

October
2014

Nestlé illustrates ... how just like life itself, awards come in a mixed bag

False Advertising



Nestlé's Alete baby food was singled out by Foodwatch's "Golden Cream Puff" false advertising award for its high sugar content. (Nestlé)

There are times when winning an award is not something to be proud of. A German Foodwatch group 'awarded' Nestlé, the world's largest food conglomerate and a persistent violator of the International Code of Marketing of Breastmilk Substitutes the top false advertising prize on 1 October. The 'winner' was the company's Alete baby food, which the company advertised as rich in calcium and Vitamin D, is actually extremely high in sugar. The 'award' winning product has doctors warning against it for risks of overfeeding and tooth decay.

Despite the German Child and Youth Medicine Society's ongoing campaigning effort to get this product removed from the market, a private investment consortium recently announced that it will acquire Nestlé's Alete and Milasan baby food brands. A statement by the consortium said that its goal is to ensure the 'success' of the brands by opening up new markets. As the industry is gunning for 'success' of their baby food products, it also means that Code monitoring needs to be stepped up to counter aggressive marketing activities that violate the Code. This trend of big corporations absorbing smaller ones into giant conglomerate networks will create more challenges in monitoring Code violations, as it will be a more exhaustive effort to find out who owns what and who should be held accountable. ■

Read more:

http://www.upi.com/Odd_News/2014/10/01/Nestle-wins-German-false-advertising-award/9621412168368/#ixzz3Hh1mSB9Q



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