



Position Paper
on
Development of Hong Kong Code of Marketing of Breastmilk Substitutes

Submitted by
Hong Kong Retail Management Association
April 2012

Hong Kong Retail Management Association (HKRMA) understands the HKSAR Government is developing the Hong Kong Code of Marketing of Breastmilk Substitutes (Hong Kong Code) to regulate the advertising and promotion of milk formula products in Hong Kong.

As the major retail association whose membership represents more than 6,500 retail outlets in Hong Kong, HKRMA would like to present its position on the development of the Hong Kong Code as below:

1. HKRMA fully supports breastfeeding and believes breastmilk is the best and the most natural way to satisfy babies' nutritional needs.
2. Considering the practical situation and social environment in Hong Kong, HKRMA recognizes that there are multiple obstacles affecting mothers' choice on breastfeeding, including a mother's physical condition eg, inadequate milk flow, high number of working mothers, lack of public breastfeeding facilities, etc and thus not all mothers in Hong Kong are capable of or can sustain breastfeeding.
3. As retailers, we believe that consumers should be able to make informed choices on milk formula products should this be their preferred choice for feeding their babies.



HONG KONG
RETAIL MANAGEMENT
ASSOCIATION

香港零售管理協會

-
4. RMA believes that the Hong Kong Code should follow the WHO Code, i.e. to govern advertising and marketing behaviors of breastmilk substitutes up to 6 months. We believe that the WHO Code offers sufficient governance and we do not deem it necessary to adopt a unique code for Hong Kong.

- End -