula and discouraging breastfeeding.

(Note: bottles are allowed for illustrating methods of preparation, usually with graphics on the back of the tin).



Misleading text and pictures which violate the Code

► **Article 4.2** requires all information material to advocate for breastfeeding and not contain pictures or text which idealises the use of breastmilk substitutes.

► **Article 7.2** Only factual and scientific info to health professionals.

- In China, promotional materials compare Friesland formulas with breastmilk.
- **Frisosoy** is compared with breastmilk in a leaflet in Thailand.
- In a brochure in Thailand entitled *Alternative way for mother who loves and cares for baby*, a

happily playing mother and baby idealise Friesland cereals and infant and follow-up formulas.

- A leaflet in Thailand claims that with **Frisolac 1**, “Baby will have no constipation and will be healthy”, and that **Frisolac 2** “gives full energy for good development”. A hotline number is also provided.

- In a leaflet in Singapore, Friesland’s “Friso Triple Care” logo, bear and rabbit mascots present **Frisomel** follow-on as a trustable solution.



The leaflet cautions, “Look again! If you think you have chosen the best milk for your child”, and uses pseudo-scientific language and a flow chart to idealise the functions of additives in the product.



- In this leaflet in China, a loving gaze between mother and baby idealises the use of **Frisolac H**. ◀



- An ad in a magazine on food allergies in the Netherlands promotes **Friso 1** and **Friso 2** as “the complete solution for allergies”. ▶

- “Your baby’s first weaning guide”, a leaflet in Singapore, recommends complementary feeding from four months. The cover picture suggests that it allows fathers to share feeding responsibilities. Packshots and text promote **Frisocreem**: “Being a nutritiously fortified instant milk based cereal, its convenience is indisputable.”

Friesland’s bear and rabbit mascots and “Friso Triple Care” logo promote trust and company loyalty.

