

H.J. Heinz Supply Chain Europe B.V.

22/04/2021

Ms. Connie Lewis
 Ms. Jennifer Pratt
 Call to Action Signatories
 c/o The Meridian Institute

Dear Ms. Lewis and Ms. Pratt,

As part of the Breast milk substitute (“BMS”) Call to Action response, hereby the plan to achieve Kraft Heinz Company (KHC) commitment towards full compliance with the WHO Code by 2025, including the steps KHC will take unilaterally:

ACTION	STEP	TIMELINE
Review Global BMS Policy	Assess current KHC Global BMS Policy versus ATNI BMS index	2021
	Review KHC Global BMS Policy to align with WHO Code as implemented by national government’s legislation across the globe and upholding KHC Global BMS Policy in all countries, including those where regulations are either absent or less stringent (W69.9 excluded)	2023
	Re-assess products in scope in Global BMS Policy	
	Extend application of the Global BMS Policy to trade partners operating across KHC distribution channels	2025
Complete age of introduction change for CF	Implement label change for baby food from 4 months to 6 months	2025
	Change communication material (eg. website,..) implemented globally	2025
Packaging	Implement packaging differentiation between BMS and other product categories	2025

Update of Management system (compliance track /monitoring)	Produce country plan to implement the commitment, instructing employees on how to apply the Global BMS Policy	2025
	Regular training of executive and commercial teams	
Increase company transparency and disclosure	Publish updated Global BMS policies	2023 and onwards
	Share progress with ATNI	to be defined/ in line with ATNI Deadlines

Products in scope

The KHC Global BMS Policy applies globally for BMS products marketed as suitable for infants between birth and 12 months of age, specifically infant formula suitable from birth to 12 months and follow-on formula suitable from 6 months to 12 months.

Based on latest publication of Bognaz et al 2020, complementary foods for older infants and toddlers, as well as formulas for young children should be offered along with continued breastfeeding, but should not replace breastfeeding.

“Complementary foods are meant to be provided alongside breastfeeding and not as a replacement for breastfeeding, and hence, these are not considered as BMSs. Formulas for young children aged 1 year or older are meant to be offered as an alternative to cows’ milk in a diversified diet to improve nutrient provision, along with continued breastfeeding, but not to replace breastfeeding.”

(Bognar Z, De Luca D, Domellöf M, Hadjipanayis A, Haffner D, Johnson M, Kolacek S, Koletzko B, Saenz de Pipaon M, Shingadia D, Tissieres P, Titomanlio L, Topaloglu R and Trück J (2020) Promoting Breastfeeding and Interaction of Pediatric Associations With Providers of Nutritional Products. *Front. Pediatr.* 8:562870. doi: 10.3389/fped.2020.562870)

We are looking forward to your feedback and we stay open to engage with the CTA signatories and to work together to achieve our common goals: improve the health, nutrition and well-being of women, infants and young children worldwide.