

## submissions

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**From:** [REDACTED] Angela Norton  
**Sent:** Sunday, 3 November 2013 6:51 AM  
**To:** submissions  
**Subject:** Review of Minimum Age Labelling of Foods for Infants Proposal P274

To Whom It May Concern,

I am writing in regard to the **Review of Minimum Age Labelling of Foods for Infants**.

As a parent of two young children, I have been personally misled by information on infant food labels. My son had bloody stools for several days after I introduced solids at 4 months, thinking he was 'ready'. I have learnt that a child's gastrointestinal tract is not developmentally advanced enough to receive solids at 4 months of age or younger.

I agree with the **Executive Summary** of the **Risk Assessment - Proposal P274** that "based on current recommendations and the analysis presented in this risk assessment, the timing of 'around 6 months' as the appropriate age for the introduction of solid foods for infants would have minimal effect on the risk of adverse health outcomes compared to 'from 4 months'."

Despite that the National Health and Medical Research Council (NHRMC) and the World Health Organization (WHO) recommending exclusive breastfeeding (meaning no other food or fluids) until around 6 months of age food labels in Australia currently allow baby food to be labelled as "suitable from 4 months". Changing food labelling to reflect the position of NHRMC and WHO makes sense and gives a consistent message to parents.

I believe that the Australian general public is highly susceptible to aggressive food marketing, like I was, because we think that baby food is highly regulated. There is a large body of public health research demonstrating that parents are largely ill informed about food labelling and nutritional content and highly influenced by food marketing. If a product states it can be consumed at '4 months' parents wrongly think this is safe to do and believe that this information is based on a government-endorsed position, informed by peak bodies such as the NHMRC and WHO.

I am thankful that Food Standards Australia New Zealand is reviewing **Minimum Age Labelling of Foods for Infants** and I thank you for the opportunity to make this submission.

Kind Regards,

Angela Norton