

Stouffer's

THE STOUFFER CORPORATION

29800 BAINBRIDGE ROAD • SOLON OHIO 44139 • 216 248-3600

EDWIN T. FRANTZ
VICE PRESIDENT

Dear Friend:

Good Morning!

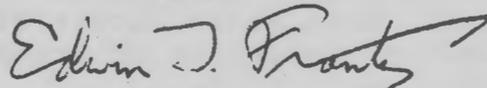
In the past you have expressed your feelings to Stouffer's on the infant formula controversy and we have responded to you. There is a new development in this issue which we want to pass along to you.

On March 16, 1982, Nestle announced that they have implemented the provisions of the World Health Organization (WHO) Code of Marketing of Breastmilk Substitutes in those countries where measures have not yet been taken by the government to apply the WHO Recommendations. In the 21 countries where national codes have been enacted, Nestle will abide by the national codes. This voluntary action by Nestle will provide the leadership for others to follow in putting the WHO Code into operation throughout the world. If you would like the article by article implementation instructions to Nestle marketing managers, I would be happy to send the booklet to you if you will write me at the letterhead address.

Nestle is also establishing an Infant Formula Marketing Ethics Audit Committee. This committee will be composed of two prominent clergymen, two prominent pediatricians or health scientists and someone of international stature as chairman. The committee will be charged with the audit of each investigation of an alleged violation and shall report its findings to the Health Ministries of the country involved, to Nestle, and to the originators of the complaints. Nestle expects to announce the committee membership shortly.

Stouffer's feels this voluntary action by Nestle removes all doubt as to Nestle's cooperation and desire to improve the nutrition of Third World infants. We ask all organizations who have enacted boycott resolutions to now show their good faith in repealing those resolutions. We ask any individual who is personally supporting the boycott to refute further boycott action or support. We welcome anyone who has stayed away from Stouffer's to again treat yourself to quality services and quality products.

Sincerely yours,



Edwin T. Frantz

ETF/jl

Nestlé NEWS

NESTLE COMPLETES WHO CODE IMPLEMENTATION PROCESS

WASHINGTON, MARCH 16--Nestle, the world's largest supplier of infant formula, today announced comprehensive policy guidelines to be applied in countries that have not yet taken measures to implement the World Health Organization's International Code of Marketing of Breastmilk Substitutes. The Nestle instructions spell out in detail exactly how Nestle subsidiaries and agents are to apply the WHO Code.

Rafael D. Pagan, Jr., President of the Nestle Coordination Center for Nutrition in Washington, said, "This policy statement is a logical sequence to the unqualified support given by Nestle to the principles and aim of the WHO Code when it was adopted last year by the 34th World Health Assembly. All companies of the Nestle Group were then instructed to reinforce their cooperation with government, pediatricians, and other health professionals, with a view to clarifying ambiguities in the WHO recommendations and encouraging the development of national measures adapting the specific provisions of the code to the needs of each country."

Since then, Pagan said, more than 20 countries have developed specific national codes, while active consultations on appropriate national measures are taking place in more than 30 other countries. Although this progress is very satisfactory, there are still a large number of countries where no such action has yet been taken. Nestle therefore considers that the time has come to take unilateral measures to avoid any possible misunderstanding about its commitment to the spirit of the WHO Code in all other countries in which its infant formula is sold. According to Pagan, "The Nestle instructions have been sent to all Nestle managers and agents." "They will", he added, "be drawn to the attention of ministers of health in each country concerned so that the opportunity is given to the authorities to let us know whether our instructions are in conformity with national requirements."

The Nestle document contains very precise instructions regarding the application of a number of WHO recommendations, including the removal of baby illustrations from the label of infant formula, and specific information to be communicated to health professionals. They also confirm earlier Nestle infant formula policy directives in developing countries which prohibit mass media advertising, direct sampling to mothers, and participation in trade or consumer promotions of any kind.

Nestle notes that the need for infant formula has not been put in question by the WHO recommendations, and believes that the instructions will help to eliminate confusion and controversy over its important role as a major manufacturer and supplier of these products--especially in developing countries. In announcing this policy, Nestle reaffirms its longstanding commitment to the improvement of infant and young child nutrition throughout the world.

Pagan also announced that Nestle was forming an Infant Formula Marketing Ethics Audit Committee, in the United States to audit and review investigations of allegations that Nestle is violating any national code--or the WHO Code in countries without local codes. The committee would be composed of prominent clergymen, medical scientists and chaired by an individual of high international repute. The audit committee will report its findings to Nestle, and the originators of the complaints, Pagan said.

"Nestle has maintained an ongoing dialogue with responsible church leaders of various denominations who have expressed their sincere concern regarding the marketing of infant formula," Pagan said. He added, "These church leaders have examined in detail corporate documents provided voluntarily by the Nestle company indicating a review process of marketing policy that began some years ago, culminating now in the application of this code by Nestle. The company appreciates the contributions and interest of these church leaders and will continue to work with them seeking an equitable resolution of the infant formula controversy."

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AMERICAN LIBRARY ASSOCIATION

50 EAST HURON STREET · CHICAGO, ILLINOIS 60611 · (312) 944-6780



April 7, 1982

Ms. Gernie Cooper
2336 Groxe Street
Berkeley, CA 94704
and
Ms. Laurie E. Smith
3800 W Street SE - #202
Washington, DC 20020

Dear Colleagues

As mover and seconder of the Resolution on the Nestle boycott at the 1980 ALA Annual Conference, I am sending you the attached communication from the Stouffer Corporation concerning Nestle's remedial actions for your consideration.

Sincerely yours

Robert Wedgeworth
Executive Director

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cc: Executive Board
Elizabeth Futas

RESOLVED, that the American Library Association support the world-wide Nestlé boycott.

Ginnie Cooper Mover
GINNIE COOPER

Laurie E. Smith Seconder
LAURIE E. SMITH

Passed by members present at the 1980 Conference Membership Meeting; Status of Women Committee saw no need for it going on to Council since what was wanted was Membership action.