



A Mother's Response to the draft Hong Kong Code of Marketing and Quality of Formula Milk and Related Products, and Food Products for Infants & Young Children

to:

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From:

To: "hkcode@dh.gov.hk" <hkcode@dh.gov.hk>

Dear Sir/Madam,

I would like to offer my support of the aims of the Taskforce in promoting the HK Code as a good start to levelling the playing field for young parents trying to identify and continue with the most nutritious food for their children in the early years. As a mother of a 21 month old, I have been bombarded with unwanted and misleading advertisements for formulas, while I can find little or no real information on the ingredients contained in the products.

I look forward to Hong Kong coming up to common international standards for supporting optimal nutrition for babies and children by limiting the scope of influence of a 1.6 billion dollar industry over parents' decisions. I think compliance with the Code should be mandatory for all M&Ds as the restrictions are reasonable and their advertising budgets make it nearly impossible for new parents to sort through facts. I think the active approach should be adopted to monitor all elements of compliance with the HK Code by M&Ds. The passive approach relies the public to fight back with limited resources and power.

Thank you for paving the way for higher standards of information and, ultimately, healthier children.

Best regards,

Molly Grenham