

## PRESS RELEASE

### New Code of Practice for the Infant Nutrition Industry

**Brussels, 11 July 2023** - Today, Specialised Nutrition Europe (SNE)<sup>1</sup> published its new Code of Practice for interactions between the infant nutrition industry and healthcare professionals. “Our industry will maintain the highest ethical standards when interacting with pediatricians, nurses and other healthcare professionals”, said SNE’s president Prof. Udo Herz. “We share the common goal with healthcare professionals to ensure that all babies have access to optimal nutrition”.

Breastmilk is the best source of nutrition in early life. But when an infant is not breastfed, the only scientifically proven, safe alternative is infant formula. SNE agrees with the representatives of seven major medical societies who stated that “(...) the assumption of WHO that interaction of pediatricians and their organisations with companies providing BMS [breastmilk substitutes] would undermine support for breastfeeding and 'compromise patient care' is not supported by accountable evidence.”<sup>2</sup>

SNE emphasises that the scientific dialogue between healthcare professionals and the infant nutrition industry is essential. “Our companies need to have access to the latest scientific insights to continuously innovate and improve their products, while healthcare professionals should be aware of the product offering on the market, so that they can give the best advice to parents”, explained SNE’s secretary general, Beat Späth.

SNE endorses industry’s responsibility to maintain the highest ethical standards in such interactions. The SNE Code therefore sets clear rules regarding, for example, the provision of information on products, and sets out a frame for lifelong learning organised by the private sector.

#### For further information:

- [SNE Code of Practice](#)
- [SNE webpage on the Code of Practice](#)

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<sup>1</sup> Specialised Nutrition Europe (SNE) is the trade association representing the interests of the specialised nutrition industry in Europe. EU Transparency Register Number: 33498019160-40

<sup>2</sup> Bogner et al, Promoting breastfeeding and interaction of pediatric associations with providers of nutritional products. Front Pediatr 2020: 8:25:562870