

OFFICIAL FEEDBACK FORM

DIALOGUE DATE	Thursday, 9 September 2021 11:00 GMT +01:00
DIALOGUE TITLE	Breastfeeding: where healthy and sustainable food systems begin
CONVENED BY	Julie Smith (ANU), Arun Gupta (BPNI), Roger Mathisen (Alive&Thrive), Naomi Hull (WBTi-AU/ABA), Phillip Baker (Deakin University), Bindi Borg (Independent), Alessandro Iellamo (Independent)
DIALOGUE EVENT PAGE	https://summitdialogues.org/dialogue/39156/
DIALOGUE TYPE	Independent
GEOGRAPHICAL FOCUS	No borders

The outcomes from a Food Systems Summit Dialogue will be of use in developing the pathway to sustainable food systems within the locality in which they take place. They will be a valuable contribution to the national pathways and also of interest to the different workstreams preparing for the Summit: the Action Tracks, Scientific Groups and Champions as well as for other Dialogues.

1. PARTICIPATION

TOTAL NUMBER OF PARTICIPANTS

PARTICIPATION BY AGE RANGE

0 0-18 6 19-30 43 31-50 33 51-65 12 66-80 1 80+

PARTICIPATION BY GENDER

11 Male 84 Female 0 Prefer not to say or Other

NUMBER OF PARTICIPANTS IN EACH SECTOR

2	Agriculture/crops	12	Education	31	Health care
0	Fish and aquaculture	1	Communication	39	Nutrition
0	Livestock	0	Food processing	3	National or local government
0	Agro-forestry	0	Food retail, markets	0	Utilities
1	Environment and ecology	0	Food industry	0	Industrial
0	Trade and commerce	0	Financial Services	0	Other

NUMBER OF PARTICIPANTS FROM EACH STAKEHOLDER GROUP

0	Small/medium enterprise/artisan	0	Workers and trade union
0	Large national business	0	Member of Parliament
0	Multi-national corporation	0	Local authority
0	Small-scale farmer	0	Government and national institution
0	Medium-scale farmer	0	Regional economic community
0	Large-scale farmer	5	United Nations
0	Local Non-Governmental Organization	0	International financial institution
24	International Non-Governmental Organization	3	Private Foundation / Partnership / Alliance
0	Indigenous People	2	Consumer group
18	Science and academia	19	Other

2. PRINCIPLES OF ENGAGEMENT

HOW DID YOU ORGANIZE THE DIALOGUE SO THAT THE PRINCIPLES WERE INCORPORATED, REINFORCED AND ENHANCED?

The independent dialogue was designed to incorporate and embrace the principles of engagement suggested. The whole promotion and the pre dialogue engagement phase of the dialogue aims to reach out to a broad and diverse set of participants, groups, organizations, and individuals to enrich and build a common platform. The materials developed for the independent dialogue emphasized those principles and encouraged all the registrants and participants to engage but fully respect the others' positions and ideas. Group discussion facilitators were also reminded to emphasize these principles as part of their group facilitation. The independent dialogue was designed to reinforce the need and aim of ensuring a multi-sectoral approach to protecting, promoting, and supporting breastfeeding women and their children. The group works were also designed to raise a sense of urgency around the actions needed to build a food system built on breastfeeding as the foundational food system and women's protection and support to breastfeeding their children. The presenters, during the dialogue, provided a vast set of insights and knowledge to the various participants that built of the existing and emerging knowledge in the area.

HOW DID YOUR DIALOGUE REFLECT SPECIFIC ASPECTS OF THE PRINCIPLES?

The independent dialogue reflected a large diversity of participants across the various sectors, including agriculture, education, communication, health, and nutrition from across the world. The environment and the facilitation of the dialogues encouraged participation with total respect and consideration of others' opinions and positions. Through the various phases of the dialogue, the dialogue's organisers were able to engage and ensure that all participants understood and agreed on the urgency to contribute and potentially influence the outcome of the Food System. All participants shared a common sentiment to ensure that breastfeeding, women and children and their rights are not neglected and ignored during the Food System Dialogues. There is a recognition that breastfeeding is the first sustainable food system and needs to be protected and supported. All the various activities of the dialogue reflected on the complexity of the issue at stake and the importance, among others, of the integration of the human rights framework in the conversation.

DO YOU HAVE ADVICE FOR OTHER DIALOGUE CONVENORS ABOUT APPRECIATING THE PRINCIPLES OF ENGAGEMENT?

The general and brief recommendation that the organizers would like to share with the convenors is that the dialogues need to be built embracing the principle of respect, multi-sectorial representation, and the participants' commitment to engage and develop their own positions and opinion on the matter being discussed.

3. METHOD

The outcomes of a Dialogue are influenced by the method that is used.

DID YOU USE THE SAME METHOD AS RECOMMENDED BY THE CONVENORS REFERENCE MANUAL?

Yes

No

4. DIALOGUE FOCUS & OUTCOMES

MAJOR FOCUS

Breastfeeding is the foundation of sustainable food systems. Yet, it is virtually ignored in food systems discourse. Consequently, infants and young children are effectively excluded from food systems thinking and action.

This UNFSSD aimed to explore how to ensure the acknowledgement of breastfeeding as the original and universal first food system. It aimed to increase awareness and understanding of the role of breastfeeding as the most sustainable, localised and normative food system for delivering food security and nutrition to infants and young children.

The Dialogue convened diverse groups to share transformative ideas, build alliances and align efforts to protect, promote and support breastfeeding across the 5 UNFSS Action Tracks, and to identify the most promising levers for generating systems-wide change. The guiding principle was the right to breastfeed for infants and young children and breastfeeding women.

The first speaker, Dr Phil Baker, described the mother-child breastfeeding dyad as a sustainable on-demand food production system and the world's shortest food supply chain, which delivers unparalleled nutrition, safety and food security for children globally. Yet today's 'first-food systems' – that provide food for infants and children aged 0-36 months – are unhealthy and unsustainable because breastfeeding is often displaced by formula and commercial foods that are harmful to health and the environment. First-food environments, including health systems, retail environments, digital media, and governance, are subject to the baby food industry's predatory marketing and aggressive influence. A systems approach can identify leverage points for transforming first-food systems for health and sustainability. This will require policy actions to universalise maternity protection, regulate the marketing of commercial baby foods, and protect, promote and support breastfeeding. It will also demand re-thinking the core values and priorities of the system to prioritise the rights of mothers, children and the environment over the commercial freedoms of industry.

Dr Arun Gupta discussed the silence on the risks of formula feeding, both for infants and women's health and for the environment. Measured in terms of fuel, water and resources used and the waste products created through production, transport and use, the formula is a disaster, not only for human health but for the environment too. By contrast, breastfeeding protects the health and the environment. Dr Gupta looked at policies and programmes that support breastfeeding and made recommendations for research, policy and advocacy.

Dr Julie Smith discussed breastfeeding economics and how they should be used to make breastfeeding visible and valued. She described how the international rules for measuring GDP include the production of all food commodities, except breastmilk and home-produced foods. Yet, the rules allow for the inclusion of these products, which make sizeable contributions to food systems. Breastmilk is a valuable food commodity and should be counted in food statistics and the calculation of GDP. Conversely, the value of breastmilk not produced ("lost milk") should also be calculated. The current practice of excluding breastmilk means the substantial importance of breastfeeding is invisible and biases economic decisions and policymaking against women and children.

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- ✓ Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- ✓ Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- ✓ Finance
- ✓ Innovation
- ✓ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- ✓ Data & Evidence
- ✓ Governance
- ✓ Trade-offs
- ✓ Environment and Climate

MAIN FINDINGS

The overall conclusion of the dialogue and that the necessary activities include the overarching message all the breastfeeding bonuses addressing WICKED problems of the Food System and a demand that breastfeeding is recognised as a whole system of nutrition, as well as nurturing and care that cannot be substituted by a commercial ultra-processed food product.

Transform system values to recognise the importance of women's contribution and the environment, and address the time poverty of women

1. Firstly, we need to change the underlying values of the food system as well as on other systems, such as health and employment, which have failed to value women and out of date patriarchal systems, which deplete women and the environment and exploit animals, and fail to value women's work, and ensure all have sufficient time budgets to enjoy free time

Hold governments, health professionals and systems, and companies accountable for failure to protect the breastfeeding food system.

2. Secondly, we need to find new ways to hold governments, health professionals and Health Systems, and companies accountable for failing to protect, promote and support breastfeeding or even recognise its value; we must do this through insisting by investing in and resourcing baby-friendly hospital initiative code compliance and enforcement, Code compliance should be like tobacco advertising, and we should remove obstacles in the Health System during COVID 19 and take urgent action to end breaches of the WHO Code through digital marketing. We need to organise and align our groups with no conflict of interest to make strong demands on duty bearers

3. There need to be stronger demands made and wider sharing in society responsibility for breastfeeding to a more extensive range of groups whilst also an invigorating and resourcing, renew grassroots action and sharing knowledge, and identify and create political champions for change such as for baby-friendly hospitals, code implementation, maternity entitlements, whilst using economic research to identify and raise awareness of the dollars given to industry against breastfeeding, as well as the costs of not breastfeeding. Women to be resourced adequately for their productive roles in the Food System.

4. Women are resilient but need to be resourced to have real 'choices' as consumers, workers, and citizens. They are not a 'free or cheap resource and are depleted. This means that there need to be a universal basic income and maternity entitlements and adequate resourcing of their needs as producers of care and food for infants and young children
Get industry out of government

5. The power of industry in international and government policymaking must be ended, especially in breastfeeding, because the companies want to shape the tastes of young consumers from birth towards junk food, making them a consumer for life. Nowhere is this more evident than in Codex Alimentarius, and the use of Codex standards to make unnecessary products (like follow up and growing milks) marketable must stop. Governments are for citizens but have become agents of corporations trying to hold down prices/wages of small producers and women workers to increase profits rather than improve People's nutrition and food security and the environment in which they live their lives. Baby food marketing to policymakers is part of industry influence that must end, including via UN agencies partnering with food and pharma companies.

Level the marketing playing field for breastfeeding by stopping baby food marketing at every level

Stop the marketing power of industry by enforcing compliance with strong regulation of baby food marketing and by fully funding citizens groups to deliver comprehensive grassroots marketing and promotion of breastfeeding as the first food system to develop, restore and protect breastfeeding cultures and enabling environments. The industry has immense power to shape social culture and undermine breastfeeding, and there is an urgent need to stop their influence of messaging in harmful ways to breastfeeding. Also, we need to reclaim the language and stop the marketing through regulation and through

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- ✓ Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- ✓ Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- ✓ Finance
- ✓ Innovation
- ✓ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- ✓ Data & Evidence
- ✓ Governance
- ✓ Trade-offs
- ✓ Environment and Climate

OUTCOMES FOR EACH DISCUSSION TOPIC - 1/4

Title: Breastfeeding and the food systems transformation agenda: towards healthy and sustainable first-food systems

1. Many are now calling for transformative food systems change. However, breastfeeding is too often neglected in food systems thinking, dialogue and action. This is a crucial omission to address, given the mother-child breastfeeding dyad is a remarkably sustainable on-demand food production system, and arguably the world's shortest food supply chain – one that delivers unparalleled nutrition, safety and food security for the child – on a global scale.

2. Today's 'first-food systems' – defined as the food systems that provision food for infants and children aged 0-36 months – are currently unhealthy and unsustainable, given breastfeeding is too often displaced by formula and other commercial foods that are harmful to health and the environment. First-food environments, including health systems, retail environments and digital media, are strongly influenced by the aggressive marketing of the baby food industry. The governance of infant and young child feeding too often favours commercial lobby groups.

3. A systems approach can help us to identify the most powerful leverage points for transforming first-food systems for health and sustainability. This will not only require policy actions to universalise maternity protection, comprehensively regulate the marketing of commercial baby foods, and other actions to protect, promote and support breastfeeding. It will also demand re-thinking the core values and priorities of the system itself, and especially giving priority to the rights of mothers, children and the environment over the commercial freedoms of industry.

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- ✓ Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- ✓ Finance
- ✓ Innovation
- ✓ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- Data & Evidence
- ✓ Governance
- ✓ Trade-offs
- ✓ Environment and Climate

OUTCOMES FOR EACH DISCUSSION TOPIC - 2/4

The topic help highlight the role of IBFAN and BPNI that free from commercial interests are protecting, promoting and supporting breastfeeding.

IBFAN has been working on the protection of breastfeeding ever since 1979, growing from 6 individuals to groups 160 countries; central to its work is implementing the International Code of Marketing for Breastmilk Substitutes and conflicts of interests. www.ibfan.org

BPNI is a South Asia regional coordinating office and has been working in India since 1991 on breastfeeding protection, promotion, and support. www.bpni.org

World Breastfeeding Trends Initiative (WBTi) is BPNI's global initiative building a repository of policy and programmes worldwide. <https://www.worldbreastfeedingtrends.org/>

2016 BPNI took the lead in the study of Carbon Footprints of formula feeding in 6 countries

The discussion highlighted the various reasons breastfeeding is environmentally friendly, as it fulfils a child's right to the highest attainable standard of health. Due to food and nutrition, food security during the first two years and almost guarantees child survival, healthy growth and development, makes sound ecological sense as a 'Tree' contributes to the sustainability of food systems.

AND FORMULA IS EXACTLY THE OPPOSITE, UNHEALTHY, ULTRA_PROCESSED, NOT SUSTAINABLE.

The IBFAN report shows that each kilogram (kg) of milk formula generated 4 kg of (carbon dioxide (CO₂) equivalent) greenhouse gas during production. Over 2.8 million Tonnes of CO₂ are produced from the 0.72 million Tonnes of infant formula sold yearly in just six countries, equivalent to 6 billion miles of car travel.

The water footprint of infant formula is also problematic, with average water footprint of whole cows milk bei 940 L/kg; this translates in one kilogram of milk given about 200 g of milk powder, the water footprint of milk powder alone ~4700 L/kg.

IBFAN and BPNI launched in 2004. The World Breastfeeding Trends Initiative (WBTi) assists countries to assess the status of and benchmarking the progress in implementing the Global Strategy for Infant and Young Child Feeding in a standard way. It is based on the WHO's tool for a national assessment of policy and programmes on infant and young child feeding. The WBTi assists countries to measure strengths and weaknesses on the ten parameters of policy and programmes that protect, promote and support optimal infant and young child feeding (IYCF) practices. The WBTi also maintains a Global Data Repository of these policies and programmes. The unique web tool helps in colour-coding and scoring each indicator. The WBTi process stimulates local action, bringing people together and encourages collaboration and networking amongst critical organisations such as government departments, UN, health professionals, academics, civil society and other players (without conflicts of Interest). It assists in consensus building. Through use of the WBTi tool, countries work towards producing a "report card" and "report" that can be used to mobilise action at the local level by defining the gaps and recommendations for change.

The report shows the average score and colour coding for each indicator on policy and programmes on a scale of 1–10. Most indicators fall into the yellow category, except for "health and Nutrition Care Systems" (Indicator 5), with a slightly higher score (blue) and 'fant Feeding during Emergencies' with with a lower score (red). The combined score of the 10 WBTi indicators related to IYCF policies and programmes is measured on a scale of 1–100. The combined average score for 84 countries is 59.9. Almost half of the countries (39) scored between 30

The following were the key recommendations from the topic:

1. Count Breastfeeding as the First Food System
2. Talk more about environmental impact and link with environmental groups.
3. Funding is critical to increasing breastfeeding rates and controlling marketing of baby foods-ensure through a firm resolution at World Health Assembly (\$5 per child born and additional funds for maternity protection)
4. Research on the environmental impact of formula feeding at the national level may help in advocacy.

ACTION TRACKS

<input type="checkbox"/>	Action Track 1: Ensure access to safe and nutritious food for all
<input checked="" type="checkbox"/>	Action Track 2: Shift to sustainable consumption patterns
<input checked="" type="checkbox"/>	Action Track 3: Boost nature-positive production
<input type="checkbox"/>	Action Track 4: Advance equitable livelihoods
<input checked="" type="checkbox"/>	Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

<input type="checkbox"/>	Finance	<input checked="" type="checkbox"/>	Policy
<input checked="" type="checkbox"/>	Innovation	<input type="checkbox"/>	Data & Evidence
<input checked="" type="checkbox"/>	Human rights	<input checked="" type="checkbox"/>	Governance
<input checked="" type="checkbox"/>	Women & Youth Empowerment	<input checked="" type="checkbox"/>	Trade-offs
		<input checked="" type="checkbox"/>	Environment and Climate

OUTCOMES FOR EACH DISCUSSION TOPIC - 3/4

Breastfeeding economics and lost milk

The world's food system is failing us and especially our children. It is failing to deliver on human rights. It is failing to deliver for the planet's ecological systems. An important reason is that global systems for measuring the food system and the economy reflect misguided and outdated principles about important and economically valuable. This is unfair and harmful to women and children, and planetary health.

This presentation focussed on the international system, which governs economic measurement and sets rules for defining GDP. This system decides what is seen as economically valuable and prioritised by governments and international agencies. This system also shapes incentives and influences what is rewarded and profitable and what is not.

It first outlined the basics of breastfeeding economics. Human beings are mammals. Milk helps build the highly adaptive immune system of human babies. It is the first vaccination against the disease. Breastfeeding and human milk are uniquely suitable for humans. When women and children cannot breastfeed sufficiently, for example, due to inadequate maternity entitlements, there are profound effects on human health and cognition and food security and nutrition. There are also costs on the environment and for animal welfare. These costs are not fully accounted for in market prices, which encourages excessive production and the use of commercial milk formula.

The second part of the presentation summarises the international rules on how economic growth and food production is measured. The United Nations' national accounting system has been in place since the 1950s and its key element, GDP, excludes non-monetary production of goods and services. It counts commercial milk formula production, but not breastmilk produced, so when breastfeeding increases, GDP declines. Because breastfeeding is not visible in these statistics, its enormous economic value is not seen, and societal and fiscal resources are less likely to be invested.

These rules allow for human milk to be counted if it is large enough and if there is a market price that can be used to value it, but no action has been taken. Using historical data, it can be shown that the economic value of breastmilk is very large.

When breastfeeding declines, the lost food production is significant for the food and economic system. Still, women's loss of this uniquely value milk production for infants and young children go unnoticed. This system of measurement and accounting for economic value should be challenged as discriminatory against women and unhelpful to achieving a healthy and sustainable food system.

Money is the language of policymakers. Breastfeeding is archetypal of women's crucial economic contribution. Unless breastfeeding is made visible in these critical statistics, international agencies and regulatory systems will expand global corporations' turnover and profit instead of working for people. By perpetuating the current harmful system, international agencies lose trust and credibility.

To achieve healthy and sustainable food systems, what and how we value economic productivity and 'the economy' must change, and this should start with valuing - and investing resources in - breastfeeding.

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- ✓ Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- ✓ Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- ✓ Finance
- ✓ Innovation
- ✓ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- ✓ Data & Evidence
- ✓ Governance
- ✓ Trade-offs
- ✓ Environment and Climate

OUTCOMES FOR EACH DISCUSSION TOPIC - 4/4

Title: Breastfeeding as a 'Resilient' Food Security System: Celebrating.... And Problematizing Women's Resilience in the face of chronic deprivation as well as emergencies.

I will briefly touch upon as case studies - 1. breastfeeding and malnutrition, and 2. breastfeeding in the context of the Covid-19 pandemic.

The discussion highlighted how to date women perform 76.2% of the total amount of unpaid care work, 3.2 times more time than men" (ILO). Still, only 40% reported substantial changes in outstanding care work in the first three months after childbirth. Childcare took up the bulk of women's time, especially as they either took care of a child directly or remained responsible for a child over an average of 13.48 hours a day across the four countries 31 per cent reported giving up childcare to be able to engage in paid work.

Several issues and concerns were shared, including but not limited to the medicalisation of a predominantly socio-economic problem with no recognition of community food systems such as breastfeeding and childcare as a possible intervention: thus, no investment, the Failure to recognise breastmilk as a critical source of protein and 'count' it in the treatment of SAM and the Failure to recognise breastfeeding as a health system in the prevention of childhood illnesses and mortality. Also, the attempts to introduce stand-alone magic bullet solutions of RUTF that often displace breast milk and, at the minimum, reinforce the 'superiority' of packaged foods over community-based products and may cause metabolic problems.

Key recommendations were discussed and presented, including a universal implementation of the Maternity Protection [Convention, 2000 (No. 183)], a universally available childcare services and Child budgeting alongside gender budgeting with significant enhancements to both

The key messages from the topic are as follows:

1. Breastfeeding is a resilient food system provided the facts below are taken into consideration:
2. Breastfeeding resilience relies entirely upon the status of time, energy, health, nutrition and general availability of women that are already chronically disenfranchised.
3. Maintaining the resilience of this food system demands a transformative structural and systemic shift to community-based solutions that are adequately

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- ✓ Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- Finance
- Innovation
- ✓ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- ✓ Data & Evidence
- ✓ Governance
- Trade-offs
- Environment and Climate

AREAS OF DIVERGENCE

The participants of the independent dialogue agreed that there is an urgent need to ensure that breastfeeding is recognized by all as the first sustainable food system. To do that we need to transform system values to recognise the value of women's contribution and the environment, and address the time poverty of women

1. Firstly, we need to change the underlying values of the food system as well as on other systems Such as health and employment which have failed to value women and out of date patriarchal systems which deplete women and the environment and exploit animals, and fail to value women's work, and ensure all have sufficient time budgets to enjoy free time

Hold governments health professionals and systems and companies accountable for failure to protect the breastfeeding food system

2. Secondly we need to find new ways to hold governments health professionals and Health Systems and companies accountable will filing to protect promote and support breastfeeding or even recognize its value we must do this through insisting by invest in and resource baby friendly hospital initiative code compliance and enforcement and I to collection and a specially in the digital could see a code compliance should be like tobacco advertising they should also be obstacles removed in the Health System during COVID and action taken to end breaches of the who code through digital marketing Organise and align to make strong demands on duty bearers

3. There needs to be stronger demands made and wider sharing in society responsibility for breastfeeding to a larger range of groups whilst also an invigorating and Resourcing, renew grass roots action and sharing knowledge, and identify and create political champions for change such as for baby friendly hospitals, code implementation, maternity entitlements , whilst using economic research to identify and raise awareness of the dollars given to industry against breastfeeding, as well as the costs of not breastfeeding

Women to be resourced adequately for their productive roles in the Food System

4. Women are resilient but need to be resourced so that may have real 'choices' as consumers as workers and as citizens. They are not a 'free' or cheap resource, and are depleted. This means that there needs to be a universal basic income and maternity entitlements and adequate resourcing of their needs as producers of care and food for infants and young children Get industry out of government

5. The power of industry in international and government policymaking must be ended, especially in the area of breastfeeding because the companies want to shape the tastes of young consumers from birth towards junk food making them a consumer for life. Nowhere is this more evident than in Codex Alimentarius, and the use of Codex standards to make unnecessary products (like follow up and growing up milks) marketable must stop. Governments are for citizens but have become agents of corporations trying to hold down prices/wages of small producers and women workers to increase profits, rather than improve People's nutrition and food security and the environment in which they live their lives. Baby food marketing to policymakers is part of industry influence that must end including via UN agencies partnering with food and pharma companies.

Level the marketing playing field for breastfeeding by stopping baby food marketing at every level

Stop the marketing power of industry by enforcing compliance with strong regulation of baby food marketing, and by fully funding citizens groups to deliver comprehensive grassroots marketing and promotion of breastfeeding as the first food system in order to develop restore and protect breastfeeding cultures and enable environments. The industry has immense power to shape social culture and undermine breastfeeding and there is an urgent need to stop their influence of messaging in ways that are harmful to breastfeeding. Also, we need to reclaim the language and stop the marketing through regulation and through.

ACTION TRACKS

- ✓ Action Track 1: Ensure access to safe and nutritious food for all
- ✓ Action Track 2: Shift to sustainable consumption patterns
- ✓ Action Track 3: Boost nature-positive production
- ✓ Action Track 4: Advance equitable livelihoods
- ✓ Action Track 5: Build resilience to vulnerabilities, shocks and stress

KEYWORDS

- ✓ Finance
- ✓ Innovation
- ✓ Human rights
- ✓ Women & Youth Empowerment
- ✓ Policy
- ✓ Data & Evidence
- ✓ Governance
- ✓ Trade-offs
- ✓ Environment and Climate

ATTACHMENTS AND RELEVANT LINKS

ATTACHMENTS

- **The First-Food System: The Importance of Breastfeeding in Global Food Systems Discussions**
<https://summitdialogues.org/wp-content/uploads/2021/10/Oot-et-al-2021-First-Food-System-BF-in-Global-Food-Systems-Discussions.pdf>
- **Right to food; right to feed; right to be fed. The intersection of women's rights and the right to food**
<https://summitdialogues.org/wp-content/uploads/2021/10/Van-esterik-1999-Right-to-food-right-to-feed-right-to-be-fed.pdf>
- **Globalization, first-foods systems transformations and corporate power**
<https://summitdialogues.org/wp-content/uploads/2021/11/Baker-et-al-Globalization-first-food-systems.pdf>
- **First-food systems transformations and the ultra-processing of infant and young child diets: The determinants, dynamics and consequences of the global rise in commercial milk formula consumption**
<https://summitdialogues.org/wp-content/uploads/2021/10/Baker-et-al-2020-First-food-systems-transformations-and-the-ultra-processing-of-infant-and-young-child-diets-Copy.pdf>
- **Valuing human milk in GDP: market values for imputation of non-market household production through breastfeeding**
<https://summitdialogues.org/wp-content/uploads/2021/10/smith-2018-Valuing-human-milk-in-GDP.pdf>
- **Counting the cost of not breastfeeding is now easier, but women's unpaid health care work remains invisible**
<https://summitdialogues.org/wp-content/uploads/2021/10/Smith-2019-Counting-the-cost-of-not-breastfeed.pdf>
- **Climate Change and Infant Nutrition: Estimates of Greenhouse Gas Emissions From Milk Formula Sold in Selected Asia Pacific Countries**
<https://summitdialogues.org/wp-content/uploads/2021/10/JP-et-al-Climate-Change-and-Infant-Formula-Production-JHL-2021.pdf>

RELEVANT LINKS

- **Breastfeeding: where healthy and sustainable food systems begin**
<https://genderinstitute.anu.edu.au/breastfeeding-where-healthy-and-sustainable-food-systems-begin>