

Rough Translation of LLL Mexico's Petition about the Crusade Against Hunger (18.4.2013)

Petitioning the Government of the United Mexican States, the Government of the United Mexican States: the cause obesity and breastfeeding in reducing Mexico La Leche League Mexico, a civil organization nonprofit, rejects Nestlé's participation in the "Crusade Against Hunger" being undertaken by the Mexican government.

La Leche League Mexico, whose mission is to promote, disseminate and support breastfeeding in the country for more than 40 years, categorically rejects the intervention of Nestlé in the "Campaign Against Hunger", which was signed yesterday by the head of SEDESOL, Ms. Rosario Robles Berlanga. This was due mainly to take advantage of the situation of the Crusade to distribute its products in areas of high social and economic deprivation, instead of promoting and supporting the traditional foods for children.

Consideration should be given to Mexican children as the most precious of the Nation, in that sense, we do not endorse, in the context of the Crusade, signed agreements which have serious implications that put children at risk.

Nestlé is a company that constantly violates the International Code of Breast-milk Substitutes, established by WHO and UNICEF since 1981, promoting their formula products in different ways, so unethical. The code of marketing of breast milk substitutes, clearly explained in Article 4.2 and 5.2 that it is a violation for companies to make direct contact with mothers. And that is precisely what Nestlé proposes to do by empowering women to give talks on "nutrition" for their products that cause obesity (http://www.unicef.org/spanish/nutrition/index_24805.html).

Such practices of transnationals threaten everyday the health of children and Mexican mothers and adversely affect the fulfillment of breastfeeding duration recommended by WHO: the first six months of exclusive breastfeeding followed by breastfeeding for two years, combined with nutritious foods appropriate for the age of the baby.

From 2006 to 2012, the percentage of exclusive breastfeeding under six months decreased from 22.3% to 14.4%. Unfortunately, this decline was even more dramatic in rural areas where the rate fell by half (ENSANUT 2012). The decline in breastfeeding rates in Mexico represents a serious public health problem that is not solved, but increases with the promotion and introduction, especially in areas of high deprivation, artificial milks in children under two years.

Promoting and protecting breastfeeding in the first thousand days of life of every human being, enhances biological, immunological, intellectual, emotional and social capabilities throughout life.

The promotion and protection of breastfeeding education helps prevent chronic degenerative diseases such as obesity, diabetes, asthma and cancer, among

others, as well as significant savings to the health sector. Between 1988 and 2012, the percentage of children under five are overweight and obesity increased from 7.8 to 9.7 (ENSANUT 2012). It is visible that this problem will increase by introducing artificial milk and processed products high in calories.

In the absence of instruments governing the unethical activities of these businesses or sanctions they will continue getting rich by selling artificial milk and other products, which promote free now 15,000 women enrolled in high poverty areas.

In this situation, you need to raise your voice to make known the serious damage to health, for life, food cause promoted by Nestle to create a counterweight to its huge advertising campaigns, particularly in free advertising now aims achieved under the noble end of the Crusade.

For a system of natural and healthy food that promotes breastfeeding

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