

standards management

From: standards.management@foodstandards.gov.au
Sent: Thursday, 7 November 2013 5:41 PM
To: standards management
Subject: FSANZ: Applications and Submissions - Submission [SEC=INCONFIDENCE]



FSANZ: Applications and Submissions - Submission

Thursday, 7 November, 2013

1. **Assessment Report Number:** P274
2. **Assessment Report Title:** Minimum Age Labelling of Food for Infants
3. **Organisation Name:** Sky Mykyta
4. **Organisation Type:** Individual
5. **Representing:** myself
6. **Street Address:** [REDACTED]
7. **Postal Address:** as above
8. **Contact Person:** Sky Mykyta
9. **Phone:** [REDACTED]
10. **Fax:** n/a
11. **Email Address:** [REDACTED]

12. Submission Text: I am writing as a concerned parent to ask you to change the labelling of baby food to "6 months +" or "around 6 months". I believe this would be less confusing for parents and provide consistency with other advice about breastfeeding and introducing solids. I think that Australian parents believe (rightly or wrongly) that baby food is highly regulated. Therefore they consider that if it says "4 months" on it they will think it safe to give to their 4 month old - or even that it SHOULD be given to their 4 month old. And then there are those (most of us!) who believe their baby is "advanced" and accordingly is ready for solids at 3 months just because he is grabbing things and drooling. Most of us believe that if the labels say '4 months' that is a government-endorsed and encouraged position. In Australia we have very poor rates of exclusive breastfeeding to 6 months and low breastfeeding duration overall. Early introduction of solids can and does affect mothers' milk supply - particularly if babies are being fed large amounts of pureed food. Young babies aren't able to regulate the amount of liquid or pureed foods they ingest, except when taken directly from the breast. Labelling foods as "6 months plus" won't prevent some babies being given food under 6 months but it will reduce the risk of babies being given solids at 3 or 4 months of age when they are not developmentally ready. Further it will encourage the perception that exclusive breastfeeding to 6 months is the norm and that will improve breastfeeding duration overall. I implore you to take this simple step to help protect and improve the health of Australian babies.

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