

Heinz

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

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PRODUCTS INCLUDE –

Infant formula: *Nurture Starter, Nurture Plus, Nurture Gold Starter, Plasmon 1*

Follow-up formula: *Nurture 2 Follow-on, Farley's Follow-on, Nurture Gold Follow-on, Plasmon 2*

Complementary foods: *Farley's Farex, Heinz Cereals, Heinz purées and jarred foods, Heinz infant juices, Heinz All-In-One Cereal, Plasmon*

LOGOS & ICONS–

HEINZ

The following promotional images are found in Australia



Heinz's giraffe mascot seen on all formula labels and promotional materials.



Heinz's "Pure Start" programme claims to ensure "the nutritional quality, purity and safety" of Heinz products.



This Heinz Nurture NPD emblem represents a combination of nutrients for Nourishment, Protection and Development.

Heinz, a US company established in 1869, manufactured bottled horseradish, ketchup and pickles before adding baby foods to the product range in the 1920's. Worldwide, sales of Heinz's infant foods, biscuits, cereals and juices are worth nearly US\$1billion. In Italy, Heinz is known for its Plasmon brand while in UK and in India, Farley's and Farex brands take centre stage.

In 2003, Heinz began phasing out the Farley's baby food brand and bringing its dry food products, including Farley's Rusks, under the Heinz brand. This is part of a strategy to bring all of its complementary foods under the Heinz umbrella. The products keep a new version of the Farley's bear logo and name on-pack while consumers become accustomed to the rebranding but it will be phased out eventually. The Farley's brand is being retained just for the baby milk range as Farley's has a strong reputation in that area, unlike Heinz.

Two of Heinz's Italian subsidiaries, Heinz Piada Srl and Heinz Italia Srl, were fined by the Antitrust Authority of Italy in 2005, for price-fixing in collaboration with several other major baby food companies. The two Heinz companies were fined €3,022,000 and €279,000 respectively.

In China, where millions of parents cannot afford premium priced baby food products (a segment led by Heinz), the company has introduced a lower cost version of cereal products to tap into the vast Chinese market.

VIOLATION

HEINZ 婴儿营养专家 品质保证
良好的开端
0-1岁宝宝 辅食指南
中国营养学会 中国疾病预防控制中心

In China, promotional materials by Heinz are imprinted with the logo of the Chinese Child Nutrition and Health Research Centre bearing the slogan "Brand of first choice". Such product endorsement is incompatible with the Code, as health workers and by extension, the institutions they work for, are required to encourage breastfeeding. Heinz distributes to Chinese hospitals this nutritional guide for children 0-2 years entitled "A good start". The guide wrongly claims that breastmilk does not meet the nutritional requirements of babies from 4 months.

As if professional endorsement is not enough, Heinz also proclaims itself to be the expert in infant nutrition.

The Code prohibits financial and material inducements to promote products. Furthermore, WHA resolution 58.32 (2005) warns against conflicts of interest where incentives are given for programmes and professionals working in infant and young child health.

For other Chinese materials bearing the same product endorsement, see entries under the section on Promotion in Health Care Facilities.