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SWISS ACTION GROUPS FOR
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Third World Action Group Berne

Two Years After the "Nestlé Kills Babies" Trial Business As Usual

US Churches Endorse Boycott Against Nestlé

Information for the Press No. 6

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The National Council of Churches (US) Endorses the Nestlé Boycott

On November 3 the national Council of Churches of the United States, by a vote of 280 to 2, decided to endorse the boycott of Nestlé products. The boycott was launched in the US one year ago to force Nestlé, the world's largest producer of baby foods, to stop all promotion of its infant formulas (mother's milk substitutes). Now Nestlé is under increasing pressure as the boycott is taken up by hundreds of local, regional and national organizations in the country.

Two years ago, the judge in the Nestlé trial in Berne had declared: "If Nestlé in future wants to be spared the accusation of immoral and unethical conduct, the company will have to change its advertizing practice."

Those who had hoped that Nestlé would radically change its sales techniques, have been disappointed: although the company's public relations department has considerably increased its efforts to present its sales practices in a better light and has added some cosmetic touches to certain advertising, Nestlé's basic line in promoting its baby food stays the same. For example, the company still distributes free samples in many countries and, with its baby-milk radio commercials, it still appeals to the poorer groups of the population. For this reason, the Third World Action Group's accusation that Nestlé is responsible for the death of thousands of babies is maintained, unchanged.

New documentation from the Action Group proves that Nestlé advertizes its products with undiminished zeal and shows again how the triumphant progress of the feeding bottle is still accompanied by illness, death and human suffering. The documentation backs up the accusation with reports from the Philippines, Malaysia, the Caribbean, Venezuela, Mexico, Peru and South Africa. It also reports on the Nestlé boycott in the US, which has probably not yet reached its climax. Today some European groups are discussing the possibilities of organizing a consumer-boycott in their own countries, too.

RESOLUTION OF THE NATIONAL COUNCIL OF CHURCHES (US)

whereas breast milk, a natural food resource of considerable economic value to nations, is the ideal food for infants, containing the correct balance of nutrients and providing antibodies capable of fighting off infections present in the environment, and whereas responsible medical research has shown that the substitution of commercial infant formula for breast milk in areas of the world where poverty, illiteracy, impure water and inadequate sanitation prevail has resulted in infant malnutrition, illness brain damage and death, and

whereas the promotion practices of infant formula and milk companies encourage women to abandon the natural resource of breast feeding in favor of expensive commercial preparations and feeding bottles and

whereas the decline in breast feeding represents a threat to the lives and health of poor infants and an economic loss to their families and countries, and

whereas nestle' s.a., a transnational corporation based in switzerland, controls over onethird of the world's infant formula market but is immune from shareholder action by concerned groups in this country because its stock is not traded on the u.s. market, and

whereas direct appeals to nestle' to change its sales promotion of infant formula in developing nations have, for the most part, been futile, and

whereas the policy statement of the national council of churches entitled 'human hunger and the world food crisis' mandates us to encourage policies which enable all nations to become self sufficient in food production and which 'move to re-orient the enormous and growing powers of transnational corporations, disciplining their activities in ways which will contribute to the general welfare of humankind'', and whereas numerous religious and other groups are participating in a boycott against nestle', its products, its subsidiaries and their products and services, as a means of protesting the corporations attempts to shift mothers in the developing world from breast feeding to the use of the corporation's infant formula,

therefore be it resolved that the governing board of the national council of churches hereby:

- 1) calls on nestle' s.a to cease promoting its infant formula in areas where social and economic conditions are such that the use of formula is apt to damage the health and wellbeing of infants, and

- 2) endorses the international boycott against nestle's.a. its products, its subsidiaries, and their products and services until such time that nestle's marketing policies and practices are changed and the boycott lifted, and

- 3) calls upon the member communions to study this issue as it affects the mission of the church and take whatever actions they deem wise, and

- 4) instructs the divisions, commissions and related agencies of the nccc to observe the boycott and to determine how they can effectively support the goals of the boycott, and

- 5) calls on all christians and other persons of good will to participate in the boycott against nestle' as a means of expressing their concern for the health and well-being of poor infants, and

- 6) calls on the united states government, in its development assistance programs at home and abroad, to encourage breast feeding and to refuse to support the promotion of infant formula in areas where social and economic conditions may prohibit its safe use by the general population

Two Years After the Berne Court Case: Nestlé Is Still Promoting Unethically

As Judge Jürg Sollberger declared at the end of the court case in Berne, Nestlé would have to change its advertising practices if it wanted to spare itself the charge of immoral and unethical conduct. That was two years ago. It is now time to take another close look at Nestlé's advertising methods. Two years should suffice to develop a new sales policy and to implement it, even in the most remote areas.

Many people have become aware of the issue due to the world-wide publicity given to the Berne case and have begun to care, to observe and to write reports and articles. Especially in connection with the Nestlé boycott in the United States, a lot of material has been collected. It proves that Nestlé has not stopped its irresponsible advertizing of artificial baby food; on the contrary, the advertizing has become more cunning and more dangerous.

Conspicuous advertizing in the mass media has been reduced, but is still widely used. Most direct advertizing today, however, takes place in the hospitals and by means of the enormous and omnipresent free gifts of Nestlé baby food, even in outlying areas. Following the example of firms in the pharmaceutical industry, Nestlé today gives more prominence to advertizing addressed to medical personnel, which is less visible. The mothercraft nurses are now called "company representatives" and concern themselves more with doctors and nurses. Nestlé today uses its promotional budget more effectively, with the heaviest expenditure probably on free samples. If a child is fed for some time after birth on free artificial mother's milk, and as a result the mother's own milk dries up, Nestlé has gained another customer.

In the Philippines, the situation is especially serious. In many hospitals, Nestlé and two of its competitors have been accustomed to taking turns in supplying formula for all new-born babies and in distributing free samples. Nestlé posters, feeding bottles, weight cards and so on can be found in most maternity clinics. The company has often donated important equipment to hospitals and clinics, and its gifts to doctors are common practice.

Malaysia is one of the countries with the most intensive direct advertizing on radio and television. The shooting script for a Nestlé TV-spot produced in Malaysia (see page A6 of appendix) proves that all talk of "purely informative

and educational" advertizing is a lie. After the government had forbidden company nurses access to the maternity clinics, they now get around the prohibition by entering the clinics during visiting hours.

In the Dominican Republic, Nestlé has donated masses of infant formula to the government, which then sells it in its own milk banks. A US television team discovered that the medical association receives a percentage of company turnover.

In Venezuela, nutrition experts paid by Nestlé infiltrate government institutions.

In South Africa, an advertisement for Nestlé's Nan was published with the slogan: "Now Dad can give baby all the goodness of mother's milk."

This and further examples are reproduced in the appendix.

Even now Nestlé is not prepared to consider these questions except as an annoying public relations problem. It does not consider radically changing its approach but instead tries to save its image with the public merely by touching up its advertisements. For example:

- the critics demand that all radio commercials be stopped. Nestlé has the slogans spoken instead of sung, as before.
- the critics demand that company nurses be withdrawn. Nestlé has their uniforms changed from white to blue, with the non-descriptive insignia "ICIFI" - a change that the company's PR strategists proclaim in all seriousness to be great progress.

And so Nestlé's main efforts to cope with the whole issue lie in influencing the public. In opulent new brochures, the company's activities are presented as a blessing - with the same crooked arguments and with the same quotations shamelessly torn out of context.

The Infant Formula Campaign in the U.S.

The focus of the baby foods campaign today lies in the United States. Since 1974 the Interfaith Center on Corporate Responsibility (ICCR), an organization affiliated to the National Council of Churches, has been dealing with the issue. On the strength of research so far, various religious organizations have put resolutions to shareholders' meetings of US infant formula companies, either condemning their policies or demanding precise information.

These actions culminated in a Catholic order, the Sisters of the Precious Blood,

suing Bristol-Myers for giving false information in a report to shareholders. This expensive and widely-publicised court case lasted two years and ended at the beginning of 1978 with an agreement under which the company was required to add to its own annual report this year a separate report by the Sisters of the Precious Blood describing Bristol-Myers promotion policies and the problems of feeding babies.

Nestlé, by far the most important producer of infant formula, could not be pressured by these methods, however. This was why the Infant Formula Action Coalition (INFACT) in summer 1977 called for a boycott of Nestlé's products.

Through considerable press and television publicity and thousands of letters from constituents, the attention of Congressmen was drawn to the issue. In July 1977 Congress passed a resolution and in May 1978 a Senate committee held a hearing on the whole question.

The Nestlé Boycott

INFACT (Infant Formula Action Coalition) calls for a boycott of Nestlé products with the slogan "CRUNCH NESTLE QUIK" - Crunch and Quik being well-known Nestlé products - and demands an end to all promotion of infant formula.

INFACT is the alliance of all US groups concerned with the question of infant nutrition. Since the start of the boycott, in July 1977, INFACT has grown rapidly. Today nearly 100 groups and organizations, co-ordinated by the INFACT office in Minneapolis, work for the campaign.

Frequent travels in the Third World and visits by representatives of various European groups led to international cooperation on the issue. The most important activities are those at the local level. Film showings, public discussions, small demonstrations and the distribution of leaflets among housewives, shopkeepers, students and schools have all contributed to the boycott becoming well-known and obtaining regular press coverage.

The boycott endorsement list is becoming longer every month. At first it bore the names of local personalities and groups, now it includes many nationally known people and organizations, among them Senators Dick Clark (D,Iowa) and James Abourezk (D, S.D.) and the Presbyterian Church of the United States. (See appendix page A25)

In the US, its most important market (representing more than 20 percent of total turnover), Nestlé is coming under ever-growing pressure. In March, Stephen Korsen, Public Affairs manager of Nestlé (US), let the cat out of the bag in a discussion with a nun: he revealed that the firm was getting 400 letters of protest per week and confessed that he did not really know what to do. Persistent rumours of a noticeable drop in sales of Nestlé confectionery are, as to be expected, consistently denied.

Most important of all, Nestlé's reputation has been endangered, which is why it sends every writer of a protest letter a bulky set of documentation containing, among other things, a new 30-page colour brochure and a letter from a medical doctor in whose hospital Peter Krieg had shot important sequences of his film, Bottle Babies. This doctor had earlier been a strong critic of the baby food companies. His accusations against Peter Krieg, his statements contradicting his earlier views and the formulations in his letter show clearly that Nestlé had put pressure on him.

Nestlé has no qualms in its choice of methods. Its old technique of tearing quotations out of context and so changing their meaning still seems indispensable. Wherever possible, the company tries to intervene with personal letters, and is not above using false statements in them - for example, that the company now works with the National Council of Churches or that the judge in the Berne trial had cleared the company of all blame.

Nestlé's top managers also continually attempt to reason personally with their critics. The man in charge of baby foods at Nestlé headquarters in Vevey (Switzerland), Geoffrey Fookes, was twice sent to the US, in July this year he was followed there by a company vice-president, Jacques Paternot, and at the end of October two vice presidents, Paternot and Saunders, were sent to try and negotiate with INFAC.

At first, European groups concerned with the baby foods issue were sceptical about the Nestlé boycott. Today, they are discussing the possibility of extending it to Europe.

US Senate Hearings

On May 23 a committee of the US Senate, with Senator Edward Kennedy in the chair, held a hearing on the question of infant formula. In a packed hall, Kennedy questioned three groups of witnesses for four hours. He began the inquiry with the question:

"Can a product which requires clean water, good sanitation, adequate family income, and a literate parent to follow printed instructions be properly and safely used in areas where water is contaminated, sewage runs in the streets, poverty is severe and illiteracy high?"

First, several witnesses from the Third World critical of the infant formula firms were heard. They were Dr. Alan Jackson, a doctor from Jamaica; Dr. Natividad Clavano, a pediatrician from the Philippines; Fatima Patal, a nurse from Peru; and the Reverend Dan Driscoll, a missionary from Venezuela. Patricia Young and Leah Margulies represented the US churches. All of them strongly accused the companies. The climax of the first hearing was probably the testimony of Dr. Clavano, who had reduced the infant mortality rate in her hospital 47 percent by bringing newborn babies to their mothers and by telling the mothers emphatically to breast feed them. (See appendix page A20)

A second group of witnesses also accused the infant formula firms. They were Professor Derrick Jelliffe from Los Angeles, a well-known expert on breast feeding; Professor Abraham Horwitz, former director of the Panamerican Health Organization; Dr Manuel Carballo, director of an important World Health Organization study on breast feeding; and Professor James Post, a marketing expert from Boston University.

Finally came the turn of the company representatives. Frank Sprole, vice president of Bristol-Myers, explained that his firm had not long ago withdrawn all its milk nurses following protests at their employment. Oswaldo Ballarin, president of Nestlé do Brasil, brought roars of incredulous laughter when he stated:

"United States Nestlé company has advised me that their research indicates this is actually an indirect attack on the free world's economic system: a worldwide church organization with the stated purpose of undermining the free enterprise system is at the forefront of this activity."

(For extracts from the Hearings see first part of appendix)

oses Customers

Nestlé L^{S CHIN} and Credibility

CATHOLIC ORDERS SHUN NESTLÉ

This year's Assembly of the American Catholic orders was originally planned to take place in a Stouffer hotel owned by Nestlé. But as more and more orders supported the boycott, the organizers feared there would be problems. In spite of the pleas of the director of the Stouffer hotel chain not to cause Nestlé such an important embarrassment, the following declaration was added to the invitation to participants:

"After selecting Stouffers in Cincinnati, we became aware that the restaurant is a subsidiary of Nestlé's Swiss International Limited. INFAC (....) is calling for a boycott of Nestlé's products and subsidiaries because of the nutritional harm that is occurring in the poor usage of the product and other developments involving the infant formula. Neither CMSM nor LCWR as such has gone on record concerning the boycott. To hold the Assembly at Stouffer's was seen to have the strong potential of placing the membership of both Conferences in a conflicting place and in a highly "politicized" environment without your having consciously chosen the situation.

Both Conferences, therefore, decided to move from Stouffer's and go to CLEVELAND, OH, in order to hold the first joint meeting of CMSM and LCWR in a non-politicized situation so that we could address the values of the Gospel concerning justice in a non-explosive environment."

NESTLÉ SWEETS TURN SOUR

For years an elementary school in Los Angeles, like many other schools, has been organizing fund-raising events, using Nestlé confectionery. While order forms for Nestlé sweets and chocolates were being distributed at a recent event, one of the teachers informed his class about the boycott. After a long discussion, the class decided by a large majority to refuse to buy the Nestlé products and to seek another company's confectionery. And when parents' representatives had also discussed the issue, Nestlé's order forms were withdrawn throughout the school.

On the following day, the teacher who had first raised the issue with the pupils was suddenly called to the office of the head of the school, who had two Nestlé executives, one of them Swiss, and representatives of teachers and parents with him. The executives urged the school to keep the Nestlé confectionery, claiming that the firm had been cleared by the Berne court case, but the parents insisted on maintaining the boycott. The head of the school, however, disapproved of their decision and reprimanded the teacher. What disturbed this teacher more than the reprimand was what one of the Nestlé executives, a distinguished and successful

man, said with a sad shake of his head: " I just don't understand your concern about people who don't even live in your country."

BRAZIL: NESTLÉ CALLS IN THE POLICE

At the end of August, 1978, 300 prominent nutritionists signed a petition at the International Congress of Nutrition in Rio de Janeiro calling on Nestlé to cease immediately its promotion of infant formula. However, the complete list of people who signed the petition is not being published for fear of reprisals against the less prominent signatories, following a suspicious incident.

Nestlé was well represented at the congress. At one stall the company served coffee and distributed a 500-page book. Oswaldo Ballarin, president of Nestlé do Brasil, was so angry about the petition that he tore it out of the hand of one participant and complained about "ingratitude" to his company. It did not escape the notice of Ballarin's employees that the petition had been organized by a Mrs Benjamin, a US citizen.

During that night, the Nestlé stall was decorated by unknown people with slogans such as "Nestlé kills babies". Next morning, the police sealed off the conference rooms and went looking for Mrs. Benjamin, who, when found, was immediately arrested. Through the intervention of US authorities, she was released after being questioned for one hour. She left the country the same day. Commenting on the incident, the Jornal do Brasil wrote: "It was not what this woman did that was illegal but her arrest."

To prevent further difficulties, the collection of signatures to the petition was discontinued. More precise information about the incident became impossible to obtain.

Thus Nestlé silences its critics.

EMPTY NESTLÉ PROMISES

Shortly before the opening of the court case in Berne in November 1975, Nestlé and several other baby food companies tried to impress the public by publishing a "code of ethics", which stated that "the description of the products must lead to the conclusion that breast feeding is the best way of nourishing normal babies". Yet even in February, 1978, more than two years after the code's publication, Nestlé's Nan powdered milk for babies was still being sold in Guatemala bearing

"You can use Nan with full confidence. It is food in powder form which, in quantity and quality, is similar to mother's milk and is suitable for use from the moment the child is born."

(INFACT Update, April 1978)

NESTLÉ'S "MORATORIUM" ON MASS MEDIA ADVERTISING...

In a September 1977 meeting with the Interfaith Center on Corporate Responsibility and other church agencies, a Nestlé representative reported that Nestlé had, in 1975, called a moratorium on mass media advertising throughout the world. The ICCR staff then cited evidence of extensive TV and radio advertising of Nestlé's Lactogen in Malaysia in 1976. The Nestlé representative appeared shocked and said he would check into the matter - perhaps the moratorium was called only for Africa.

Later, evidence of recent radio advertising in South Africa and billboards in Rhodesia for Nestlé infant formulas was produced.

Finally in an October meeting with INFACT representatives, the Nestlé employee made this claim that direct advertising had been withdrawn in Black Africa. (Apparently Nestlé considers South Africa and Rhodesia to be white nations.) An INFACT representative then reported hearing Lactogen radio ads in Liberia 1976. The Nestlé representative? He appeared shocked and said he would check into it.

As for the claim about no advertising in Latin America, several reports have been received (as recently as May 1977) of Nestlé formula posters in local stores in Guatemala and Honduras. Ads for Nestlé formula were found recently in Uruguay newspapers.

(INFACT Newsletter 2, 1978)

Nestlé Comments ...

It's as simple as that...

Nestlé's managing director Pierre Liotard-Vogt at a shareholders' meeting May 15th, 1975:

"I have perhaps dwelt a little too long on an incident of minor consequence, but it seemed to me to be an illustration of what some people are capable of inventing when they have nothing better to do than slander others, whilst they themselves are incapable of using their energy for more constructive purposes. (...) This is another example of what some people can do either out of thoughtlessness, stupidity, masochism or simply because of jealousy on the part of these who have never achieved anything in life."

Who is lying?

His successor, Arthur Fürer, at a press conference on November 28th, 1975:

"We protest against the systematic campaign of libel and slander conducted with the help of lies, distortions and false allegations."

Despite the verdict - we are spotless!

Arthur Fürer, a few days after the verdict in the Nestlé trial in a circular letter to all personnel on July 2nd, 1976:

"Two years ago I investigated all the markets in question to find out whether the disputed advertising methods could be criticised or - to use the defendants's terms - could be considered immoral. Had I found that this reproach was justified, I would immediately have suppressed everything that was indefensible. (...) I was able to see that they were normal and usual advertising methods, used by manufacturers of such products all over the world. (...) I have given instructions to persevere along these lines."

If I only had known!

"Die Zeit", Hamburg, 29.4.77:

"If I had known, for example, that a Volkswagen with two loudspeakers and the inscription "Lactogen" was driving around somewhere down there in Africa, as mentioned in the documentation of the Third World Action Group, I would immediately have forbidden it, but a managing director is of course usually not informed of things like that."

Justice in Berne as a tool of the mob...

An article in "Die Zeit", with the title "The Fürer Principle", 5.5.78:

"We will not take libel against anybody any more. From this trial we have learnt that today's laws do not protect anybody from defamation" (because,) "in such a case the judge comes under pressure from the public, from the street".

U.S. Senate Hearings

- * *Dr. Alan Jackson von der Tropical Metabolism Research Unit, University of the West Indies, Jamaica, berichtet von einem typischen Fall, wie er an seiner Klinik häufig vorkommt, und von einer Studie über die Zubereitung der Flaschennahrung.*
- * *Dr. Alan Jackson, of the Tropical Metabolism Research Unit, University of the West Indies, Jamaica, reports on a typical case, such as often occurs at his clinic, and comments on a study on the preparation of baby food.*
- * *Le docteur Jackson du "Tropical Metabolism Research Unit", University of the West Indies en Jamaïque raconte un cas typique, tel qu'il s'en présente souvent à sa clinique et donne un résumé d'une étude faite sur la préparation des biberons.*

When the brother was born, he weighed seven pounds. At four months of age, admitted to hospital, he was weighing five pounds. His sister, aged 18 months, was weighing twelve pounds, the weight that one would expect for a four-month old baby to weigh, and it was even less than that because she had an accumulation of fluid in her body due to malnutrition. And when she lost that fluid, her weight actually came down to eight pounds.

And when one went into the story and asked the mother how it could be possible that these children could get into this state, the mother told us about the way that she had been feeding the children. And, essentially, the children had never been breast fed and their diets from birth had consisted basically of bottle feeding. (...)

The mother said, when we asked her how she made it up, "I make it up according to the instructions on the tin." She was very specific about that, and so we asked her how long the milk lasted.

Now, for the four month old baby, one tin of feed should have lasted for something just under three days. She said that one tin of feed lasted two weeks to feed both of the children. They lived in two rooms; they had no running water, poor sanitary convenience, no electricity. They were farmers with no visible cash income, and their total income was something like six to eight Dollars a week. (...)

A recent study had been carried out in Kingston of well babies at a clinic, and the feeds that were being given to the babies at that clinic were analyzed in the laboratory to test the nutrient content of the feed, as against the nutrient content that ought to have been in the feed.

Out of 69 bottles that were tested, only ten contained the correct nutrient content, as advised by the manufacturers.

- * Pater Dan Driscoll, ein Missionar aus Venezuela, spricht über die Folgen des allgemeinen Gebrauchs künstlicher Babynahrung und berichtet, wie Nestlé und andere Firmen üppige gesellschaftliche Anlässe für die Aerzteschaft finanzieren.
 - * Reverend Dan Driscoll, a Venezuelan missionary, talks about the consequences of the generalized use of infant formula, and tells how Nestlé and other companies finance lavish social gatherings for doctors.
 - * Le père Dan Driscoll, missionnaire au Vénézuéla, parle des conséquences de l'utilisation générale de lait artificiel pour nourrissons et raconte, comment Nestlé et d'autres firmes financent de pompeuses soirées pour le corps médical
-

If you go anywhere in my parish, if you go into a pharmacy or into a grocery store, you see these infant formula products, along with Nestlé and Wyeth, who are the biggest sellers there, which are right up front and center on the shelf.

This is what it can lead to. I have a picture here which partially shows one of the saddest scenes I have ever seen. This was in August of last year, when I was in the emergency room of the Hospital de Ninos, the Children's Hospital in Caracas.

In this room, there were 58 babies, 53 of whom had diarrhea. Of the 53 babies who were there, all were bottle fed, although the hospital does not know which formula they are taking. The doctor checked the records, and all had been bottle fed. (...)

Kennedy: Do you know of gifts by the sponsoring companies to pediatricians?

Driscoll: Yes. Three different pediatricians told me the same story, and one would be this Dr. Materetti, who is the Chief of Prenatal Services at the Maternidad Concepcion Palacios.

Apparently, the tack that is used there is to buy booze, believe it or not.

Kennedy: To what?

Driscoll: To buy booze. When the pediatricians graduate from college, it seems like the American Home Products Company is very generous in providing about 20'000 boliveras' worth of liquor and, in other words, puts on the whole party, which comes to almost \$5'000, U.S.

Whenever there are professional meetings of pediatricians, and so on, Nestlé, for example, will fly in certain doctors and they will always have the last banquet, which will be a lavish affair in Parte Centrado, which is right across from the Caracas Hilton, where they kind of put on the whole bash, and you just kind of see their name down in the corner of the menu.

So, one doctor said, "I have conscience problems even eating there, but I should be there as a professional, so I feel trapped."

Kennedy: Dr. Clavano, I saw you nodding your head on that point. Is there anything you want to add, just on that point, before we go down to the rest of the panel?

Clavano: What the father has said is true. What the Father said is also happening in my country.

Kennedy: In the Philippines?

Clavano: Yes.

Kennedy: These types of incentives by those that are the manufacturers of the formula?

Clavano: Yes.

Kennedy: Do you think they are correct?

Clavano: Well, as Department Head of Pediatrics, they come to me, and we are only human. Unless you have a very, very strong conviction that this will not be good for our people, you cannot say no.

This comes in banquets they will sponsor; they will sponsor a plane ticket. And that seems to be a part of the scheme and it is an acceptable practice. But I feel that we, as health workers, if we really care for our people, then we will have the guts to say no.

* *Prof. James Post, Marketingexperte von der Boston University, spricht über den Umfang des Babymilchmarktes und die unterschiedliche Reaktion der Firmen auf öffentliche Kritik. Er stellt fest, dass die verantwortlichen Manager sich über die Gefahr des falschen Gebrauchs künstlicher Babynahrung offensichtlich im Klaren sind.*

* *Prof. James Post, marketing-expert at Boston University, talks about the size of the baby food market and describes the varied responses of the companies to public criticism. He states that the managers familiar with this issue know about the probability of misuse of infant formula.*

* *Monsieur James Post, professeur et expert en marketing à l'université de Boston, donne une idée du poids qu'a pris le marché du lait pour nourrissons et caractérise les réactions qu'ont eues les firmes concernées à la critique exprimée publiquement. Il constate que les managers responsables ont connaissance du danger que représente un mauvais usage de l'alimentation artificielle pour bébés.*

The current world market for infant-formula products is approximately \$1.5 billion. The nations of Latin America, Africa, the Middle East, and Southern Asia may account for as much as 40-50 percent of that amount. Using conservative projections of population growth, I have estimated that before 1980, the developing world will be spending more than \$1 billion per year for infant formula. That is more than the World Bank loaned to all the nations of the Caribbean and Latin America in 1974 or to all African nations south of the Sahara in 1977.

In the light of such commercial opportunity, it is not surprising that the manufacturers have been sensitive to public criticism of promotional practices. There has not been a uniform industry response to this matter, but widely varied responses, ranging from an outright refusal to acknowledge the existence of a problem to affirmative initiative-taking. (...)

This diversity of response seems to depend on the orientations and business strategies of each firm. Pharmaceutical firms have been willing to make a commitment to abandon consumer-oriented advertising. This would allow them to continue their medical promotion. Food companies, on the other hand, have been reluctant to abandon all consumer advertising, given their constraints on approaching medical personnel. Their preferences are limitation of unformed personnel and medical promotion. (...)

In our research in Colombia, it was learned that only 29% of rural populations and 72% of urban populations have the potable water required for mixing with powdered infant formula. And yet, formula was available to consu-

mers and promoted to health personnel throughout that nation. No manager familiar with this issue could authorize distribution and marketing in Colombia without also knowing that there was a high probability of misuse by as much as 71% of the rural population and 28% of the urban population. And this only refers to potable water, leaving aside the question of how many Colombians have adequate incomes to afford the \$100 it would take to feed an infant properly for six months on formula or how many are illiterate and unable to accurately follow mixing instructions on labels. Similar information comes from other nations throughout the developing world.

- * *Oswaldo Ballarin, Präsident von Nestlé-Brasilien, beschuldigt den Weltkirchenrat, die freie Marktwirtschaft unterhöhlen zu wollen und deshalb die Babymilch-Affäre angezettelt zu haben. Er ist der Meinung, Nestlé sei nicht verpflichtet, Untersuchungen über die tatsächliche Verwendung ihrer Babymilch anzustellen.*
- * *Oswaldo Ballarin, president of Nestlé-Brazil, accuses the World Council of Churches of wanting to undermine the free enterprise system and of having contrived the infant formula campaign. He believes that Nestlé has not the responsibility to inquire into the actual use of their baby milk.*
- * *Monsieur Oswaldo Ballarin, président de Nestlé-Brésil, accuse le Conseil Oecuménique des Eglises de vouloir miner l'économie du marché et d'avoir, dans ce but, tramé l'affaire du lait pour nourrissons. A son avis, Nestlé n'a aucune obligation d'examiner la façon, dont son lait pour nourrissons est utilisé.*

Ballarin: United States Nestlé Company has advised me that their research indicates this is actually an indirect attack on the free world's economic system: a worldwide church organization with the stated purpose of undermining the free enterprise system is at the forefront of this activity.

Kennedy: Now you can't seriously expect... (Noise in background: gavel banging) We'll be in order... we'll be in order now please. We'll be in order. You don't seriously expect us to accept that on face value, after we've heard as you must have, Doctor... if I could just finish my question... the... the testimony of probably 9 different witnesses. (...) It seemed to me that they were expressing a very deep compassion and concern about the well-being of infants, the most vulnerable people in this face of the world. (...)

Kennedy: Would you agree with me that your product should not be used where there is impure water? Yes or no?

Ballarin: Uh, we give all the instructions...

Kennedy: Just... just answer. What would you... what is your position?

Ballarin: Of course not. But we cannot cope with that.

Kennedy: Well, as I understand what you say, is where there's impure water, it should not be used.

Ballarin: Yes.

Kennedy: Where the people are so poor that they're not gonna realistically be

able to continue to purchase it, and that they're going to dilute it to a point which is going to endanger the health, that it should not be used.

Ballarin: Yes. I believe...

Kennedy: Alright, now...then my final question is...is what do you...or what do you feel is your corporate responsibility to find out the extent of the use of your product in those circumstances in the developing part of the world? Do you feel that you have any responsibility?

Ballarin: We can't have that responsibility, Sir. May I make a reference to...

Kennedy: You can't have that responsibility?

Ballarin: No.

Nestlé's Verkaufsmethoden heute

Nestlé's Promotion Today

La publicité de Nestlé aujourd'hui

MALAYSIA

- * Skript eines TV-Werbespots
- * Script of a TV commercial
- * Scénario pour un film publicitaire

Copy from OGILVY & MATHER (MALAYSIA) SDN. BHD

Client Nestlé
Product Lactogen with Honey
Job No. NES/TV/451K
Media TV/Cinema - 40secs.
Version 1
Date 4.11.77

"BABY SHOW - III"

<u>VIDEO</u>	<u>AUDIO</u>
1. Open a banner saying "BABY SHOW" outside a building. People are entering.	SOUND EFFECTS MUSIC UP AND FADES OUT
2. MCU on Mother I with a 3 month old baby and Mother II with a 6 month old baby. They are in conversation.	(CONVERSATION IN V.O. INTERSPERSED WITH BABY GURGLE) MOTHER I: He's my first baby. I breast feed him, but he's growing so fast. I also give him Lactogen with Honey.
3. The camera pans down and slowly zooms in on the 2 babies.	
4. Cut away to the kitchen of Mother I. It's easy to mix and all the CU of Lactogen with Honey pack with feeding bottle beside it. The measure is dipped into the powder.	
5. Pull back as the measure empties powder into the bottle.	instructions for hygienic and
6. Pull back to see Mother I shaking the bottle. We see Baby I in the foreground looking a little unhappy.	correct preparation are on the leaf-let in the tin.
7. Dissolve as Mother I puts the bottle in his mouth.	He really enjoys it. He loves the taste of the honey.

8. CU on the contented baby.
9. Cut back to the two mothers in conversation at the Baby Show. MOTHER II: So does mine.
10. Pan down onto the two babies as the mothers talk. He's thriving on Lactogen with Honey ... it's got lots of vitamins. I'm bottle-feeding now because I'm back at work.
11. Dissolve on pan sideways to see Baby I being crowned SFX: APPLAUSE
12. Full focus and pan on crowd watching the judging. We see other mothers, husbands and an older woman, all applauding. SFX: APPLAUSE INCREASES
13. Continue pan to see a Nestlé demonstrator also applauding in front of a Lactogen with Honey display stand. SFX: APPLAUSE
14. Cut to Baby II being crowned SFX: APPLAUSE FADES
15. CU on Baby II. MALE V.O.: Breast feeding is best for your baby but when supplemental feeds are required or when you can no longer breast feed, choose Lactogen with Honey.
16. Match dissolve to Lactogen pack For a healthy, happy baby - Lactogen with Honey.
17. Pop on super: "For a healthy, happy baby". BABY DEEP GURGLE

CGE/CWY

stamp: APPROVED 11/11/77
COPY SUPERVISOR
Department of Broadcasting

(Copy received from the Department of Broadcasting, Ministry of Culture, Republic of Singapore)

- * Nestlés Milchschwestern in Penang sind besonders rücksichtslos.
- * Nestlé's "milk nurses" in Penang are particularly ruthless.
- * Les "infirmières-lait" de Nestlé à Pénang sont particulièrement sans égards.

Very little market size or market information was available, but Nestlé was acknowledged to be the leading seller, with Dumex notably second and Wyeth third in this city.

Nestlé, Dumex, Wyeth and Dutch Baby are said to have one or more mothercraft personnel in the Penang area. Mead Johnson formerly had mothercraft personnel, but they are "less in evidence now than formerly", according to one doctor. Accordingly to one nurse (midwife, who reports having been frequently approached with offers of employment by the milk companies) a mothercraft nurse receives significantly better pay and fringe benefits than her counterpart in public service. Pay is better, a car is provided, the work week is five days

(rather than six) and nurses for Nestlé are offered the right to buy Nestlé products at stock prices. "And if you get to be supervisor, you will be among the top paid women in Southeast Asia".

Mothercraft nurses routinely visit hospitals and clinics during pre-natal care instruction periods to talk to expectant mothers and distribute free samples directly to mothers. Mothercraft nurses also visit patients on the wards of the hospitals, despite a Ministry of Health directive expressly forbidding this! As the nurse/midwife explained, "Now they come during visiting hours when anyone is allowed on the wards. How can we stop them; we're not policemen?" Often mothercraft nurses follow mothers into their homes.(...)

Speaking of the mothercraft nurses, a public service nurse complained "We have to work that much harder to counteract their influence. Supposedly they are trained, but just how far they put their training to use, I don't know. I've never heard a mothercraft nurse give really good instructions on breast feeding to switch brands. They visit the homes of newborns before we ever do. Everytime I visit a home, I find that the company nurse has already been there. They give advice contrary to what we want". Finally she added: "Are you trying to stop the company nurses? It would make our work much easier".

A doctor in private practice in a large, poor public housing project confirmed that mothercraft nurses visit in that area despite the fact that the population is overwhelmingly poor. Less than 5% of mothers are breastfeeding, the doctor estimated, despite the fact that the majority are housewives. "A family could easily spend \$60 per month on formula feeding. When the family is only making \$300 per month, that's a lot". There's a lot of aggressive selling. The mothers are given samples, and they're hooked on the product right from the start". The doctor said that Nestlé is the most aggressive, followed by Dumex.

(E.Baer, Consultant ICCR, Infant Formula Promotion in Malaysia, Testimony submitted to the U.S. Senate Health Subcommittee, July 1978)

** Nestlé's Baby-Shows*

Another particularly objectionable form of promotion is company sponsored baby shows. Nestlé is the acknowledged leader in this although other companies are following suit. Nestlé now sponsors such baby contests only in cooperation with some community group. In the attached newspaper clipping (Echo, June 5, 1978) the Lions Club was the ostensible host, but prizes, decorations and Lactogen Crowns for the winners are supplied by Nestlé. Nestlé advertising and sample cans are featured prominently throughout.

(E.Baer, Malaysia, loc. cit.)

** Sogar Nestlé anerkennt das Problem*

** Even Nestlé is aware of the problem*

** Même Nestlé reconnaît qu'il y a un problème*

Even Nestlé is aware of the problem of overdilution. In their free handout advertising Lactogen Full Protein to the medical profession subtitled "Malnutrition a problem? Read how we can help". They say, "Formula stretching is fairly common for a mother who has bought an expensive formula because she wanted to give her baby the best. She may, when she sees it being used up so quickly, try to make it last longer by giving less powder than recommended".

(E.Baer, Malaysia, loc.cit.)

PHILIPPINES

- * *In vielen Spitälern dürfen die Milchfirmen der Reihe nach je einige Wochen lang die Milch für alle Neugeborenen liefern und Gratismuster verteilen. Nestlé-Werbung ist weit verbreitet. Geschenke für das medizinische Personal sind an der Tagesordnung.*
- * *In many hospitals the milk-companies take turns for a few weeks in supplying the milk for all new born babies and in the distribution of free samples. Advertising by Nestlé is wide spread. Presents for the health workers are an everyday occurrence.*
- * *Dans nombre d'hôpitaux, on autorise les producteurs de lait à livrer, pendant quelques semaines et à tour de rôle, le lait pour tous les nouveaux-nés et d'y distribuer des échantillons gratuits. La publicité Nestlé est largement répandue. Des cadeaux faits au personnel hospitalier sont à l'ordre du jour.*

The Infant Formula Industry

The infant formula industry is dominated by three multinational firms: Wyeth-Suaco (the local affiliate of Wyeth Laboratories, a subsidiary of the American based American Home Products), Mead Johnson (subsidiary of American based Bristol Myers) and Nestlé (Swiss). Together they account for 98 - 99 % of the market, with Abbott Laboratories selling the remaining 1 - 2 %. Estimates of the market size varied, but a total market of at least U.S.\$ 20 - 22 million was thought to be "not wrong". This corresponds to approximately 12.5 - 14 million pounds of formula per year. Wyeth is estimated to control about 40% of the market (unitwise), while Nestlé and Mead Johnson share the remainder somewhat equally, although market shares change. (...)

Unitwise, the Filipino market is said to be growing at a rate of 8-10%; the saturation point of the market is not in sight. Estimates of profit margin varied from 5% to 15%. Estimates of the promotional budget as a percentage of sales ranged from 4-7%. (...)

Nestlé and Wyeth are each said to have about 40 medical representatives in this area, no estimate was obtained for Mead Johnson. (...)

Nestlé medical representatives are said to be all nurses, nutritionists, and medical technologists. They wear dark blue uniforms, a Nestlé pin, and an ICIFI badge. They do not have the authority to make home visits, but do conduct "mothercraft" classes in hospitals and clinics. (...)

Promotional Practices

(1) There has been a reduction in mass media advertising in recent years, where little or no mass media advertising is done at this point in time. (...)

(2) Samples of infant formula are donated in substantial quantities to public and private hospitals. (...) Samples are routinely given to doctors, nurses and midwives for "discretionary use". Samples are routinely given to the mother to take home. Almost every Filipino baby receives formula while in hospital.

(3) Baby posters, calendars, height charts, are prominently displayed in every hospital visited. Many hospitals lack the resources for any other form of wall decorations.

(4) All three major companies distribute promotional literature to doctors, touting the quality of their products, emphasizing their similarity to breast

milk. No analogous information is made available about the advantages of breast feeding. (...)

(5) All three companies distribute baby care books. Breast feeding is now described as the preferred form of feeding, but the coverage of breast feeding is minimal in comparison to bottle feeding. Baby care books usually carry an explicit promotional message.

(6) Other promotional devices aimed at the consumer include wristlets, name tags, pre-printed feeding instruction cards, diapers, towels, feeding bottles, and the like. Nestlé printed weight charts for the government's national nutrition program.

(7) Small gifts to doctors at Christmas or on birthdays or other occasions are routine. Wyeth, for example, distributes mirrors with S-26 written on them. Other companies give cakes, dresses, etc.

(8) Support for professional societies, conferences, meetings, and continuing education is routinely provided. Often meetings are organized around a meal, also sponsored by the companies. Transportation, accommodations and meals are provided to conference speakers and committee chairman, and sometimes to participants. Medical research prizes are also offered.

The Extent of the Problem

The problem of infant malnutrition in the Philippines is of staggering proportions. Thirty-four percent of the under six population is said to be suffering from second and third degree malnutrition. (...)

Dr. del Mundo added in our interview, "probably 90-95% of infants treated for diarrhea in the first month of life are not breast fed. The common denominator of infant diarrhea is artificial feeding." (...)

Dr. Alicia Caspellan, of the National Nutrition Service stated, "with breast feeding, we could probably solve 3/4 of the nutritional problems of the young infant." (...)

Dr. Antonio Dennis Reis has written: "Many milk companies in their efforts to promote their products are guilty of suppressing breast feeding practices by showing good effects of use of their products utilizing public personalities like movie stars in their campaigns. Unfortunately, the effects of this are on the lower classes of people. The irony is that these are the very people who could ill afford the expensive milk products being promoted."(...)

The Medical-Industrial Connection

In many hospitals the three major companies have worked out arrangements with hospital administrations and/or doctors for rotational distribution of free samples. Thus, for a two week or one month period, one company's formula will be exclusively used in the nursery. Each company has its turn. Health workers call this the "flavor of the month" arrangement.

Promotion of infant formula is concentrated on the health professions and health care institutions. The companies are well aware that when a baby is started on an infant formula product in a hospital, two things are likely to happen. First, the mother is likely to interpret the bottle feeding of her infant as "medically endorsed", a powerful influence especially on poor people who view hospital institutions and health workers with both fear and respect. And second, the mother will try buying the same product to provide continuity in feeding her baby. This explains the companies' willingness to provide substantial amounts of free samples to hospitals for nursery use. In addition,

free samples are routinely given to doctors, nurses and midwives. When there is a baby in a doctor's family, six months or a year's supply of formula is often provided; for paraprofessionals, three months supply is common. Several nurses reported receiving free samples every time the company representatives came to deliver the "flavor of the month" in the nursery. (...)

At José Fabella Memorial Hospital, a frighteningly poor, overcrowded, dingy hospital which is reported to have the largest number of births of any hospital in Southeast Asia (2'500-3'000 deliveries per month!) written hospital rules dictate this arrangement: all medicare babies to receive Nestogen; all premature babies to receive Alacta; all paying patients to receive S-26 or Pelargon and the rest will be rotated, 50 days on Bonna and 28 days on Alacta. Company advertisements are very much in evidence in this hospital, despite the fact that it caters to the very poor. In overcrowded wards, filled with malnourished children being fed intravenously, are colorful posters by Nestlé and Wyeth. (...) According to health workers interviewed there, company representatives visit mothers on the wards to give out formula, teach correct bottle feeding, and distribute baby books. (...)

At San Juan de Dios Hospital, three locked cabinets in the nursery ante room are marked "Nestlé", "Wyeth", and "Mead Johnson". The samples are kept here and distributed on a 15 day rotation. The nurses write down in notebooks the number of babies fed on each product so the agents can check up. (...)

Miraculous Medal Hospital: In addition to Wyeth decals, there were Enfamil (Mead Johnson) and Nestlé posters in the delivery room. According to the hospital director, free samples are provided by all the companies in rotation. The mother takes home whatever is left over. The companies provided bassinets for the hospital nursery.

At Manila Hospital, a large government hospital serving 100% charity cases, the pediatric ward has to accommodate as many cases as are brought in. At the nurses' station in the maternity ward were Nestlé posters and an Enfamil baby picture. At the bedside of almost every patient in the malnutrition wards are cans of infant formula: NAN, Pelargon, Enfamil, Bonna, etc. (...)

At Philippines General Hospital (the "showcase" government hospital), a pediatric resident acknowledged the intensity of formula promotion: "Of course, it's a competitive business". All three companies distribute samples. "They have little gimmicks to win your confidence," the resident said. "I see the representatives at least once a week, and they bring samples every two weeks. Even the nurses and aides get samples, because if a company has influence over the nurse, it has influence over the mother."

The resident acknowledged that overdilution and contamination were common, and that most patients had no refrigeration and only "a rough kitchen". No rooming-in was practiced. (...)

In the nursery at Philippines General Hospital, there are also formula advertisements. Wyeth stickers and a Bonna Calendar are prominent. Several newborns were being fed out of glass bottles marked "Pelargon". (...)

When asked about the impact of the infant formula companies' promotion, this resident replied, "You know it's a good deal for us doctors. We get little presents for our birthdays or Christmas. Nothing expensive, just a cake or a nice dress for the ladies. It's not showy, they don't write on the cake "To Dr. _____ from Wyeth-Suaco". They personalize it. It comes with a note saying, "From José" And you know who José is; he's the medical representative. It's a subtle form of persuasion. It's part of the commercialization of the medical profession. It's inevitable in a capitalistic system". (...)

Three doctors noted that companies are always offering nursery equipment. "And

when a new nursery is being set up, the companies fall all over themselves with offers of assistance", said one source. (...)

One pediatrician in a private Manila hospital described the arrangement with Mead Johnson. In exchange for provision of incubators, cribs and other nursery equipment, the hospital agreed to distribute Mead Johnson products exclusively for the next three to four years. The doctor mentioned two other private hospitals where similar arrangements had been made.

Finally, support of professional societies, scientific conferences, seminars and meetings is common place. Wyeth sponsors Intensive Continuing Education Courses in Pediatrics; Mead Johnson sponsors continuing education courses, seminars, symposia, etc. all over the country; Nestlé sponsors one day seminars specializing in infant nutrition. The Philippine Pediatric Society annual meeting is "shouldered by the milk companies", said one doctor. (...)

Nestlé sponsored the annual meeting of the Integrated Midwife Association of the Philippines. "Midwives take care of babies", a pediatrician noted, "there are strings attached".

(Edward Baer, Consultant ICCR, Infant Formula and Infant Nutrition in the Philippines, Testimony submitted to the US Senate Health Subcommittee, July 1978)

SOUTH AFRICA

- * Nestlé wirbt in lokalen Dialekten am Radio, in Zeitungen und Zeitschriften.
- * Nestlé advertises in local dialects on radio, in newspapers and magazines.
- * Nestlé se sert des dialectes locaux pour sa publicité à la radio, dans les journaux et les magazines.

In Soweto, a black township where a large number of residents live below the poverty line, SMA (a Wyeth product) and LACTOGEN (a Nestlé Product) can be bought in nearly every cafe and pharmacy. This holds true for rural areas of South Africa as well as neighboring countries such as Lesotho, Swaziland, and Botswana. (...)

Until recently, formula advertisements, free samples and literature were all available to patients in the obstetric hospital at Barangwanath. This has been stopped by the authorities over the last year because of the harm it causes. However, billboards advertising formula are still spread over black townships. Newspapers and magazines with a large African circulation such as

"Bona" and "Post" carry misleading advertisements as Nestlé's: "breast feeding is always the best, but when you feel that the time has come then Nespray is best." (...)

Advertisements written in Xosa, Zulu and Sotho are aimed specifically at the Africans. They are also heard on Bantu radio.

(Naomi Baumslag, professor of preventive medicine, Testimony for the U.S. Senate Record, 1978)

Now Dad can give baby
all the goodness of mother's milk.

Nan contains the vitamins and minerals
found in breast milk.

Nothing can ever quite replace your own breast milk and mother's
milk will always be the best thing for baby.

Don't be too upset if you cannot feed baby yourself, though.

You can give him Nan, and be sure that he is getting all the
nourishment, all the vitamins, all the minerals that he needs for
happy, healthy growth.

And when the time comes to stop feeding baby yourself,
you can trust your baby to Nan. Nan is so safe and easy to use.

You can even let Dad do a little mothering too!

Nestlé. The most trusted name in infant feeding. NESTLÉ.



DOMINICAN REPUBLIC

- * Aerzte werden am Umsatz beteiligt.
- * Doctors are given a share in the turn-over.
- * Les médecins participent au chiffre d'affaires.

Moyers: Do the companies just put pesos down on the table and offer them to the doctor?

Dr. Mena: No, nothing like that. this shows that they are not so stupid or something like that.

Moyers: Dr. Rafael Mena is a pediatrician in Santo Domingo.
He was trained in New York hospitals.

Translator/Dr. Mena: In order for me to be fair, I have to point out that maybe 5 or 10% of the doctors do not accept gifts, but the majority do. For example, if you need new tires for your car, some people say OK, we'll get you new tires -- prescribe our products.

Moyers: Are there other ways it works? Does it...do the companies contribute to doctors' associations, to doctors' organizations, to, uh, indirect subsidies?

Dr. Mena: Yes...Yes...Really they are contributing to the doctors' association, ARAPF.

Moyers: ARAPF is an association of pharmaceutical companies doing business in the Dominican Republic. Bristol-Myers, Abbott and Nestlé belong. American Home Products does not. But its local distributors do.

In 1973, ARAPF made an agreement by which the companies or their distributors make direct contributions to the Dominican Medical Association. The contributions are based on sales of all pharmaceutical products, including infant formula. The money, more than 80 thousand dollars last year, goes to the doctors' pension and insurance funds -- as well as to sponsor professional meetings. The agreement was secret until early this year, when it made headlines in Dominican papers. Doctors had demanded more money...the agreement broke down. Now both sides are trying to negotiate new terms.

(From "Into the Mouth of Babies...", CBS-Reports, CBS Television Network, July 5 1978, 20h EDT)

- * Nestlé stiftet einen Schulungsraum und schenkt der Regierung Babymilch zum Weiterverkauf. Gratismuster sind weit verbreitet.
- * Nestlé donates a class-room and quantities of baby milk to the government, which subsequently sells it. Samples are wide spread.
- * Nestlé fait don d'une salle de formation et offre au gouvernement du lait pour nourrissons qu'il peut revendre. Les échantillons gratuits sont largement répandus.

We first visited the "Hospital de Ninos Dr. Robert Reid Cabral", where we had an appointment to speak with Dr. A., pediatrician in the leading children's hospital. (...)

Across the hall from the rehydration room was a bronze wall plaque saying "Classroom donated by Nestlé". Inside the air-conditioned room (the only air-conditioning we saw in the entire hospital) the walls were lined with five or six posters of color photographs of infant formula varieties, preparation instructions, and healthy, white babies. The finest piece of furniture in the room was a display case of all of Nestlé's products. There were no posters showing breastfeeding.

Dr. A. took us into the rehydration ward, where about two dozen tiny, skinny babies, some with bloated bellies, were being fed saline solutions through intravenous tubes. Mothers were standing beside the tables, and in several cases the baby bottle - and the formula can of NAN or Nestogeno - were propped beside the baby. The doctor went around the room, asking "do you give milk to your child?" (using the word leche, indicating formula, rather than asking dar al seno -- although leche means milk). All but two said they used the formula, many reaching into their bags to show the Nestlé's products (with a smattering of Bristol-Myer's ENFAMIL). When asked why, they said the doctor recommended it, that they couldn't breast feed themselves, that their milk was too weak, and so forth. A number of the women said they had started out breastfeeding, but after one or two months they had to switch. Others had started with formula right away, "because it was used in the hospital". (...)

The doctor told of the pressure the hospitals are under to use the formula, and his remarks were amplified by a prominent nutritionist we spoke with that afternoon. The formula product companies, specifically Nestlé's and Bristol

Myers (the latter needs to be confirmed), donate to the government all the formula it needs for use in the hospital and for distribution in the state-run leche banks*. The government pays for the transportation and storage of the product and the administration of the milk banks. The second doctor (...) did not have figures on the accumulated cost of the program to the government, but estimated that it might be near a million dollars. The government then sells the products for \$1.55 to \$1.60 for a pound's can to the general population, perhaps covering its costs, perhaps taking a profit (??).

The hospitals hand out two-three day samples of Nestlé's products (and perhaps others -) for mothers to take home to use. Hence, new-born children often go five or six days without breastfeeding, or regular breast feeding. Mothers, doctors and pharmacists all attributed these samples -- and the implicit endorsement of the products through its use and distribution -- to the ensuing faithful use of the same brand.

* *These milk banks are too few for supplying the whole population.*

(Anon., *A Preliminary Report on the Use of Infant Formula in the Dominican Republic, 1977*)

* *Ausreichende Flaschennahrung ist unerschwinglich teuer.*

* *A complete course in baby food is far too expensive.*

* *Une alimentation au biberon suffisante ne peut être garantie qu'à des prix exorbitants.*

To feed a baby with "baby formula" including clean or boiled water, fuel etc., costs approx. 10 pesos a week and that means about 50% of minimum salary which is between 60 - 80 pesos a month for people from the working class and those who are trying to make a living or to survive, which means about 80% of the population.

(Report by a Dominican Priest, ICCR 1978)

ST. VINCENT

* *Das Stillen wird als teuer und kompliziert dargestellt.*

* *Breast feeding is described as complicated and expensive.*

* *L'allaitement est décrit comme étant compliqué et onéreux.*

Most damagingly, "baby books" may contribute to the belief of many mothers that they cannot "afford" to contribute to exclusively breast feed. As one mother in St. Vincent put it when asked whether a baby would be healthy if given only breast milk for 4 months, "Yes, but some parent's milk isn't so good. I couldn't afford to buy enough food, so I used Lactogen to keep her" (Greiner, 1977). One Nestlé "baby book" given out in St. Vincent, called "Those First Months of Pregnancy", says that a breast feeding mother must eat 3500 calories a day, "and a large portion of this amount must come from foods which are rich in protein: meat, fish, poultry, eggs, dairy products (milk, butter, cheese, yogurt, etc.)."

Nestlé's baby book for Africa, "The Dawn of a New Life", says that she must drink at least two glasses of milk a day and plenty of good clean water. Some of this information is nutritional nonsense and most of it is impossible for poor mothers to follow."

(Ted Greiner, *Regulation and Education: Strategies for Solving the Bottle Feeding Problem*, Cornell International Monograph Series No 4 (1977))

GUATEMALA

- * 40% der Notfälle in einem städtischen Kinderspital sind auf Flaschenernährung zurückzuführen
- * 40% of the emergency cases in an urban Children's hospital are caused by bottle-feeding.
- * 40% des cas d'urgence qui se présentent dans un hôpital pédiatrique municipal sont dus à l'alimentation au biberon.

On Tuesday, January 31, we visited the largest hospital in Guatemala City, Roosevelt General Hospital, which is a public hospital servicing predominantly urban poor. We met with Dr. Carlos Beteta, head of the emergency pediatric section. (...)

We then talked with Beteta about the problem. He said that infant mortality in Guatemala was between 62% and 70% before the age of four. (...) He estimated that his emergency pediatric section received 100 cases per day. Of these, i.e., 40 per day, were a result of the misuse of infant formula or powdered milk. I asked him this question twice to make sure that these figures were what he intended to say.

(D.Gartland and Ch.Dahm, *Observations on the Effects of Infant Formula Use in Guatemala*, 1978)

- * Als Reaktion auf den Berner Prozess verlagerte Nestlé ihre Werbeanstrengungen auf das medizinische Personal.
- * As a reaction to the Berne lawsuit, Nestlé redirected their advertising at medical personnel.
- * La réaction de Nestlé au procès de Berne fut de choisir le personnel médical comme nouveau but pour ses efforts de publicité.

In regard to the promotion by drug companies, Dr.F. and Dr.V. thought they were not promoting it as publicly as they had. Previously Dr.V. had seen the calendars, almanacs, posters, etc. They thought that because of the problems in Switzerland, Nestlé's international office became very angry with local Guatemalan salespeople and cracked down on them and their public advertising. They said that they had not seen advertisements for some time, but then considered that maybe just they had not received it because of their position and work on the issue. They did say that the companies were still visiting the doctors. Their promotional strategy now focused on financial support to the Pediatrics Association, funding social events for the doctors and largely underwriting the annual congress of the pediatrics association. "Actually the salespeople and the doctors become quite good friends," he said, "so you see it is hard to say no to the favors the drug people ask."

(Gartland and Dahm, loc.cit.)

MEXICO

- * *Die Milchfirmen haben entscheidenden Einfluss auf die Ausbildung der Aerzte.*
- * *The milk companies have substantial influence in the instruction of doctors.*
- * *Les maisons productrices de lait ont une influence décisive sur la formation des médecins.*

No instruction is provided by the teachers or texts on breastfeeding technique; the only doctors likely to receive such training would be those who pursued a pediatrics speciality for 2-3 years after passing exams that qualified them as doctors. This ignorance about breastfeeding is often set in a context in which doctors receive free samples and printed promotional material about formula from the companies. The result all too often is a medically unjustified recommendation for artificial feeding. Marcus said his own experience as a young doctor doing social service in the state of Chiapas in a hospital that monthly received crates of free samples followed this pattern. He also knew of cases of doctors receiving life insurance policies from companies in exchange for prescribing large volumes of formula. (...)

I decided to check this by questioning doctors in the Cerro de Judío area. My most fruitful contact was with Dr. Clark. His consultorio, which like many others in poverty areas advertised cheap deliveries with large signs, sits beneath a precipitous ridge covered with squalid shacks and dusty roads. Open latrines, hordes of flies, and contaminated drinking water that sits for days in uncovered oil drums set the stage for infectious diarrhea as the no.1 infant health problem. (...)

Dr. Clark claimed that the representatives of milk companies made no effort to advise him on how or when to use formula; their pitch was limited to virtues of their products in comparison with competitors. But certainly the fact that he received 10 cans of free formula per month from both Mead-Johnson and Nestlé which he in turn distributed one can per mother at the end of the third month ought to be viewed as part of a conditioning process responsible for a promiscuous use of artificial milk.

(Ken Gilchrist, Report from Mexico No.2, ICCR 1977)

VENEZUELA

- * *Von Nestlé bezahlte Ernährungswissenschaftler infiltrieren staatliche Gesundheitsorganisationen.*
- * *Nutritionists payed by Nestlé infiltrate governmental health organisations.*
- * *Des spécialistes en matière de science de l'alimentation payés par Nestlé s'infiltrèrent dans les organisations de santé étatiques*

Interview with Dr. Medina of the National Nutrition Institute (INN):

She told us about a series of ads that Nestlé had put in the Caracas newspaper basically defending themselves after the Swiss trial. She showed how she had pressured the Company to change their ad from a picture of a doctor giving advice, to a picture of a mother breast-feeding. The basic message: "Breastfeeding is best," but "if breast milk fails, then Nestlé has a whole line of supplemental products." Much of the interview was spent talking about Nestlé, be-

cause Nestlé has hired three nutritionists in Venezuela, and they seem to have a lot of influence within health and governmental agencies. One of the nutritionists had worked previously at the INN, another, at the Ministry of Health. They know everyone. These nutritionists give educational courses in barrios, schools and even in the maternity hospital. They do not mention Nestlé or Nostlé products. Medina said they shared the "line" of the INN 100% and have problems with the Company because of that. We asked did she, Dr. Medina, think there were any commercial objectives. She believes so -- but not in the hospital -- more in enhancing the Company's reputation and in what they can sell later. Although the nutritionists don't think it is ethical to give products or even mention their names, when they teach in the barrio, for example, another woman goes with them to show which Nestlé products will fit into a particular recipe. Medina says she knows the Company isn't stupid and is doing something self-interested; nevertheless, in her opinion, these three people are responsible nutritionists.

Interview with Dr.A., Hospital dos Ninos, Caracas:

He talked for quite a while about Nestlé -- how they finance conferences, paying the plane fare of attendees; how 10-12 pages of any medical journal are filled with formula ads. He was outraged that the Venezuelan National Institute of Nutrition allowed a Nestlé employee to accompany an Argentinian doctor to a conference which would determine the official format and policies for nutrition education in Venezuela. "Nestlé is everywhere, I feel so frustrated, so helpless," he declared.

(Leah Margulies, *Observations on Bottlefeeding in Venezuela, 1977*)

PERU

- * *Einladung zu einer von der Compania Peruana de Alimentos (alias Nestlé) spendierten Cocktailparty im Rahmen des Pädiatriekongresses 1978.*
- * *The Compania Peruana de Alimentos (alias Nestlé) offered invitations to a cocktail party during the Pediatrician Congress 1978.*
- * *Invitation à une réception organisée par la Compania Peruana de Alimentos (alias Nestlé) dans le cadre du congrès de pédiatrie en 1978.*

El Director Gerente de la Compañía Peruana de Alimentos, S. A., Perulac; Tiene el agrado de invitar a Ud. al Cocktail Buffet que ofrecerá en honor a los distinguidos participantes del "X Congreso Peruano de Pediatría" que se llevará a cabo el día Sábado 29 de Abril, a horas 9.00 p.m. en el "Golf y Country Club", Trujillo.

Otto Anderhub Lasser, espera verse honrado con su presencia y le reitera sus más especiales consideraciones.

Trujillo, Abril de 1978

This activity and a luncheon offered by Carnation are regularly part of all Pediatrician Congresses in Peru, under the same auspices.

(from P.A.Borgoltz, Testimony Submitted to the U.S.Senate Health Subcommittee, 1978)

FRANCE

- * *Babymilchwerbung bei Fremdarbeitern*
- * *Infant formula advertising among immigrant workers*
- * *Publicité pour le lait pour nourissons auprès des travailleurs immigrés*

I discovered an "information" sheet for new mothers at a pharmacy in Paris: Whereas in France we are accustomed to seeing promotional literature printed in the several languages of the EEC, this one is printed in French, Spanish, Portuguese, Serbo-Croatian, Turkish and Arabic - surprisingly enough, the languages spoken by immigrant workers' families whose birth rates are known to be higher than those of the native French population. This sheet points out that artificial feeding may be begun at birth and only shows breastfeeding as a possibility up to the age of two months. After that, only the bottle is pictured and the advice is to buy commercial products. My pharmacist told me that the sheet had been left by the Guigoz milk salesman, although no such identification is given on the document. Guigoz is a Nestlé brand name.

(Susan George, Nestlé Alimentana SA: The Limits to Public Relations, Economic and Political Weekly, Vol.XIII No. 37, 1978)

Aus der medizinischen Forschung

News from Medical Research

Nouvelles de la recherche médicale

Philippinen: Stillen halbiert die Kindersterblichkeit

Eine aufsehenerregende Studie wird Dr. Clavano, Leiterin der Pädiatrischen Abteilung am Baguio General Hospital, diesen Herbst im Journal of Tropical Pediatrics publizieren. In einem Interview mit E.Baer und in den Hearings vor dem amerikanischen Senat gab sie eine kurze Zusammenfassung:

Dr. Clavanos Untersuchung beruht auf den Daten der ca. 10'000 Kinder, die in den vier Jahren 1973 bis 1976 in diesem Spital geboren wurden. In den ersten zwei Jahren wurde das Kind wie üblich nach der Geburt von der Mutter getrennt und erst einmal künstlich ernährt. Dann führte Dr. Clavano das "rooming-in" ein, zwei Stunden nach der Geburt wird das Kind zur Mutter gebracht und so weit wie möglich von ihr versorgt. Der Erfolg war erstaunlich. Der Anteil der stillenden Mütter stieg von 21,6% auf 83,1%, die Sterblichkeit der Babies sank um 47,2% und die Morbidität um 58%. Die Zahl der Blutvergiftungen und Durchfälle ging um 66% bzw. 79% zurück. Entgegen einer weitverbreiteten Meinung ging die Belastung des Spitalpersonals nach Einführung der neuen Methode sogar zurück.

Philippines: Breast-feeding halves infant mortality

Dr. Clavano, director of the pediatric department of the Baguio General Hospital, will publish an exciting study in the autumn edition of the "Journal of Tropical Pediatrics". In an interview with E.Baer, and in the hearings of the American Senate, she gave a short summary:

Her study is derived from data based on approximately 10,000 births in the Baguio General Hospital between 1973 and 1976. In the first two years of the study the child was, as usual, separated from the mother immediately after the birth and, for some time, fed artificially. In the third year, Dr. Clavano introduced "rooming-in": Two hours after the birth the child is brought to the mother, and as far as possible, fed by her. The result was surprising: The percentage of breast-feeding mothers rose from 21.6% to 83.1%, the mortality rate of the infants dropped by 47.2%, and the rate of morbidity was reduced by 58%. The incidence of blood-poisoning and diarrhea fell by 66% and 79% respectively. Contrary to widespread beliefs, even the stress on hospital personnel was reduced, after the introduction of this measure.

L'allaitement partage en deux la mortalité des nourrissons

Madame Clavano, femme docteur et directrice de la section de pédiatrie au Baguio General Hospital (aux Philippines) va publier, cet automne, une étude remarquable dans le "Journal of Tropical Pediatrics". Elle en donna un bref résumé dans l'interview avec E. Baer et à l'occasion des hearings du sénat américain:

L'étude de Madame Clavano se base sur les dates recueillies sur environ 10'000 enfants nés dans son hôpital entre 1973 et 1976. Pendant les deux premières années, les enfants furent, comme d'usage, séparés de leurs mères et nourris avec du lait artificiel. Ensuite, Madame Clavano introduisit le "rooming-in"; deux heures après la naissance, l'enfant est apporté à sa mère qui s'en occupe seule autant que possible. Le succès fut remarquable. La part des mères allaitant leur enfant passa de 21,6% à 83,1%, la mortalité des nourrissons baissa de 47,2% et le taux de morbidité de 58%. Le nombre des empoisonnements du sang et des diarrhées diminua de 66%, resp. de 79%. Contrairement à ce qui est généralement admis, la charge de travail du personnel hospitalier fut réduite par l'introduction de cette nouvelle méthode.

- * Auch in Papua Neu Guinea: Die Flasche führt zu Unterernährung.
- * Bottle feeding leads to malnutrition, in Papua New Guinea too.
- * En Guinée Papouasie, comme ailleurs: Le biberon provoque la sous-alimentation.

Research carried out in Port Moresby has revealed that the incidence of clinical levels of malnutrition is up to seven times as high among bottle-fed infants as their breast-fed counterparts.

(J.N.Lambert, Nutrition Planner, National Planning Office in FAO Bulletin no. 119, 1978)

- * Zwei Studien aus den USA zeigen, dass selbst in industrialisierten Staaten bei höheren Einkommen Flaschennahrung eindeutig schädlich ist.
- * Two American studies show, that, even in industrial societies with higher standards of living, bottle-feeding is manifestly harmful.
- * Deux études faites aux Etats-Unis prouvent que l'alimentation des nourrissons au biberon est indiscutablement nocive, même dans les pays industrialisés avec des revenus plus élevés.

In an attempt to clarify this issue, we compared children hospitalized for gastroenteritis at our medical center with a larger normal population of children discharged from our nursery, for incidence of breast feeding. (...) The data in this study strongly indicate that breastfeeding plays a major role in protection against intestinal infections. This effect is almost as dramatic in a modern, middle-class community as in a developing country with rudimentary environmental sanitation. Our results are virtually identical with those of Ironside and associates, who reported in 1970 on a group of 339 infants hospitalized for diarrhea in Great Britain; only one infant was breast-fed. The data further suggest that breast feeding is protective only when it is an ongoing process.

(S.A.Larsen and D.R.Homer, Relation of Breast Versus Bottle Feeding to Hospitalization for Gastroenteritis in a Middle-Class U.S.Population, Pediatrics 92(3); 417, 1978)

One half of the healthy newborn at a rural medical center were initially breast fed; the proportion declined to 4% by one year of age. Breast-feeding was associated with significantly less illness during the first year, especially if continued beyond 4½ months of age. Breast-feeding was associated with a higher level of parental education and, by inference, higher socioeconomic status. In better educated families the difference in significant illness between infants who were artificially fed and those who were breast fed for prolonged periods of time was two- to threefold.

(A.S.Cunningham, Morbidity in Breast-Fed and Artificially Fed Infants, Pediatrics 90 (5) 726-729, 1977)

- * Stillen senkt die Geburtenrate.
- * Breast-feeding reduces the birth-rate.
- * L'allaitement réduit le taux des naissances.

The shift from breast to bottle could contribute to problems of overpopulation. By contributing to a high infant mortality rate it may increase parents' incentives for having a surplus of children as a form of old age security. More directly, it removes the now well-documented effect of delaying the onset of ovulation provided by unsupplemented breast feeding.

(Ted Greiner, *Regulation and Education: Strategies for Solving the Bottle Feeding Problem*, Cornell University, 1977)

- * Der Rückgang des Stillens hat grosse wirtschaftliche Konsequenzen. Muttermilch ist ein wertvolles Nahrungsmittel, das in der Diskussion um den Hunger kaum beachtet wird.
- * The reduction of breast-feeding has significant economic consequences. Mothers' milk is an important food, rarely considered in discussions on famine.
- * La régression de l'allaitement a de graves conséquences économiques. Le lait maternel est un aliment particulièrement précieux qui n'est guère mentionné lorsqu'on discute du problème de la faim.

World yields of most cereal grains, and that of many other major food crops, have apparently been gratifyingly high in 1976. However, this was a disastrously bad year in the world as far as human breast milk production is concerned. I estimate that total world production of human breast milk may be 12 billion liters short of production potential. This "loss" in monetary terms is in the order of 6 billion dollars. Where total grain production has steadily increased over the last 4 decades, total production of breast milk has declined quite dramatically.

There are probably over 120 million infants alive in the world. If all their mothers were in full lactation providing appropriate quantities of milk for them, they would in one year produce over 30 billion liters of milk. This would provide 22,500 billion kilocalories and 400 billion grams of protein. The value of this milk at U.S. supermarket prices for whole fluid milk would be about 15 billion dollars, and yet the cows' milk would provide less energy than the human milk.

In the last 20 years a network of some ten excellent international research centers have been established around the world with the objective of conducting research designed to improve food production, and to increase yields of specific food crops. IRRI in the Philippines and CIMMYT in Mexico are perhaps the best known. These ten centers together are working on rice, maize, wheat, millet, sorghum, legumes, potatoes, vegetables and animal production. The total budget of these centers in 1975 was about 50 million dollars. Where is there a comparable institute conducting research to help ensure an adequate supply of breast milk? There is no such institute, yet breast milk is the only natural food product which is complete in its content of nutrients, which can serve as the only food of a human during his period of most rapid growth, and which is produced on every continent.

There exists a crisis in infant feeding practices and yet one that has neither caught the headlines, nor interested the economists, despite its huge economic implications, and it is an issue which most nutritionists have ignored.

(M.Latham, in Ted Greiner, *Regulation and Education: Strategies for Solving the Bottle Feeding Problem*, Cornell University, 1977)

- * *Industrialisierung muss keineswegs Flaschenernährung zur Folge haben.*
- * *Bottle-feeding is not a necessary consequence of industrialisation.*
- * *L'industrialisation ne doit pas forcément mener à l'alimentation au biberon.*

The reasons commonly given by mothers for discontinuing breast feeding are worth examining. A part of a review of the literature by Almroth is given in Table 3. This shows that mothers' employment was given as the reason for weaning the child from the breast in at the most 6 percent of cases.

An examination of the present pattern of breast and bottle feeding in the world shows that there is a poor correlation between, for example, levels of industrialization or of female employment and rates of bottle feeding. (...)

Peking is as industrialized as Paris; Moscow is as urbanized as Manchester; and Leningrad has a higher rate of working women than does Los Angeles. Yet the majority of infants in Peking, Moscow and Leningrad are breast fed, whereas in Paris, Manchester and Los Angeles the huge majority are bottle fed.

The Peoples Republic of China has undergone rapid industrialization in recent years but the transition from breast to bottle has apparently not occurred there. Reports indicate that by far the majority of Chinese infants are breast fed. The government has taken steps to allow the high number of working mothers to bring their babies to work, to have them well cared for, and to be breast fed there. Knowledgeable visitors returning from China are impressed by the health and growth of young children, and by reports of incredibly low infant mortality rates from certain cities from which figures are available. Infant and toddler mortality rates for the whole of China do not seem to be available.

(M.Latham, loc.cit.)

EINE NEUE STUDIE DER W.H.O.

A NEW STUDY BY THE W.H.O.

UNE NOUVELLE ÉTUDE DE L'O.M.S.

- * 1974 verabschiedete die World Health Assembly, das oberste Organ der WHO, eine Resolution, die vor dem Rückgang des Stillens warnt und Massnahmen gegen das Vordringen der künstlichen Babynahrung fordert (siehe unsere Pressekommunikation Nr. 4). Daraufhin organisierte die WHO eine breitangelegte Studie über das Stillen in neun Ländern: Guatemala, Chile, Äthiopien, Zaire, Nigeria, Indien, die Philippinen, Ungarn und Schweden. Der Leiter der Studie, Dr. Carballo, referierte in den amerikanischen Senatshearings die ersten Ergebnisse. Den niedrigsten Anteil stillender Mütter fand man in den Philippinen und in Guatemala, den höchsten in Nigeria und Zaire. Carballo über die Babymilchwerbung:
- * In 1974, the World Health Assembly, the highest organ of the WHO, passed a resolution warning of the reduction of breast-feeding and demanding measures against the advance of infant formula (see our "Information for the Press" no 4). On the strength of this, the WHO organised a broad study on breast-feeding in nine countries: Guatemala, Chile, Ethiopia, Zaire, Nigeria, India,

the Philippines, Hungary and Sweden. The director of the study, Dr. Carballo, described the initial findings in the hearings of the US Senate. The lowest percentage of breastfeeding mothers was found in the Philippines and in Guatemala, the highest in Nigeria and Zaire. Dr. Carballo's report on infant formula promotion:

* En 1974, l'Assemblée Mondiale de la Santé, l'organe principal de l'OMS, a accepté une résolution avertissant de la diminution de l'allaitement et exigeant des mesures contre l'envahissement par l'alimentation artificielle pour nourissons (voir notre documentation de presse No. 4). A la suite de cette résolution, l'OMS organisa une large étude sur l'allaitement dans neuf pays, à savoir le Guatemala, le Chili, l'Ethiopie, le Zaire, le Nigéria, l'Inde, les Philippines, la Hongrie et la Suède. Le directeur de l'étude, le docteur Carballo, en a exposé les premiers résultats à l'occasion d'un hearing du sénat américain. La part la plus faible de mères allaitant leus bébés fut enregistrée aux Philippines et au Guatemala, la part la plus forte au Nigéria et au Zaire. Le Dr. Carballo au sujet de la publicité faite pour le lait pour nourissons:

With respect to the provision of free samples of milk and feeding bottles in hospitals, our data indicate that this practice was rare in Sweden, Hungary, Zaire, India and in Chile in the case of urban poor and rural population groups. In the other settings that were studied the practice of giving free samples appears to have been relatively common.

In the Philippines 27% of mothers coming from urban economically advantaged backgrounds were given free milk samples while in hospital. Among the urban poor 9% had received free samples and in the case of the rural population sampled 41% had been given milk samples.

In Guatemala the social group most exposed to this practice was the urban poor and 19% of those who had delivered in hospital stated that they had received free milk samples. Free bottles were also given in a number of settings but by no means to the same extent as were milk samples.

In Nigeria 23% of the urban economically advantaged and 10% of the urban poor received milk samples.

Our data also indicate that the overall exposure of mothers to industrially processed and commercially marketed infant foods was extensive. Knowledge of brand names was almost universal throughout the economically advantaged populations in all nine countries. This was also true of the urban poor and rural communities of Chile, Guatemala and the Philippines.

In the case of the Philippines, for example, all the mothers interviewed in the urban poor and rural communities that were studied knew products by their brand name. In Nigeria 72% of urban poor mothers studied knew products of their brand name. (...)

While no attempt has been made in this study to correlate patterns of breast feeding with the type and degree of marketing of industrially processed infant foods, it appears significant that in two of the settings where mothers were provided with free samples of milk there was also a marked low incidence of breast feeding. Similarly the extent to which knowledge about brand products had extended into urban poor and rural communities, and the diverse network of distribution channels utilized in the marketing and distribution of infant foods would also seem significant. The possible association of these practices with patterns of breast feeding cannot be overlooked.

Chronicle of Events

- The Early 1970's A few voices (primarily in professional journals and at medical congresses) warn against the advance of the bottle and the danger of advertising campaigns by milk firms in the Third World.
- Experts on infant nutrition invite the baby formula companies to "dialogue". The aim is voluntary restriction of their activities.
- The Mid-1970's 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.
- August 1973 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.
- February 1974 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 The Third World Action Group translates the War on Want report and publishes it in Switzerland with the title "Nestlé tötet Babies" (Nestlé Kills Babies).
- May 1974 The World Health Organisation 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 In Berne, Nestlé brings penal charges against the Third World Action Group for defamation.
- November 1974 The Nestlé lawsuit begins to generate media interest.
- Winter 1974 The Interfaith Center on Corporate Responsibility (ICCR), a sponsor-related movement of the National Council of Churches in New York, begins its own investigation of infant formula abuse in the Third World. In December, ICCR member groups file shareholder resolutions with U.S. formula companies, requesting information on sales and promotional practices.
- November 1975 First hearing of the Nestlé case in Berne arouses great interest in Switzerland and abroad.

- April 1976 The Sisters of the Precious Blood, a catholic order, file a lawsuit: the U.S. company Bristol-Myers is charged with making "misstatements" in its proxy, i.e. breaking a U.S. federal law.
- June 1976 Nestlé drops three of its four libel charges, including a charge against a statement that "Nestlé is responsible for the death and persistent mental damage of thousands of infants".
pleads for six months of jail for the members of the Third World Group.
- The members of the Third World Group are fined 300 Swiss Francs each. The judge calls on Nestlé to "fundamentally rethink its advertising policies" and says: "If the complainant in future wants to be spared the accusation of immoral and unethical conduct, he will have to change his advertising practices."
- January 1977 INFACT (Infact Formula Action Coalition) is formed in the U.S.A. to begin a national campaign aimed at changing the practices of the American companies and of Nestlé.
- July 1977 Believing that Nestlé has not responded sufficiently to pressure from critics, the Minnesota chapter of INFACT initiates a boycott of Nestlé's products; other INFACT members join the boycott.
- Winter 1977 The number of action groups in the U.S.A. is constantly growing. Numerous church organisations, medical professionals, consumer organisations and individuals publicly endorse the boycott.
- January 1978 After several months of negotiations the Bristol-Myers lawsuit is settled out of court. Bristol-Myers agrees to send a report to its stockholders which includes Third World evidence gathered by the Sisters of the Precious Blood. Bristol-Myers also agrees to halt the use of all consumer-oriented advertising and to withdraw its company nurses from Jamaica where they have violated government health regulations.
- February 1978 Nestlé, feeling the pressure of the boycott, initiates several rounds of discussions with critics. INFACT stresses that the boycott will continue to grow until Nestlé makes substantial policy changes.
- May 1978 Hearings before a Senate subcommittee in Washington: under the chairmanship of Sen. Edward Kennedy doctors, nurses, marketing experts and representatives of American formula companies and Nestlé are questioned. The crude polemics of the Nestlé representative displease the public.

The Nestlé Boycot

- * Dem Nestlé-Boykott haben sich angeschlossen:
- * Partial list of Nestlé boycott endorsements:
- * Le boycottage de Nestlé est soutenu par:

Senator Dick Clark, Democrat from Iowa
Senator James Abourezk, Democrat from Southern Dakota
Rudy Perpich, Gouvernor of Minnesota
Cesar Chavez, President of the United Farmworkers of America
Doris Callaway, Chairwoman, Dept. of Nutrition, U.of Cal., Berkeley
Michael Latham, Director, Program of International Nutrition, Cornell Univers.

Presbyterian Church of the United States
United Methodist Church (in 14 states)
Lutheran Church of America (in 6 states)
American Lutheran Church Women
National Association of Women Religious
Clergy and Laity Concerned
Archdiocese of San Francisco

Washington State Democratic Party
Democratic Farmer-Labor Party of Minnesota
United Farmworkers of America
American Medical Student Association
California Nurses Association
Oxfam America
National Coalition for Development Action



Diese Liste enthält nur einige Prominente und grosse Organisationen, die dem Boykott eine wachsende politische Bedeutung verleihen. Für seine Durchführung ist jedoch die lange Liste lokaler Prominenzten und Organisationen viel wichtiger: Frauenvereine, Konsumentenverbände, Kantinen von Schulen und Universitäten, Schüler- und Studentenorganisationen, Professoren, Forschungsinstitute und eine grosse Zahl kirchlicher Organisationen.

This list contains only a few well known personages and big organisations who give the boycott a growing political importance. But to be really effective, the support of local organisations and personalities is far more important: women's organisations, consumer organisations, school and university food services, professors, student organisations, research institutes, and church organisations.

Cette liste n'inclue qu'un petit nombre de personnalités importantes et de grandes organisations qui donnent au boycottage un poids politique croissant. La réalisation de ce boycottage cependant dépend davantage de la longue liste des notables locaux et des organisations d'importance locale: associations de femmes et de consommateurs, cantines d'écoles et d'étudiants, professeurs, instituts de recherche, ainsi qu'un grand nombre d'organisations ecclésiastiques.

INFANT

THE INFANT DEMANDS

IMMEDIATELY STOP ALL PROMOTION OF INFANT FORMULAS:

An end to direct advertising of formula to consumers,

An end to distribution of free supplies to hospitals, clinics, and homes of newborns,

An end to the use of company "milk nurses", and

An end to promotion to the health care professions and through health care institutions.

Weitere Informationen

Further Information

Informations ultérieures

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UNSERE DOKUMENTATION ZUM NESTLE-PROZESS ERSCHIEN 1976 UNTER
DEM TITEL "EXPORTINTERESSEN GEGEN MUTTERMILCH" IM ROWOHLT-
VERLAG (RORORO AKTUELL 4065).

NOTRE DOSSIER SUR LE PROCÈS-NESTLÉ EST PARU TOUT RECEMMENT CHEZ
MASPERO (CAHIERS LIBRES 348) SOUS LE TITRE:
"NESTLE CONTRE LES BEBES"