

LACTALIS
FINAL ASSESSMENT OF BMS CALL TO ACTION SIGNATORIES



Groupe LACTALIS
Division Santé Nutrition Lactalis
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Laval, December 11, 2020

Breastmilk Substitutes Call to Action
Meridian Institute on behalf of the Call to Action signatories:
World Health Organization, UNICEF, Save the Children, BRAC, FHI360, FHI Solutions,
Helen Keller International, 1,000 Days

Via Electronic Mail: BMSCalltoAction@merid.org

We thank you for sharing this information with our Group and have taken note of your call to action. To follow up on your letter, we would like to provide you with some information, tell you about our commitments and show you our willingness to listen to your arguments.

As you know, Lactalis Group is a global leader in the dairy industry, across various market categories, including infant and young child nutritional products. In 2019, a new autonomous division SANULAC has been created bringing together all our infant, clinical and sport nutrition activities. Thus, the infant category brands are now held within SANULAC.

SANULAC shares the philosophy of the WHO code which is to: *“Contribute to the provision of safe and adequate nutrition for infants, by the protection and promotion of breast-feeding, and by ensuring the proper use of breast-milk substitutes, when these are necessary, on the basis of adequate information and through appropriate marketing and distribution.”*

Signatories’ assessment

Ask 1: Publicly commit your company to full compliance with the International Code of Marketing of Breast-milk Substitutes and subsequent resolutions (the Code) globally (including covering of breast-milk substitutes up to 36 months of age), and disclose a concrete plan for achieving this goal by 2030 at the latest, with delineation of clear incremental steps.

The company does not make the requested commitments.

But above all, our first commitment is to align our policy in accordance with the mandated regulations implemented in each country where our company operates, which include the

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protection of breast-feeding and thus comply to permissible marketing practices when communicating to consumers and healthcare professionals.

Signatories' assessment

Ask 3: Commit to support the adoption and implementation of national legislation fully aligned with the Code in order to create a level playing field for all companies.

The company does not make the requested commitment.

Breast milk provides the best nutrition for infants. However, when an infant does not receive breast milk, the only suitable and safe alternative is a scientifically formulated infant formula, so that the nutritional requirements of the infant are met.

In this regard, SANULAC has made several commitments.

Our infant formula are specifically developed and suitable for infants from birth to 6 months of age or from birth to 12 months depending on national regulations and are not advertised or promoted in any way directly to consumers or the general public.

The breastmilk substitutes of SANULAC do not use any images or pictures of infants nor words or pictures that refer to 'humanized', 'maternized', or similar terms on labels

In addition, we strive to ensure that the majority of our infant formula labels within our brands indicate an 'important notice' on the superiority of breast milk, and include a statement that infant formula should be used on advice of healthcare professional.

As a second step, we will be developing by the end of 2021 a global SANULAC Charter for the marketing of breastmilk substitutes. This charter will take into consideration the International Code of marketing of BMS and will be implemented in a phased approach across our various brands and geographical areas. A large part of this will be to provide guidance and information to the teams on the importance of breast milk and the application of good practices of this new Charter. Once put in place, our global Charter would become the basis of our policy in countries where the local regulations are less stringent.

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Signatories' assessment

Ask 2: As a first step towards full Code compliance, by the end of 2020, adopt a Code-aligned BMS marketing policy for all countries for products marketed as suitable for infants between birth and 12 months of age, and commit to upholding your policy including in all jurisdictions where regulations are absent or less stringent than your policy. In countries where national law is more stringent than your policy, adherence to national law always takes precedence.

The company appears to make the requested commitment. Lactalis commits to publishing a global BMS Charter, states that its infant formula are specifically developed and suitable for infants from birth to 6 months of age or from birth to 12 months and are not advertised or promoted in any way directly to consumers or the general public, and that its policy will become the basis of our policy in countries where the local regulations are less stringent.

Further evaluation will be needed to determine whether the forthcoming policy is fully Code-aligned.

We will agree to provide our global SANULAC Charter to the Access to Nutrition Initiative (ATNI) and will contact them in order to think of a potential collaboration.

Signatories' assessment

Ask 4: Agree to provide information on your company's policies and practices to the Access to Nutrition Initiative (ATNI) as requested, recognizing ATNI as an independent actor responsible for monitoring companies' progress toward their plans for achieving Code compliance.

The company makes the requested commitment.

Lactalis is not included in ATNI's forthcoming 2021 BMS Marketing Index. It may be included in future Indexes.

Should you require further input or clarity, please contact me.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read "Yoann LE BLOAS". The signature is fluid and cursive, with a large initial "Y" and "L".

Yoann LE BLOAS
SANULAC General Manager