

# Danone

## Evidence of violations of the International Code of Marketing of Breastmilk Substitutes and subsequent resolutions

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### Products include – Infant formula:

*Pre Nursie, Nursie, Blédilait,  
Alma-blédilait, Gallia*

### Follow-up formula:

*Blédilait 2, Gallia 2, Gallia Calisma 2,  
Nursie 2*

### Complementary foods:

*Blédine cereals and jarred baby foods,  
Blédina infant juice, Blédina Milk Pot,  
Blédina Diastasée, Blédina Diase,  
Blédisoup and Gallia instant cereals*

### Growing-up milk:

*Blédi-up*

*Danone owns Evian, the bottled water  
company. Evian water is sometimes  
promoted for babies.*

### LOGOS & ICONS–

*The Blédina bear is the company's mascot to  
promote a full range of baby foods.*



*This Danone company logo  
appears on every Blédina,  
Gallia and Nursie product.*



DANONE

**D**anone wholly owns Blédina, the biggest supplier of baby food in France dominating 45% of the market. Blédina also sells directly to 55 other countries and controls big market shares in sub-Saharan Francophone Africa and in the Middle East.

Blédina's origins date back to 1881, when a pharmacist Jacquemaire started research in dietetics. In 1906, a powdered milk was marketed as *Blédina Jacquemaire* and promoted as "the second mom". Over the years, a range of other baby foods from milk powder in tins in the 1950s, glass jars in the 1960s and other packaged foods in the 1990s were added to Blédina's range of products. Despite several mergers and acquisitions which resulted in Blédina becoming part of the Danone Group in 1998, Blédina has maintained its brand identity and the name is prominent on its labels.

In 2005, **Blédilait**, an infant formula, was linked to an outbreak of *Salmonella enterica serotype Agona* in France. Investigation by the National Institute of Health Surveillance discovered that in 92 out of 146 cases the infants were fed on **Blédilait**.

In July 2007, Danone made a surprised cash offer of €12.3 billion for Dutch NUMICO. The deal is huge, the equivalent to 4.5 times estimated revenues and led NUMICO to hastily drop secret negotiations with Mead Johnson. "Has Danone gone" 'mushy' over baby food?" asked corporate analysts. The European Commission has in October cleared the acquisition, subject to divestment of several operations on both sides to allay concerns that the deal could hurt competition.



Prescription pads showing pack shots and promotional text violate a basic tenet of the Code which prohibits promotion in health care facilities. They undermine the obligation of health workers to encourage breastfeeding and confer valuable medical endorsement on products.

In the UAE, apart from promoting various types of formula "for healthy growth", Blédina prescription pads markets its complementary foods as suitable for babies from the 4<sup>th</sup> month, effectively when the baby is three months old.

A tear-off prescription pad in English with Arabic translation on the reverse side for use by doctors.

WHA resolution 54.2 (2001) recommends exclusive breastfeeding for six months so complementary feeding cannot be promoted before this age.

BREAKING THE RULES 2007  
STRETCHING THE RULES