

Updated ISDI Statement to NGO “Don’t push it” Campaign

Confirming industry commitment to ethical, unambiguous and transparent marketing

ISDI, the leading international expert association on special dietary foods, is aware of the report « Don’t push it ». Companies producing formula and foods for infants and young children have initiated a review of the report and are currently carrying out further investigations to verify findings. Some company responses are available on the website of Save the Children.

ISDI would like to stress that our member associations and companies producing formula recognize the importance of responsible marketing practices. When marketing follow-up formula (incl. growing-up milks) in countries where this is regulated by local legislation, our industry agrees that it needs to be ethical, unambiguous and done transparently.

Our industry is dedicated to improving infant and child nutrition around the world. We understand that good nutrition needs to be addressed on both a global and a local level, using a whole of society approach. We welcome an open dialogue with regulatory authorities, academia and civil society to achieve our common goal of providing optimum nutrition for infants and young children.

Note to Editors

About ISDI:

ISDI is the leading international expert association on special dietary foods, including foods specifically designed for infants and young children. ISDI members are national and international associations that are active in this sector from more than 20 countries over 6 continents. Our members manufacture and market foods that are formulated, in accordance with applicable Codex Alimentarius standards, to meet the compositional criteria, quality requirement and nutritional needs of infants and young children.