

The Nestle Boycott

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Agenda

The Case | Stakeholders | Ethical Issues
Change | Alternatives | Recommendations



What Happened?

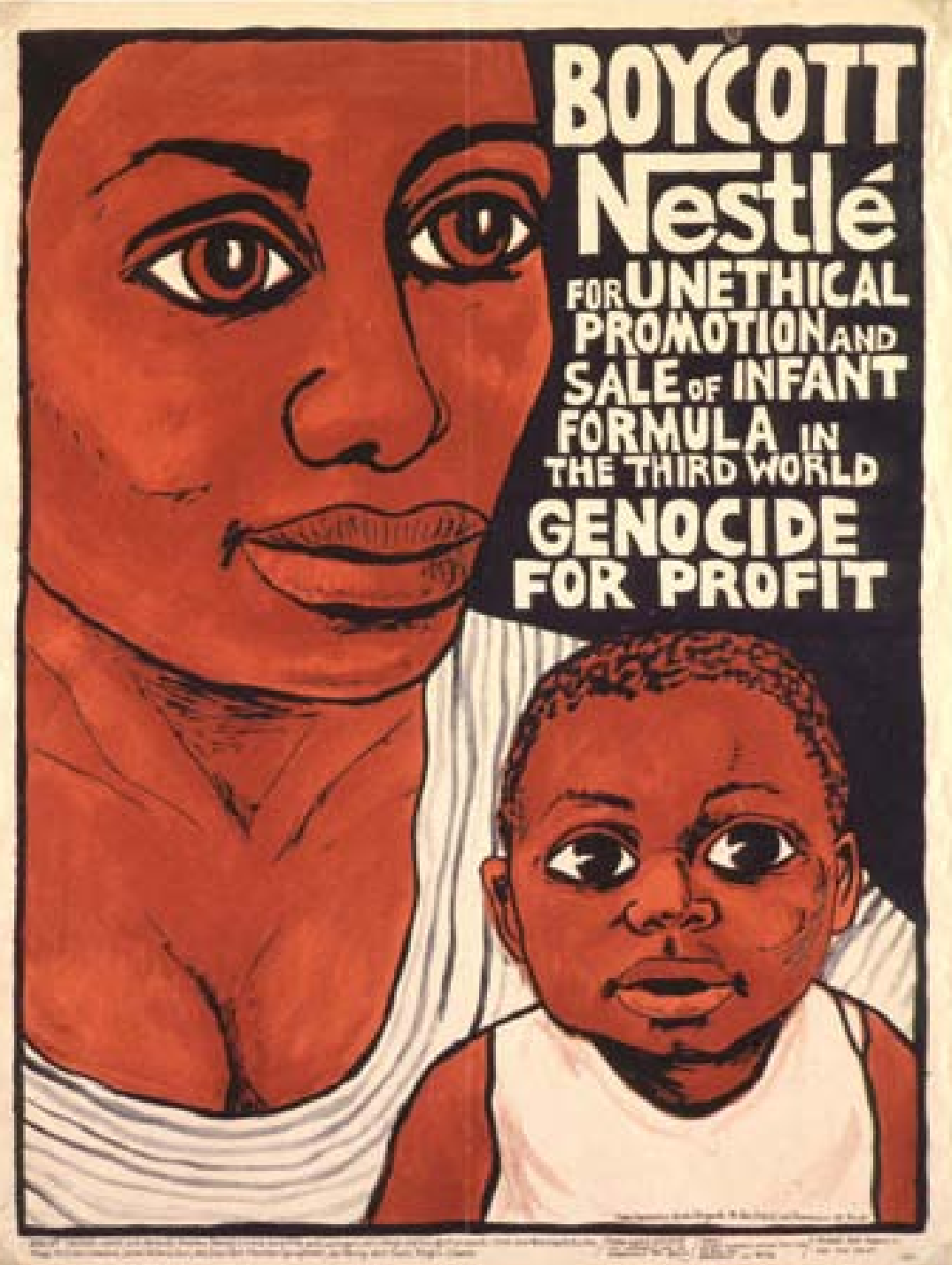
Why | Then | Now



Why?

To sell more infant formula | in third world countries





Then:

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

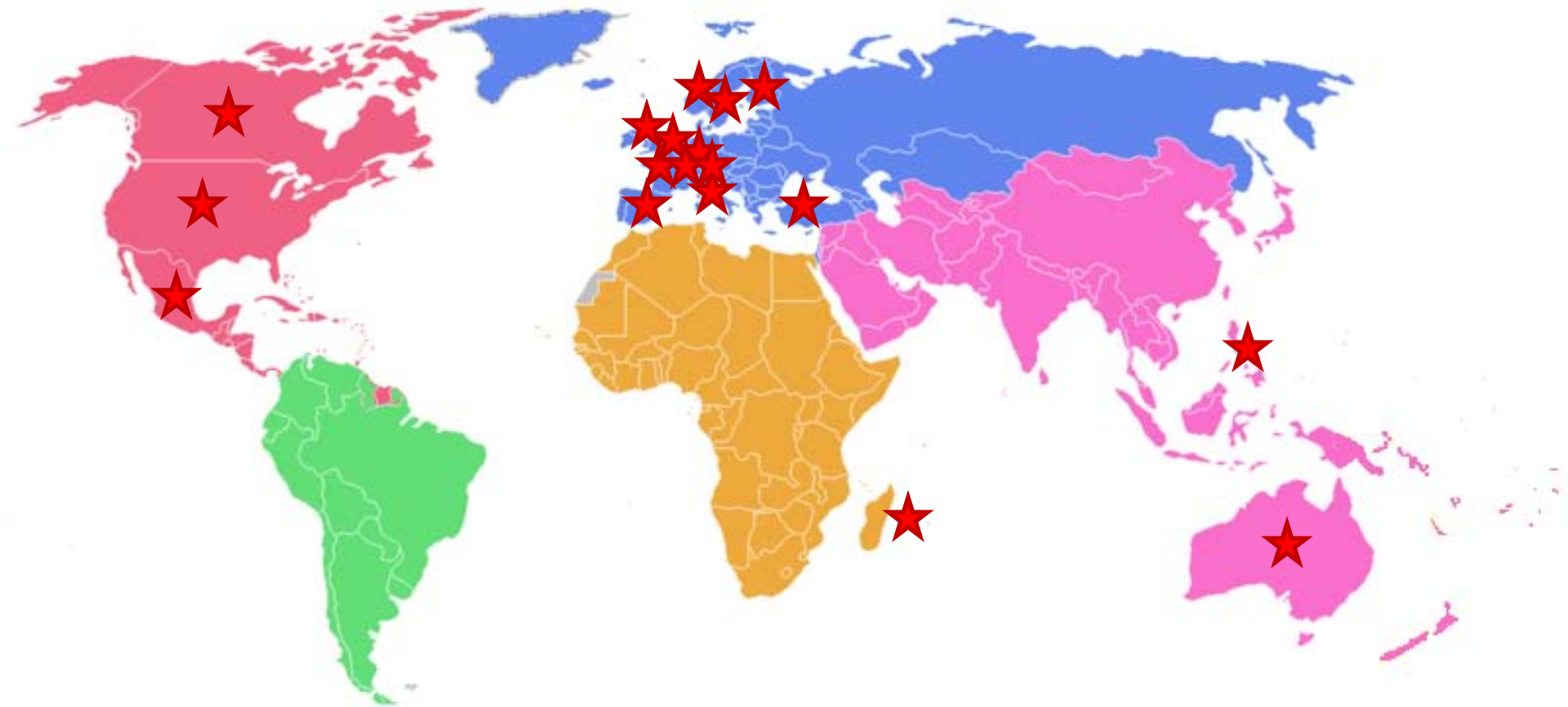
Consumers all over the world stopped purchasing Nestle products

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



Stakeholders



Stakeholders

Ethical Issues

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Poor Mothers Breastfeeding in Developing Countries

Stakeholders

Ethical Issues

Change

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Recommendations

Nestle & Shareholders & Employees



Stakeholders

Ethical Issues

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Recommendations

Nestle Competitors



Stakeholders

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Health Care System



Ethical Issues



Stakeholders

Ethical Issues

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Recommendations

Gave Nestle Formula Samples so Mothers' Breast Milk Would Dry Up



Stakeholders

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Nestle Misled Customers by Dressing Women With No Specialized Training as Nurses



The background of the entire slide is a collage of US one hundred dollar bills, featuring Benjamin Franklin. The bills are scattered and overlapping, creating a textured, financial backdrop.

Stakeholders

Ethical Issues

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Recommendations

Nestle Exploited Poor Customers for Its Own Profit

Stakeholders

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Nestle Did Not Provide Enough Information on Their Products Sold

These babies are twins | One is breastfed,
The Other is Fed with Nestle Formula

Stakeholders

Ethical Issues

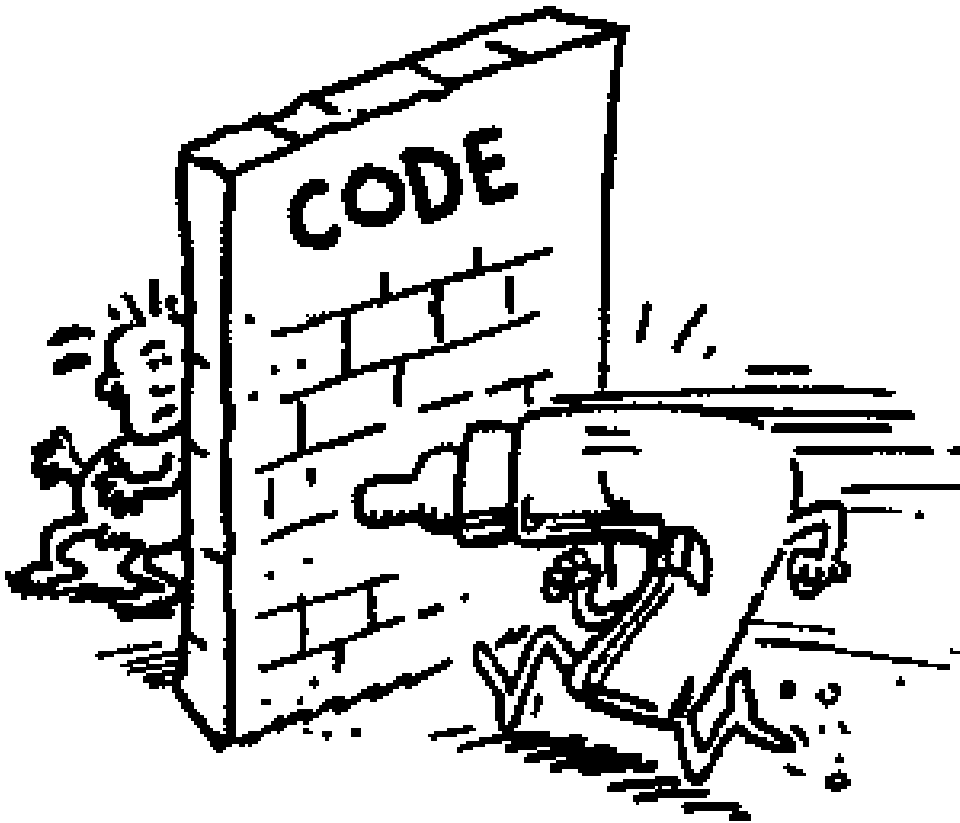
Change

Alternatives

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Nestle Ignored the WHO Code

International Code on the Marketing of Breast Milk Substitutes

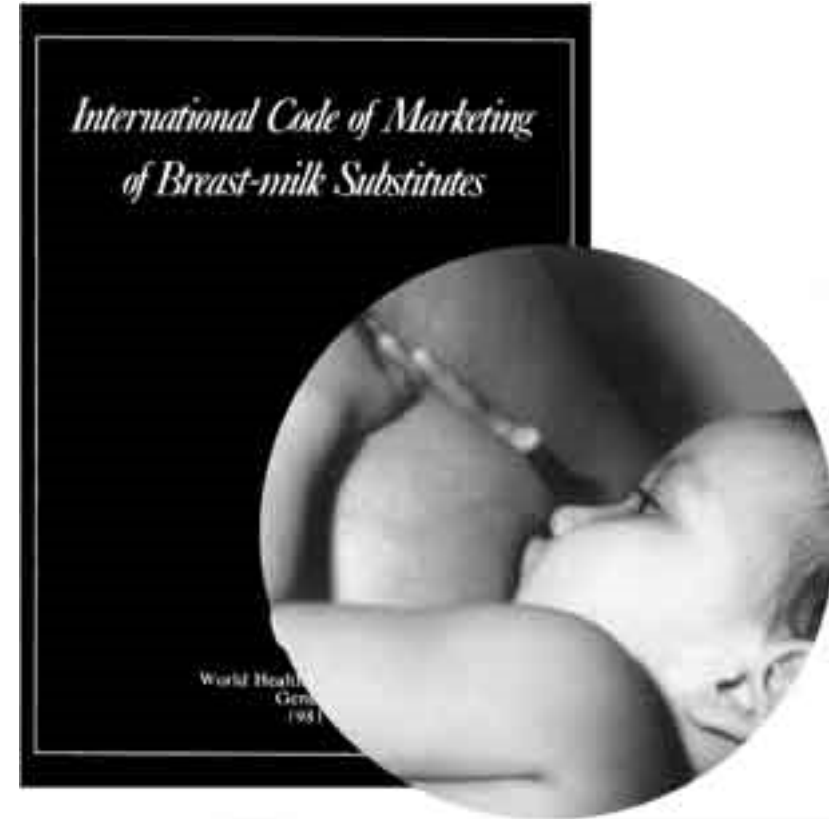


WHO Code Background

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:

- the words "Important Notice" or their equivalent
- a statement of the superiority of breastfeeding
- a statement that the product should be used only on the advice of a health worker
- instructions for appropriate preparation, and a warning against the health hazards of inappropriate preparation



Ignored the WHO Code

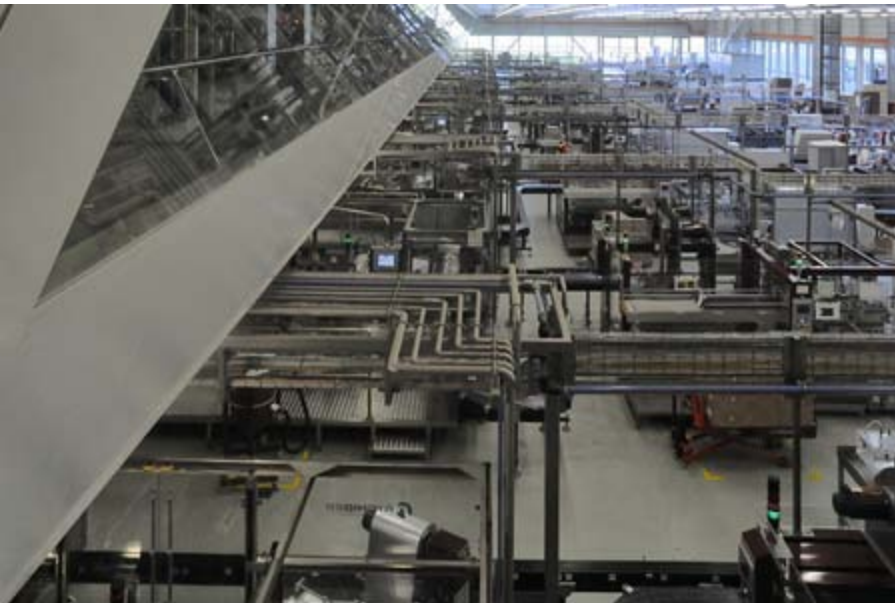
Stakeholders

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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



Stakeholders

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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

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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

Stakeholders

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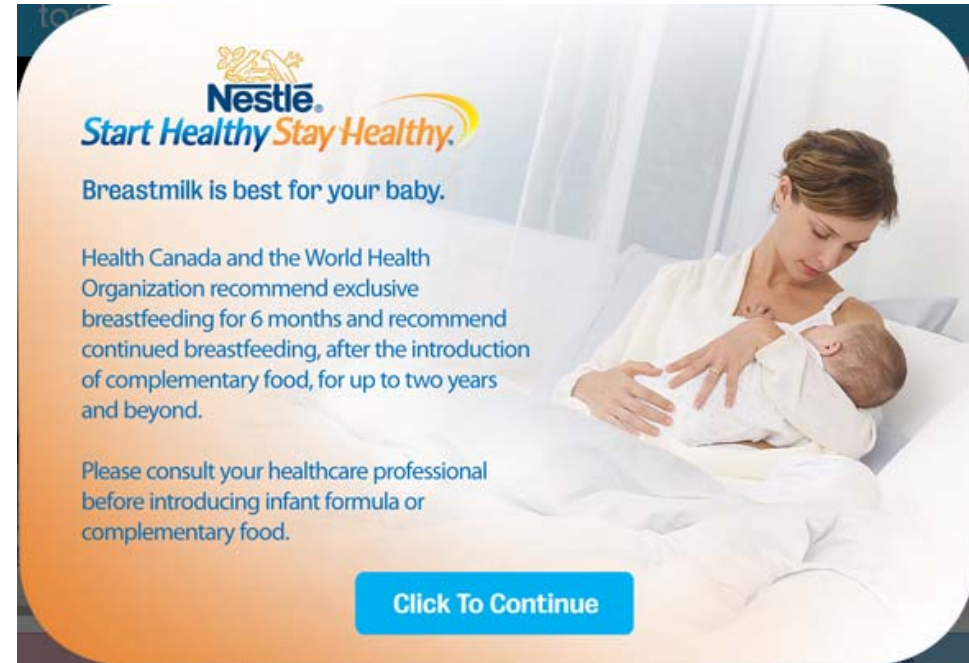
Present

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



Stakeholders

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Recommendations

Send Real Nurses



Stakeholders

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Include Warnings & Instruction on Baby Formula Powders


Nestlé Good Food, Good Life

Search

Breastfeeding is best Complementary feeding WHO Code Compliance Our Contribution to Child Health Our Contribution to Science News

Site last updated 23h:03m:39s ago


BREASTFEEDING IS BEST



There is no question about breast milk being the best start a baby can have in life. Nestlé firmly believes that breastfeeding is the best way to feed a baby and is strongly committed to its protection and promotion.

► Breastfeeding is best


COMPLEMENTARY FEEDING



Starting at about 6 months of age, the period of weaning is critical for the future development and growth of infants. The introduction of appropriate and nutritious complementary food from this age is extremely important.

► Complementary feeding


WHO CODE COMPLIANCE



Nestlé takes very seriously its responsibility to ensure that our marketing practices abide by the World Health Organisation's International Code of Marketing of Breast-milk Substitutes. We have implemented extensive measures to ensure strict compliance with it.

► WHO Code Compliance


OUR CONTRIBUTION TO CHILD HEALTH



We believe that infants and children who receive the right nutrition and who acquire good eating habits from the start are building the nutritional foundation that will last throughout their life. We contribute to this nutritional foundation through a number of our activities.

► Our Contribution to Child Health

OUR CONTRIBUTION TO SCIENCE



With a research heritage going back to the very beginnings of food science, Nestlé continues to lead the field in food and nutrition research. Our scientists are dedicated to discovering new ways to meet the specific nutritional needs of people at every stage of their lives.

► Our Contribution to Science

Quick navigation

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Stop Selling Baby Formula Powders





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**Lower the Formula Price so That
Their Target Market Can Afford It**

Stakeholders

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Follow the WHO Code

Recommendations



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Continue to Sell

Nestle Baby Formula





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Recommendations

**Send
Inform
Public
Formula**

**Real Nurses to
& Educate the
About Their Milk
& Sanitation**

Include Warnings & Instruction on the Baby Formula Powders



Stakeholders

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Consider & Apply the WHO Law



Stakeholders

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Summary of Recommendations:

Sell the Product

Send Real Nurses

Include Warnings Labels

Apply the WHO Law



Questions ?
Comments ?

