



**International Baby Food Action Network - IBFAN**  
*Red internacional de grupos pro alimentación infantil*  
*Réseau international des groupes d'action pour*  
*l'alimentation infantile*

**Geneva Infant Feeding Association - GIFA**

**1998 Recipient of the Right Livelihood Award**

**Statement by IBFAN, Agenda item 13.2**



I speak on behalf of International Baby Food Action Network (IBFAN), a global network of 256 organisations in 168 countries working to protect, promote and support breastfeeding and Infant and Young Child Feeding.

We thank the Secretariat for the report. To strengthen the recommendations, we urge the Assembly to offer effective guidelines to tackle conflicts of interest. We note with concern that SUN is engaged in WHO's nutrition policy development and programming. Yet SUN has still not addressed fundamental flaws in its structure and approach. It allows businesses on its decision making body in conflict with WHA Resolution 65.6. It also encourages the setting up of partnerships and networks with businesses at national level, opening the door to inappropriate influence of nutrition policies.

Another critical point is that the EB decision is not consistent with Resolution 63.23, which called for the ending of inappropriate promotion of food for infants and young children. The Resolution did NOT refer to 'appropriate marketing,' nor was it restricted to complementary foods.

In relation to marketing IBFAN's latest **State of the Code by Country** shows that 70 countries have implemented the Code. However, our **Breaking the Rules 2014** shows that enforcement is lacking and numerous violations of the Code in 81 countries by 27 baby food companies persist.

On the 33<sup>rd</sup> anniversary of the Code in line with paragraph 33 of the report, we stress the need for progress in the implementation of the Global Strategy for Infant and Young Child Feeding in its entirety. For that, realistic investment is essential. Our World Breastfeeding Costing Initiative (WBCi) supported by the World Bank, is a budgeting tool to assist Member States to plan and resource for IYCF interventions.

IBFAN is pleased to work with Member States on budget planning, Code implementation and Code monitoring.

Thank you.