

**Submission to Food Standards Australia New  
Zealand  
on Proposal P274 – Review of Minimum Age  
Labelling of Foods for Infants**

**by**

***La Leche League New Zealand  
Breastfeeding Information and Support***



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## Introduction

Thank you for the opportunity to comment on the Proposal P274 – Review of Minimum Age Labelling of Foods for Infants

La Leche League (LLL) is an international non-governmental not-for-profit non-sectarian organisation whose mission is to help mothers to breastfeed through mother-to-mother support, encouragement, information and education; and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

La Leche League New Zealand (LLLNZ) has been supporting mothers and babies in New Zealand for almost 50 years, and currently has 44 Groups and 135 trained accredited volunteer Leaders working in communities throughout the country.

We have long-standing connections with health professionals, consumers, government agencies and others in the breastfeeding and parenting communities, and are widely recognised as a leading provider of accurate, up-to-date and consistent information and education on all aspects of breastfeeding.

## Comment

We commend the FSANZ for this proposal which provides consistency between the Australian and New Zealand regulations and follows the World Health Organisation *Global Strategy for Infant and Young Child Feeding*.<sup>1</sup> guidelines about the timing of the introduction of solids to infants and the New Zealand *Food and Nutrition Guidelines for Healthy Infants and Toddlers (Aged 0-2)* which recommend for the total New Zealand population that infants be fed exclusively on breast milk to around six months of age, at which time complementary foods can be introduced with continued breastfeeding until the infant is at least one year of age, or beyond.<sup>2</sup>

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<sup>1</sup> WHO. 2003. *Global Strategy for Infant and Young Child Feeding*. Geneva: World Health Organization.

<sup>2</sup> Ministry of Health. 2008. *Food and Nutrition Guidelines for Healthy Infants and Toddlers (Aged 0–2): A background paper (4th ed) – Partially Revised December 2012*. Wellington: Ministry of Health.

We are in agreement with the wording to be used (SD2 4.1.2) of “around 6 months” and “not before 4 months of age” for first foods.

We recommend that these statements should be separated on the container. The warning statement needs to be in smaller print so that it is less connected with the main message of “around 6 months” to minimise any confusion.(SD2 4.1.3)

We recommend a further statement that indicates that the food is intended as a first complementary food.

## **Conclusion**

La Leche League New Zealand believes that proposed changes to the labelling of infant first foods will give consistent messages to all caregivers and is an important step towards improving the health of Australian and New Zealand children.



Submission Convenor