Agenda

The Case | Stakeholders | Ethical Issues
Change    | Alternatives | Recommendations
What Happened?

Why | Then | Now
Why? To sell more infant formula in third world countries
Then:

1977: world-wide boycott was launched against the Nestle Corporation

Consumers all over the world stopped purchasing Nestle products

The World Health Organization drafted the International Code on the Marketing of Breast Milk Substitutes
Now:
The International boycott of Nestle products covers 18 countries:

Australia | Canada | Finland | France | Germany | Ireland
Luxembourg | Mauritius | Italy | Mexico | Norway | Philippines
Spain | Sweden | Switzerland | Turkey | UK | USA
Poor Mothers Breastfeeding in Developing Countries
Nestle
Shareholders & Employees

Stakeholders
Ethical Issues
Change
Alternatives
Recommendations
Nestle Competitors
Ethical Issues
Gave Nestle Formula Samples so Mothers’ Breast Milk Would Dry Up
Nestle Misled Customers by Dressing Women With No Specialized Training as Nurses
Nestle Exploited Poor Customers for Its Own Profit
Nestle Did Not Provide Enough Information on Their Products Sold

These babies are twins | One is breastfed, The Other is Fed with Nestle Formula
Nestle Ignored the WHO Code
International Code on the Marketing of Breast Milk Substitutes
The World Health Organization adopted the code in 1981. They recognized that inappropriate feeding practices lead to infant malnutrition, morbidity & mortality in all countries. The code applies to the marketing of breast milk substitutes and related products as it can contribute to these major public health problems.
WHO Code States:

Formula companies are NOT allowed to give samples of formula in hospitals and promote formula over breast milk.
WHO Code States:

Manufacturers and distributors of infant formula should ensure that each container has a non-removable, clear, and understandable message including:

a. the words "Important Notice" or their equivalent

b. a statement of the superiority of breastfeeding

c. a statement that the product should be used only on the advice of a health worker

d. instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation

Ignored the WHO Code
WHO Code States:

Manufacturers and distributors should not provide samples of products, directly or indirectly, to pregnant women, mothers or members of their families.
Change

CHANCE AHEAD
The Beginning

Alternative to natural process of breastfeeding

Formula was distributed in poor countries

Misleading marketing of the product

Mother’s had little knowledge on proper use and the effects of the product
What Transpired

Learned that their choice of market segment was unethical

Free samples given caused mothers’ breast milk to dry up

Babies got seriously ill and even died
Present

Unethical actions resulted in world-wide boycott launched against Nestle Corporation in 1977

Presently covers 18 countries including Canada

Forced to correct their positioning

Changed messaging to say “Breastmilk is best for your baby”
Alternatives
Send Real Nurses
Include Warnings & Instruction on Baby Formula Powders
Stop Selling Baby Formula Powders
Lower the Formula Price so That Their Target Market Can Afford It
Follow the WHO Code
Recommendations
Continue to Sell Nestle Baby Formula
Send Real Nurses to Inform & Educate the Public About Their Milk Formula & Sanitation
Include Warnings & Instruction on the Baby Formula Powders

Breastmilk is best for your baby.

Health Canada and the World Health Organization recommend exclusive breastfeeding for 6 months and recommend continued breastfeeding, after the introduction of complementary food, for up to two years and beyond.

Please consult your healthcare professional before introducing infant formula or complementary food.
Consider & Apply the WHO Law
Summary of Recommendations:

- Sell the Product
- Send Real Nurses
- Include Warnings Labels
- Apply the WHO Law