POLICY MANUAL ON THE MARKETING OF BREAST-MILK SUBSTITUTES

IN

SOUTH AFRICA

Nestlé (South Africa) (Pty) Limited

JANUARY 2011
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- **Appendix Two:** Abbreviations
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(1) MARKET HEAD’s STATEMENT and AIM OF NESTLÉ’S POLICY

In line with one of the key Corporate Business Principles of the Nestlé Group of Companies (Nestlé SA. 2010), Nestlé (South Africa) (Pty) Ltd. (hereinafter referred to as “Nestlé”), has publicly stated its support for the International Code of Marketing and Breastmilk Substitute and Subsequent Relevant WHA Resolutions, clearly indicating its commitment not to promote or advertise WHO Coded products.

Nestlé is committed to:

- Comply with the WHO Code, with particular reference to the Nestlé Policy and Instructions for the Implementation of the WHO Code International Code of Marketing of Breast-milk Substitutes (Nestlé Policy and Instructions July 2010) that provide detailed guidelines (i.e. training) in operational language for the implementation of the WHO Code.
- Support government’s efforts to give effect to the aim and principles of the WHO Code by the adoption of national rules and regulations.
- Upon enactment of a National Code (“the SA Code”), to follow the provisions of both WHO Code and SA Code, whichever is more stringent, bearing in mind that the WHO Code is a minimum requirement.
- Promote safe and adequate nutrition for infants.
- Protect, promote and support breastfeeding.
- Ensure the proper use of breastmilk substitutes, when necessary, on the basis of:-
  - appropriate infant food marketing practices and objective and factual information.
- Regularly audit our marketing practices by resorting to internal, and as needed, external auditors.
- Maintaining an internal ombudsman system to enable employees to report alleged violations in a confidential manner and that appropriate action is taken when Nestlé staff and third parties activities are incompatible with the principles and aim of the WHO Code.
- Implementing a Management System (hereinafter referred to as the WHO Code Management System, abbreviated as WHOCMS) to ensure full adherence to the Nestlé Policy and Instructions (July 2010) and the SA Code, when enacted.
- The Management System, based on The Nestlé Policy and Instructions (July 2010), comprise:-
  - This Policy Manual (Ref no. ZAR/PM); a summarised version to be made available for distribution and discussion with relevant stakeholders and other interested parties.
  - A Procedures Manual (Ref no. ZAR/PROC), setting forth specific procedures to follow in implementing the Policies.
  - Employee work instructions – forms for approval, monitoring and reporting and training materials.
- Use the WHOCMS as the benchmark against which Nestlé Policy and Instructions’ compliance can be measured, by providing strict guidelines to management and personnel concerned at all levels in the marketing of infant formula.
- Ensure that all personnel, agents, distributors, trade associations and merchandisers involved in the marketing and sale of infant formulae have a clear understanding of the provisions of the Nestlé Policy and Instructions (July 2010) and policies for Code compliance through regular training and information as appropriate to their respective areas and level of responsibilities.
- Ensure that products within the scope of the Code are appropriately marketed, sold and distributed, (see Scope of the Code).
- Cooperate with and encourage other stakeholders such as government, medical and scientific associations, NGO’s, industry associations and consumer groups, to promote appropriate nutrition of infants and young children, and ensure full adherence to the WHO Code’s aim and principles.
• Making its policy publicly available on its website (www.nestle.co.za)

• Disclose its membership of trade associations and industry policy groups, on the Nestlé website (www.nestle.co.za)

The prime responsibility for implementing this policy lies with Nestlé Infant Nutrition Country Business Manager who should take the lead in demonstrating our commitment to this policy and ensure its implementation with the active support of the Nestlé Market Head who should use his/her authority to engender the requisite interest and participation by all Nestlé managers and employees.

The policy and procedure manuals with its relevant work instructions will be reviewed and regularly up-dated if there are any revisions of WHO Code and / or Local Code

Signed: ____________________________________________
                Nestlé Nutrition Business Manager

Signed: ____________________________________________
                Market Head

Date: ______________________________________________