



**Ms Lucy M. SULLIVAN**  
1000 Days – Executive Director  
1020 19<sup>th</sup> Street NW – Suite 250  
WASHINGTON, DC 20036  
United States of America

July 25, 2018

Dear Ms Sullivan,

Thank you for the opportunity to share Danone's views about infant nutrition and responsible marketing of breast milk substitutes.

At Danone, we support breastfeeding as the best possible start in life. As a global food company, we are committed to contributing to sustainable diets since we strongly believe that the health of people and the health of the planet are interconnected and both should be preserved and nourished. Creating a business that balances financial success with social and environmental responsibility is at the heart of Danone's Alimentation Revolution; it drives us to co-create a movement towards one planet, one health.

We fully support the World Health Organization (WHO)'s global public health recommendation calling for exclusive breastfeeding for the first six months of age and continued breastfeeding up to two years and beyond, combined with the safe introduction of appropriate complementary foods.

In addition to supporting the WHO's global health recommendation, Danone is the first, and so far, the only, company to apply a voluntary global policy that prohibits, without exception, the advertising and promotion of infant formula and delivery products (such as bottles and teats) for infants up to six months of age, even if permitted by local laws. Compliant with the FTSE Criteria for countries classified as higher-risk, we have voluntarily extended our Policy to 12 months of age, which may go beyond local legislation. In these higher-risk countries, Danone also prohibits the promotion of complementary foods and drinks for use by infants up to 6 months.

In June 2016, we presented a comprehensive overview of our company policies as well as our contribution to good nutrition by publishing our "Commitment to health and nutrition in the First 1000 days"<sup>1</sup>.

We are fully committed to ensuring that marketing of our products does not negatively affect the choice and ability of mothers to breastfeed. Several times over the years, we have strengthened our global policy concerning the marketing of breast milk substitutes<sup>2</sup>.

The Access to Nutrition Foundation (ATNF) has recently recognized that Danone significantly revised its BMS policy commitments. Whilst ATNF brought areas of improvement to our attention, the foundation has ranked us #1 in this year's ATNI Breastmilk Substitutes Ranking.<sup>3</sup> Reports by independent auditors of our policies and practices like ATNF and FTSE help us to detect areas of improvement, and we are committed to taking prompt corrective measures in case alleged infringements are found to be substantiated.

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<sup>1</sup> Please see: <http://www.danone.com/en/for-all/our-4-business-lines/early-life-nutrition/supporting-breastfeeding/>

<sup>2</sup> Please see: [http://danone-danonecom-prod.s3.amazonaws.com/PUBLICATIONS/Danone\\_Policy\\_for\\_the\\_Marketing\\_of\\_BMS.pdf](http://danone-danonecom-prod.s3.amazonaws.com/PUBLICATIONS/Danone_Policy_for_the_Marketing_of_BMS.pdf)

<sup>3</sup> Please see: <https://www.accesstonutrition.org/danone>

We welcome constructive external views regarding our operations and always investigate concerns raised. We strongly believe that our ongoing dialogue with 1000 Days and many other civil society organizations can help us in fulfilling this commitment. By working with UN organizations and government authorities, we aim to contribute to a policy framework and level playing field protecting breastfeeding and ensuring adequate complementary feeding.

We are aware of the recent press coverage about the World Health Assembly and alleged interaction between industry and the US delegation about a resolution on infant and child nutrition. Danone has not been part of any discussions with the US government concerning this World Health Assembly resolution on infant and child nutrition. As we are not a member of any industry bodies representing the specialized nutrition industry in the US we are not able to comment US policy dynamics in the area of infant and young child nutrition.

At global level, Danone's advocacy approach is clearly defined in our global advocacy policy, updated in 2017<sup>4</sup>, which ensures that any interaction with the public sector is conducted transparently and ethically, with the interests of the consumer in mind and with the will to meet public health goals. By pursuing collective action and building relationships with partners and like-minded stakeholders at all levels, from multilateral agencies, international organizations, government authorities, academia, civil society and industry bodies, we enable Danone employees to listen, learn and contribute more effectively to a healthier future.

As always, I look forward to continuing our conversation with civil society on marketing of breastmilk substitutes and, more importantly, about work we can do together to address severe malnutrition of the world's children.

I will also always welcome the opportunity to provide further input as the global policy landscape around infant nutrition continues to evolve.

Yours sincerely,



Emmanuelle Wargon  
SVP Corporate Affairs &  
Business Sustainability Integration

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<sup>4</sup> Please see: [https://www.danone.com/content/dam/danone-corp/about-us-impact/policies-and-commitments/en/2017/2017\\_06\\_DanonePolicyOnAdvocacy2017.pdf](https://www.danone.com/content/dam/danone-corp/about-us-impact/policies-and-commitments/en/2017/2017_06_DanonePolicyOnAdvocacy2017.pdf)