

Response Letter

To Meridian Institute:

Your letter of initiative has been well received! Our company understands and supports the “International Code of Marketing of Breast-Milk Substitutes” (hereinafter referred to as the “Code”) issued by the WHO, and has been working to promote the establishment of appropriate laws and regulations by the national health authorities. Also, we have developed and implemented our own regulations related to the marketing of breast-milk substitutes. Our reply to your appeal is as follows:

I. After the “Measures for the Administration of Marketing of Breast-milk Substitutes” was abolished in 2017, China has not yet released any regulation regulating the marketing of breast-milk substitutes. Our company will, together with the industry organizations, push the government to speed up the legislative process so that the whole industry could be legally required to comply with the breast-milk substitutes marketing laws and regulations in order to promote the fair and healthy development of the industry.

II. During the promotion of national legislation, our company will conduct self-compliance according to the “Advertising Law of the People's Republic of China” as well as the “requirements for marketing of breast-milk substitutes” that are stipulated in the “Code of Conduct for Infant Formula Industry of European Chamber of Commerce in China” for its members.

III. In the process of implementing self-compliance, our company will fully share the implementation experience with the government and industry organizations; meanwhile, we will advocate more companies to promote the benefits of breastfeeding, and to voluntarily formulate and implement their own regulations for the marketing of breast-milk substitutes.

Our company is also willing to cooperate with the various international organizations to supplement and improve the “Code” and enhance the health level of global mothers and infants.

Yours faithfully!

Heilongjiang Feihe Dairy Co., Ltd.

Sept. 15, 2020

Additional response on November 12, 2020:

We want to provide feedback about Request 2.1:

Feihe just market the product in China now, no any other country and district. So we didn't commit any policy in other country. If our product go out in the future, we will consider the policy.

Except above, we have no other response. Thanks.

Zhang Liang
China Feihe