

28<sup>th</sup> February 2013

Secretariat Office  
Taskforce on Hong Kong Code of Marketing of Breastmilk Substitutes  
Family Health Service  
Department of Health  
Room 1308, 13/F, Guardian House  
32 Oi Kwan Road  
Wanchai, Hong Kong

Dear Sir,

**Comments on the draft “Hong Kong Code of Marketing and quality of formula milk and related products, and food products for infant & young children”**

I support the Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children released by the Department of Health in October 2012.

The evidence on breastfeeding’s short-term and long-term health benefits are well established and beyond doubt. Promoting breastfeeding is one of the top priority issues for child health. However, many parents have misconceptions about formula milk as equally conducive to health as breastfeeding. It is disappointing and worrying to see the aggressive marketing of formula milk in Hong Kong. Even worse, misleading health claims are common in their advertisements and promotional materials. In order to protect our public from misleading information, I support heavy restrictions on advertising and promotional activities for formula milk and related products. Manufacturers and distributors of formula milk should provide factual product information to consumers through their websites, healthcare professionals and retailers, or they will receive heavy punishment.

I also support the requirement on labeling and quality standards of formula milk. For those babies whose mothers have difficulties to breastfeed, infant formula is the sole source of nutrition for the first 6 months of life. The quality and composition of infant formula is therefore of prime importance for their healthy growth and development. This is also applicable to formula milk for children 6 to 36 months. The Department of Health should take the leadership role in disseminating accurate information and providing educational materials on infant and young children

feeding for parents through various channels.

In conclusion, I support the proposals addressed in the Code which will empower mothers to make fully informed decisions on infant feeding and create an environment that protect and promote breastfeeding and healthy eating in infants and young children in Hong Kong.

Yours sincerely,

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