

The Code, and marketing of donor human milk products and other 'breastfeeding substitutes' through health facilities

'Protecting women's and children's health and human rights in the 'first food' system: commercial influence and conflicts of interest on infant and young child feeding in Australia'



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Summary

- The Code
- New developments that undermine breastfeeding- "Breastfeeding substitutes"
- Focus on the case of "Neolacta Life Sciences Pvt. Ltd."
- How Neolacta undermines the law and exploitation of women to "extract" mothers milk and commodify.
- Conclusions and way forward.



Credits to.....

Without better regulation, the global market for breast milk will exploit mothers

By E. J. Sheiham and J. Sheiham | 10 February 2020

Markets in mothers' milk could be a good or a bad thing for women and their children, depending on how governments respond. Making breast milk more easily available may help more mothers breastfeed, and improve the economics of the situation for women.

With maternal breastfeeding now promoted as a choice rather than a duty, governments need to ensure that the market is safe.

CHILD SAFETY

India is planning a network of human breast-milk banks but first needs to put safeguards in place

Breast-milk collected from donors on a large scale need to be checked for adulteration and contamination.

Arun Gupta
10 Feb 2020, 02:30 AM

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Nurture commodified? An investigation into commercial human milk supply chains

Susan Newman & Michal Nahman

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MDPI

Viewpoint

Marketing Breastfeeding Substitutes: A Discussion Document

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Abstract: Marketing influences knowledge, attitudes, and decisions related to infant and young child nutrition, safety, development, parental confidence, and other aspects of health and well-being of the child. These attitudes and behaviours of parents, health workers, policy makers, and other influencers have short- and long-term effects on the child. There is an International Code of Marketing of Breast-Milk Substitutes. Is it time to have a code of marketing of breastfeeding substitutes?

Keywords: marketing; code; breastfeeding; protection; breast pump

1981: World Health Assembly adopts the Code and 19 resolutions thereafter...



Human milk banks and breastfeeding substitutes

Devices-Pumps, nipple shields, pacifiers, and **human milk bank-trading of milk, human milk fortifiers (HMFs) made from mothers milk and other ingredients**

Pumps- what is currently known?

- Market : USD 540 million in 2015 and is projected to grow by 6.6% to reach USD 829 million by 2022.
- Aggressive marketing breaks a relationship of “breastfeeding” (Milk is seen as a product)
- Policy prioritises on ‘pumps’ than ‘maternity leave’ or benefits, choices.
- Moms get information from companies for their decisions, which may not be full, accurate, and scientific, and risks are not even discussed.
- Impact on environment is a missing piece.



HMB and Case Study Neolacta



Human milk banks and shifting to substitutes

- Brazil's success story to link it with national breastfeeding strategy paid off.
- India – plenty of examples are there to use mother's own milk, bank and use. India had first in 1989, now about 20 HMBs. Guidelines are developed.
- Basic principle and understanding existed for public funding and donor milk to be used based on 'need' (pre term/LBW babies in the hospitals) and Not to be commercially sold,
- Commercial human milk chains are up. "Breastfeeding substitutes" evolved : Used breastfeeding's value to be added to sell the same products ...that undermined breastfeeding, violated the Code, and exploited women.
- Used similar tactics that of BMS industry-undermining women's confidence and using HCPs.
- First for profit came up in 2016-NEOLACTA
- In US Prolacta



Media



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Bringing nutrition to babies

India has the highest number of pre-term babies, according to the data from the World Health Organisation.



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by Anurag Prakash

Updated 18th November 2019 10:44 AM

CHENNAI : India has the highest number of pre-term babies, according to the data from the World Health Organisation, around 15.6 babies are born premature every year in India — twice the number, China, which stands at 4.5/1,000. To reduce the premature mortality rate, Bangalore-based Neolacta Ltd. Science studies two mother's milk-based products.

"This is one of the three companies all over the world, and the only one to take their mother's milk-based products from the market."

RELATED STORY

Neolacta's unique, 100% human milk products save lives of premature babies in India

The only company in Asia to develop 100% human milk products, Neolacta Ltd. Science, works with 200+ hospitals in India to establish a complete human milk bank network for premature babies.

Neolacta Science
Contact Us: 080-4555 1000

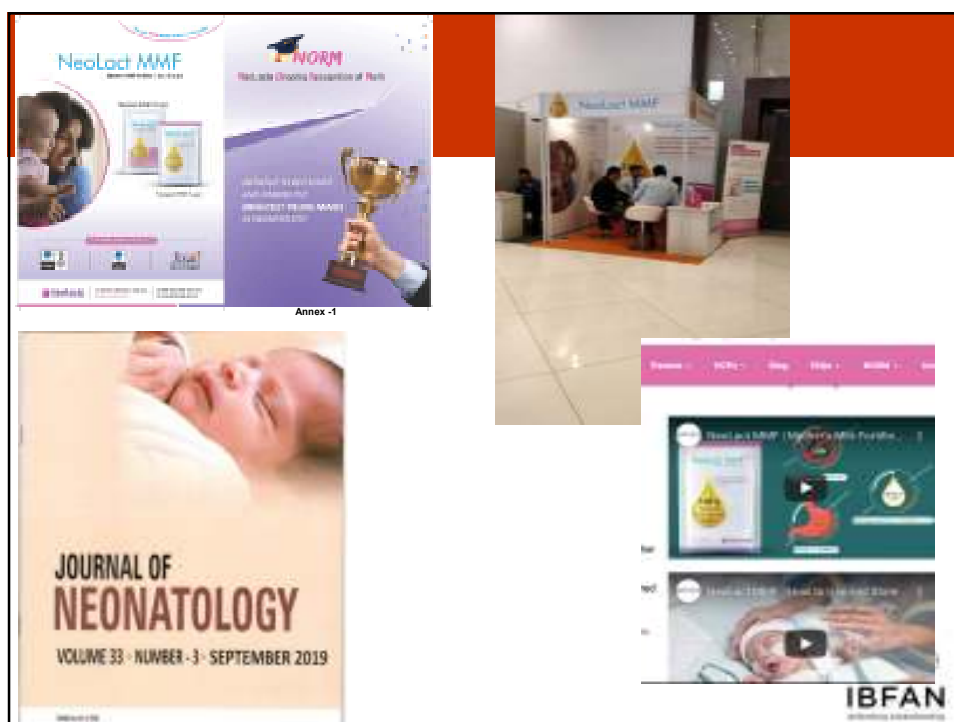


Neolacta lifesciences...claims

- Registered as “Dairy Product” Output No.0121=Raw milk
- Human milk based milk products
- Sold to any end user
- Claims Add Value- *Based on real human milk, donors are tested, more proteins and calories* for needed pre term babies as per WHO, follow IAP guidelines, licensed by Food Safety Authority of India
- Aggressively marketed on social media
- Sponsors meetings and awards to HCPs
- Terribly expensive costs INR 30 per ml. and 110 /ml for



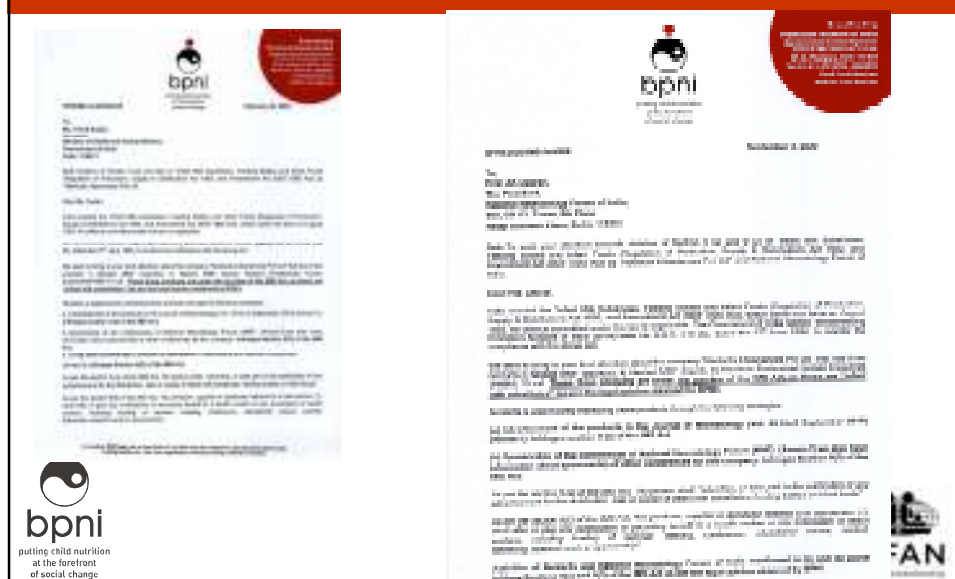
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NORM(NeoLacta Ongoing Recognition of Merit)



Action taken 2019 invoked the Indian law



NNF did write to its members and branches



Truth...June 2020



Further, following are informed

License under FSS Act is issued only for the Permitted Products, Ingredients and Additives as per the Food Safety and Standards Act and Regulations made there under. In this way Mother's Milk (Human Milk) is not a permitted under FSS Act and Regulations made there under for Food Business.

As per the Food Safety and Standards (Food Fortification) Regulations , the Fortification is also permitted only in the staple Products viz- Raw Rice, Maida, Atta, Milk (Only Toned, double toned, skimmed milk or standardized milk) Vegetable Oil, Salt and NOT PERMITTED in any other Products. The Term Toned, double toned, skimmed milk or standardized milk mentioned are denoting the Standardized products as per the Food Safety and Standards (Food Products Standards and Food Additives) Regulations and NOT Mother's Milk at any stage.

National Guidelines for Lactation Management Centres

- ♦ The mother should donate milk after providing for her own baby.
 - ♦ Breast milk donation will only take place after receiving informed consent, and it will be purely a voluntary activity by the donor mother i.e. donation of breast milk would be non-incentivised and no benefits whatsoever in cash or kind would be provided to the donor mother.
 - ♦ DHM dispensing requires informed consent from parent/guardian of the new-born who would be receiving DHM. The DHM in no case is allowed to be used for any other purpose apart from fulfilling the feeding requirement of the admitted sick babies, and never for any commercial purposes.
- 3c. If supplies of DHM are sufficient, milk may also be dispensed by prescription to the infants less than 6 months, old admitted at that facility where CLMC is situated, in the following conditions:
- ♦ Lactation failure/insufficient milk as deemed necessary following lactation counselling and support
 - ♦ Adoption

Issues

- Safety and adulteration with Cows milk(10% in a US Study)
- Conflicts of interests if HMB ties up with pump company
- Risk of commercialization and trading of human milk –can it lead to trafficking of women?
- Breastmilk bought by adult men.
- Safeguards ?

Conclusions and way forward



Neolacta - evidence of wrong doing

- Commodification of human milk
- Exploitation of women in poverty.(Paid cash/gifts
- Use of 'Gift of life' from other women
- Life saving for pre-term babies as it is human milk
- Using same tactics as Nestle used decades back, with a little difference: Nestle used “not enough milk” and Neolacta uses “in excess of breastmilk”, both reached out to HCPs for legitimacy



Trafficking Human organ

The Cheat Sheet

The mercenary economics of breast-milk substitutes

Vinay Vemba | Updated on December 24, 2018 | Published on July 11, 2018



Looks like you want to get a load off your chest...

Yes, nutrition advocates are all aflutter over recent attempts by US representatives at the UN-affiliated World Health Assembly to block a resolution that called on governments to "protect, promote and support" breast-feeding and "to refrain to dilute

...in 2016, it was revealed that an Australian company, Neolacta Lifesciences, was sourcing milk from poor mothers in Bengaluru without any remuneration, and selling it in the market.

In 2017, the Cambodian government cracked down on the export of breast milk to the US: unlike in the Indian case, Cambodian women were being paid to sell their milk.

A government statement hinted at the sentiments involved in what it saw as a form of trafficking in human organs: "Even though we are poor, we are not so poor that we have to sell human breast milk."

Bottomline?
As *The Lancet* put it succinctly, "breast is best".

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There is potential risk of trafficking poor women if continued as it is



Current level of support to breastfeeding

- Global World Breastfeeding Trends Initiative (WBTi) shows inadequate support.

The screenshot shows the WBTi website with a navigation bar at the top. Below the navigation bar, there is a section titled "Peer Reviewed Articles". Three article cards are displayed:

- Are our babies off to a healthy start? The state of implementation of the Global strategy for infant and young child feeding in Europe**
Zakaria-Grioua et al. *International Breastfeeding Journal* (2020)
- The World Breastfeeding Trends Initiative: Implementation of the Global Strategy for Infant and Young Child Feeding in 84 countries**
Arun Gupta, Shoba Sati, J.P. Oathrich, Marta Trejos and Barbara Nakulanga. *J Public Health Res* (2018) 40:36-45
- Evaluation of the World Breastfeeding Trend Initiative Reports of the Countries Affiliated to the Turkish Cooperation and Coordination Agency**
Middle Black Seo. *Journal of Health Science*, April 2020; 6(1):139-143

Way forward

- Brazilian model embedded in a national strategy that increased breastfeeding rates.
- Protection, promotion and support to breastfeeding is the key investment for governments to make, and move beyond lip service, e.g. maternity leave, economic incentives to women, BFHI, Code implementation ..
- Control the expansion of BF Substitute industry and trafficking of human biological fluid.
- Regulation is necessary on the breastfeeding substitute industry that prevents exploitation, commodification. (International Code for Marketing of Breastfeeding Substitutes)



Thank you !

21 May 2021...and every year
International Baby Food Action
Network (IBFAN) is Calling for
“Breastfeeding Protection Day”

