

4 September 2024: Response from the Paediatric Society of New Zealand

Empowering parents with facts, not marketing: The case for stronger infant formula regulations

Te Kāhui Mātai Arotamariki o Aotearoa | The Paediatric Society of New Zealand (PSNZ) strongly supports the implementation of stricter regulations on infant formula marketing. Our priority is to ensure that parents and caregivers have access to clear, accurate, and evidence-based information to make informed decisions about the health and wellbeing of their infants.

Current marketing practices around infant formula too often rely on unsubstantiated claims, which can mislead parents to purchase unnecessary and costly products. We believe that decisions about infant health should be driven by science, not commercial interests. Stricter regulations would help safeguard families from misinformation, enabling them to choose what is truly best for their child based on empirical research and expert advice.

New Zealand's decision to opt out of the proposed joint Australia/New Zealand infant formula marketing standards is a missed opportunity to prioritise infant health. By failing to adopt these standards, we risk allowing industry-driven marketing to overshadow the wellbeing of our youngest and most vulnerable.

As an organisation dedicated to the health of tamariki, we call for a renewed focus on transparency and accuracy in the infant formula market. PSNZ remains committed to advocating for policies that protect and empower parents and caregivers, ensuring that their choices are guided by the best available science.

Ngā mihi nui,

Te Kāhui Mātai Arotamariki o Aotearoa | The Paediatric Society of New

“Tamariki in Aotearoa flourish in health and wellness”