



December 9, 2020

Meridian Institute and Signatories of the Breastmilk Substitutes Call to Action:

Our goal is to contribute to the health for all infants and young children, and we work to ensure optimal nutrition for them.

We established Meiji Group Policy for the marketing of BMS based on the idea that breastmilk is the optimal nutrition for infants. We disclosed our policy on our website in March 2020.

[https://www.meiji.com/global/sustainability/policies/pdf/bms\\_policy.pdf](https://www.meiji.com/global/sustainability/policies/pdf/bms_policy.pdf)

#### **Signatories' assessment**

**Ask 2: As a first step towards full Code compliance, by the end of 2020, for a company that has a BMS marketing policy in place (as it the case for Meiji) ensure that your current policy and practices (including promotion to consumers and healthcare providers) are Code-aligned and for products marketed as suitable for infants between birth and 12 months of age, extend them to all countries, and commit to upholding your policy in all jurisdictions even 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 does not make all of the requested commitment. The company commits to and has published a policy which applies to products marketed as suitable for infants between birth and six months of age in all markets where it does business, and for follow-on formula in higher risk countries. The company commits to upholding this policy in all jurisdictions where regulations are absent or less stringent than its policy which is welcomed. To fully meet this request, the company would need to ensure its policy is fully Code-aligned and extend its policy on follow-on formula to all countries.

We acknowledge the importance of, and commit to the principles of, the WHO Code and subsequent relevant WHA resolutions. We ensure that our marketing practices comply with laws and regulations of the countries where we do business.

Meiji Group hereby responds as follows regarding the BMS Call to Action.

- Meiji Group is committed to developing our action plan in order to fully comply with the WHO Code and WHA resolutions by 2030.

**MEIJI**  
**FINAL ASSESSMENT OF BMS CALL TO ACTION SIGNATORIES**

**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 makes the requested commitments. The signatories strongly welcome Meiji's commitment to develop an action plan to fully comply with the Code including all WHA resolution by 2030. The signatories will evaluate and publish a separate assessment of that plan when it is submitted.

- We will commit to upholding our policy in all jurisdictions where regulations are absent or less stringent than our policy.
- We basically recognize that it is the each countries' Authorities to adopt and implement legislation. We will follow the Authorities' policy.

**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.

- We will agree to provide information on our policy and practices to the Access to Nutrition Initiative (ATNI).

**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.

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

Regards,

Kazuo Kawamura  
CEO, President and Representative Director  
Meiji Holdings Co., Ltd.