

Friesland

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

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PRODUCTS INCLUDE—

Infant formula: *Friso 1, Friso 1 Comfort, Friso 1 Extra, Friso 1 Hypoallergenic, Frisian Flag 1, pre-Friso*
Follow-on formula: *Frisian Flag 2, Friso 2, Friso 2 Extra, Friso 2 Hypoallergenic, Friso Gold, Frisogrow*

LOGOS & ICONS—

Friso's toy mascot, in different colours, is a regular feature on the label of Friso infant and follow-on formulas.



The Friso 'new look' comes together with the claim that Friso products contain the essential nutrients for brain development - DHA, Omega 3 and 6, Taurine and Choline.



Friesland has a cooperative background and member dairy farmers used to own the company as its suppliers of milk. It produces and markets dairy products as well as fruit-based drinks and ingredients. The company had a revenue of 4.7 billion euros in 2006, up for the first time since 2002 due in part to increased sales in Indonesia, Vietnam and Nigeria.

Prior to 2006, Friesland experienced losses with a number of its operations worldwide. For example, in 2005, after suffering losses, Friesland transferred its shares in China to a partner company and withdrew from the Chinese market. With poor performance also in other parts of the world, Friesland now concentrates on extending its market reach in South East Asia where its subsidiaries produce the Friso, Dutch Lady and Frisian Flag range of products.

The company went through a re-branding exercise in 2004 by dropping the suffixes from Frisolac, Frisomel, Frisogrow etc. and retaining the more memorable "Friso" prefix for its entire range of formula products. The products are then differentiated by numbers 1, 2, 3 or 4 to indicate the targeted age range or a product description to indicate the type of condition a particular formula seeks to address (eg. hypoallergenic Friso HA).

In August 2006, Friesland launched its new Friso Gold series. To strengthen its market positioning and brand recognition, the old Advance range – Frisolac Advance 1, Frisomel Advance 2, Frisogrow Advance 3 and Frisogrow Advance 4 – are now repackaged under the names of Friso 1 Gold, Friso 2 Gold, Friso 3 Gold and Friso 4 Gold respectively.

In the Netherlands, where Friesland has its headquarters and where the EU Directive stops short of prohibiting the promotion of follow-on formula, the marketing tactic is to get mothers who are breastfeeding to start bottle feeding. Promotional materials abound which suggest to mothers that they should consider bottle

feeding. If mothers are encountering problems then Friso could provide the solution because their products are "inspired by the positive effects of breastfeeding". (see box on following page)

LOOK AT THIS!



"First time bottle? This is how."