

INDUSTRY PERSPECTIVE WITH REGARD TO LABELLING OF POWDERED INFANT FORMULAE

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FSA Stakeholder Meeting
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WHO ARE WE?



- The Infant and Dietetic Foods Association is the trade association representing manufacturers of specialist nutrition products in the UK.
- Members include: Heinz (Farleys), Nestlé, Nutricia (Cow & Gate and Milupa) and SMA Nutrition.

GENERAL



- The manufacturers of powdered infant formula (PIF) are committed to providing products that are both safe and meet the nutritional requirements of infants.
- They take very seriously reports identifying PIF as a potential source and vehicle for infections.
- The Manufacturers support education about the benefits of breast feeding which should always be recommended as the ideal way of feeding infants.

ACTIONS TO DATE



Reviewed manufacturing practises and labelling of retail packs with FSA/DH

- Manufacturing changes have been made to minimise the risk of infection due to PIF.
- Products specifically targeted for hospital use by healthcare professionals labelled as non-sterile and sterile ready to feed formulae are available.
- All advice re advance preparation removed.
- Repositioned the warning “Failure to follow instructions may make your baby ill” (or similar) to above the preparation advice where it will be more easily seen by the mother/carer.

EXAMPLE OF LABELLING

preparation

Failure to follow these instructions may make your baby ill



Wash and sterilise all equipment according to manufacturer's instructions or by boiling for 10 minutes.



Boil freshly run water and leave to cool for 30 minutes. Do not use artificially softened water or repeatedly boiled water.



Before preparing the feeds, wash your hands. Measure the required amount of water into the sterilised feeding bottle (see *feeding table*).



Using the scoop provided in this can, add the required number of scoops to the water in the feeding bottle, levelling off each scoop with the back of a clean knife. Do not press the powder down into the scoop. Place cap on bottle and shake well to mix.



Fit sterilised teat and test the milk temperature on the inside of your wrist. The milk should be warm, not hot.

We recommend preparing each feed as required. For additional advice please speak to your healthcare professional.

important feeding information

- ✓ Use feeds within one hour and always discard unfinished feeds.
- ✓ A responsible person should be with your baby at all feeding times.
- ✓ When your baby's teeth start to appear, ask your health professional or dentist for advice.
- ✓ For older children Farley's First Milk can be used in cooked dishes.
- ✗ Never use a microwave oven to re-heat feeds, as 'hot spots' inside the bottle could cause scalding.

IMPORTANCE OF CLEAR MESSAGES ON RETAIL PACKS

- The objective of the legislators is that labelling should be both informative and simple and should be understood by the average consumer.
- The labels of PIF on the UK market meet this objective and contain all the information required by law.
- It detracts from the fact that the equipment and environment are also non-sterile.

MIXED MESSAGES?

- We have concerns that as there was no progress on this issue at Codex it is likely that we will have various local guidance with conflicting recommendations e.g. UK FSA, Irish FSAI, France, WHO.
- We need a common approach or there will be much confusion particularly with today's mobile parents e.g. between Northern Ireland and the Republic.

INDUSTRY ACTIVITIES



- Industry working with National (FSA), European (Member States, European Commission, EFSA) and International (Codex, WHO) bodies via trade, IDFA and European and International counterparts .
- Objective is to have labels that are clearly understood by mothers/carers with respect to the safe preparation of PIF.

SUMMARY



- Manufacturers have made process changes made to minimise the risk of infection due to PIF.
- Manufacturers have made significant changes e.g. advance preparation, simple and clear labelling.
- Ready to feed versions available for many formulations – recommended for use with high-risk groups.
- For the safety of all infants harmonised recommendations need to be agreed.
- Education/training is critical.
- Industry are and will continue to work with interested parties.

CONCLUSION

- Close co-operation between global and national health agencies, the infant food industry, and health care providers must continue in several areas (manufacture, preparation, handling, information and research), in order to achieve the greatest degree of risk reduction.