

Morinaga

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Products include:

FORMULA:

Hagukumi, Chirumiru Ayumi, Morinaga 1, Morinaga 2, Morinaga BF, Morinaga BMT, Morinaga NL33, Chilmil.

OTHER PRODUCTS:

Morinaga Bottled Baby Water.

Logos & Icons:

Morinaga's logo, in some countries still a cow's head, is now supposed to change into a cherub holding the letter "M", except in Japan where the logo consists of a simple but stylised "M" associated with the company's wide range of food products.



In China, Morinaga uses cartoon drawings of elephants on its labels and promotional materials.

Established in 1917 as Nippon Rennyu, the company was reorganised as Morinaga Milk Industry Company in 1949. Morinaga produces mainly dairy products and beverages. It also manufactures agricultural equipment and pharmaceuticals, but food and dairy products accounted for 94% of the company's revenues in 2002.

Morinaga manufactures formula under a 1994 joint venture agreement with Mitsui and Harbin Dairy in China. A chemical license agreement in Indonesia appears to continue but is now with Kalbe Farma since Sari Husada was bought up by Nutricia.

Morinaga Nutritional Foods Deutschland manufactures probiotic cultures (such as *Bifido* bacteria and *Lactobacillus* bacteria), Lactulose (isomerized lactose = prebiotic), Lactoferrin (multi-functional dairy protein) and protein hydrolysates. Many of these go into infant formulas.

In an effort to build a stronger brand, a new corporate image has been forged in 2003 with the creation of a strange-looking 'cherub'.

Sponsorship in Japan of TV programmes and commercials with the new logo started in April 2003.



Promotion at point-of-sale

► *Article 5.3 of the Code bans promotional devices at the retail level.*

- A leaflet about **Morinaga 1, 2 and 3** in supermarkets in China shows the same baby elephant used on the formula labels. The leaflet compares Morinaga formulas to mother's milk.►
- Morinaga uses posters, shelf-talkers and leaflets to promote its products in China. Promoters are sent to shops and discounts are common.
- In Japan a leaflet announces a lucky draw for 45,600 customers of Morinaga powdered milks or baby foods. Prizes include gift cards of up to 100,000 yen for 300 winners and a small can of powdered milk for 12,000 others.◀
- Kalbe Farma, Morinaga's distributor in Indonesia, uses special displays and shelf-talkers, gives samples and offers discounts to promote sales at shopping complexes, where representatives promote **Chil Mil** follow-up formula through direct contact and leaflets.



Promotion in health facilities

▶ **WHA Resolution 47.5 (1994)** urges an end to free or subsidised donations of products to all parts of the health care system.

▶ **Article 5.2 and 5.4 of the Code** prohibit companies from giving samples and gifts to mothers.

- Morinaga donates unsolicited supplies of **Morinaga BMT** to health facilities in Indonesia and health workers give them to mothers as free samples.
- In Indonesian health facilities, company representatives obtain mothers' contact information through midwives and call mothers directly to promote **Morinaga BMT** and other company products.
- Morinaga promotional materials are distributed in health facilities in China and Indonesia.
- Morinaga gives baby cots with the company name printed on it to health facilities in Indonesia.

Labelling



▶ **Article 9 of the Code** requires labels to **NOT** discourage breastfeeding and to inform about the correct use of the product and the risk of misuse.

- Morinaga's **Hagukumi** infant formula labels in Japan have a cartoon drawing of a baby and idealise the product by comparing it to breastmilk. ◀
- The **Morinaga BF** label in China states that "the product is like healthy breastmilk".
- In Indonesia the **Chil Mil** label shows a baby with a bottle and claims the product contains DHA and vitamins for brain development and growth.

Misleading text and pictures which violate the Code

▶ **Article 4.2** requires all information material to advocate for breastfeeding and not contain pictures or text which idealises the use of breastmilk substitutes.

▶ For health professionals, **Article 7.2 of the Code** only allows product information which is factual and scientific.

- A leaflet for **Morinaga Baby Water** in Japan encourages bottle feeding, recommending that it be used

to prepare infant formula. It says **Baby Water** "does not break down the mineral balance of formula milk and is therefore ideal for preparing formula". ▶

A cartoon baby appeals: "Mom, make our milk with 'Baby Water', please!"



- An advertisement in a maternity and child health monthly newsletter for health workers in Japan, promotes **Hagukumi** formula by stating "A lot of things we learned from breastmilk".
- In Japan, a maternity health handbook contains an advertisement for Morinaga's **Hagukumi** together with a packshot and the formula's website at:

www.hagukumi.ne.jp



- A leaflet in Japan compares Morinaga's **Chirumiru Ayumi** follow-up formula (for use from nine months) with breastmilk, saying that like breastmilk, it contains lactoferrin to help build resistance to disease. ◀

- In Japan a Morinaga leaflet creates fears and confusion in mothers' minds, warning: "If you feed cow milk, which contains less iron, instead of breastmilk or powdered milk, the risk of iron anaemia will increase ... It might stunt your baby's physical and mental development." It also says: "If you are breastfeeding, it is recommended to continue breastfeeding and start feeding follow-up milk around nine months because iron intake is likely to be deficient around this period."

