

CODEX ALIMENTARIUS COMMISSION



Food and Agriculture
Organization of the
United Nations



World Health
Organization

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JOINT FAO/WHO FOOD STANDARDS PROGRAMME CODEX COMMITTEE ON NUTRITION AND FOODS FOR SPECIAL DIETARY USES

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REVIEW OF THE STANDARD FOR FOLLOW-UP FORMULA: DRAFT SCOPE, DESCRIPTION AND LABELLING FOR FUF FOR OLDER INFANTS

Comments of Malaysia

Malaysia is of the opinion that the statement “Cross promotion between product categories is not permitted on the [label/labelling] of the product” need to be defined clearly to avoid any misinterpretation. Lack of clarity in the phrase may create various difficulties in the national and international level.

For the purpose of providing clarity and avoiding any misinterpretation, Malaysia proposes to replace the text on ‘cross promotion’ with text that specifically identifies and prohibits cross promotion activities pertaining to product label such as labelling that makes reference to other products. The proposed text is as follows:

9.6.4 Products shall be distinctly labelled in such a way as to avoid any risk of confusion between infant formula, follow-up formula for older infants, (name of product) for young children, and formula for special medical purposes, ~~in particular as to the text, images and colours used~~, to enable consumers to make a clear distinction between them. ~~Cross promotion between product categories is not permitted on the [label/labelling] of the product~~ Any descriptive matter appearing on or attached to or supplied with any package of follow-up formula for older infants shall not include any information on the promotion or advertisement between product categories or of other products.

Apart from having specific prohibitions in regulations, Malaysia also believes that there are other means of curtailing marketing of breast milk substitutes that could be considered and implemented.