

**Rough Translation of a letter by Carla Zuria Jordan
Of LLL Mexico letter to Carmen Aristegui (CNNMexico journalist)
April 17th 2013**

Rejection of Nestlé participation in Crusade Against Hunger

In a letter to the journalist Carmen Aristegui, one citizen explains why she refuses to participate in the new federal government's flagship program, Crusade Against Hunger, launched by the Social Development Secretariat.



PHOTO CAPTION: Marcelo Melchior, CEO of Nestlé Mexico and Rosario Robles, head of SEDESOL, during the signing of a cooperation agreement (Photo: File / Cuartoscuro)

"I am very dismayed by the "Crusade Against Hunger" that our country undertakes. There is a very delicate conflict of interest with the issue of Mexico and Nestle. It has to do with Nestle's multi billion formula milk business which will reach vulnerable groups of our population through "training" on food and nutrition.

Nestlé has received different signs at different times (as you can see on the following links): Link 1 Link 2 Link 3 Link 4 International Code of breastmilk substitutes.

<http://www.calma.org.sv/documentos/568472564.pdf>

http://www.ibfan-alc.org/nuestro_trabajo/archivo/codigo/vlr2001/nestle.htm

<http://elmundodearmandilio.blogspot.mx/2008/04/codigo-internacional-de-sucedneos-de.html>

Code of breastfeeding: http://www.ibfan-alc.org/nuestro_trabajo/archivo/codigo/codigo_internacional_1981.pdf

Sadly breastfeeding in Mexico is declining.

<http://www.jornada.unam.mx/2013/01/23/sociedad/043n3soc>

Currently in Mexico less than 15% of women breastfeed and can be over 95% breastfeeding, in large part due to the advertising campaigns of companies that sell formula.

Health problems caused by artificial milk are scientifically proven.
<http://www.laligadelaleche.org/images/pdf/riesgos%20formula.pdf>

If Nestlé reaches the most vulnerable population groups [promoting] their formulas they will be violating the code and negatively affecting the health of Mexicans for generations.

Many non-profit NGOs such as La Liga de La Leche de Mexico, A.C. and many Mexicans, have rejected Nestlé's participation in the Crusade against Hunger which is seen as a threat to the practice of breastfeeding.

I hope you discuss this in your programs, because it is vital for the health of Mexicans, and I hope that the government finds out that people do not agree with such inconsistency. It's as if Bacardi was asked to initiate the crusade against alcoholism! How absurd!, Right?

Thank you very much for your attention and I congratulate you for being very admirable Mexican.

Carla Zuria Jordan