



Mr Mike Brady
Campaigns and Networking Coordinator
Baby Milk Action
34 Trumpington Street
Cambridge CB2 1QY
United Kingdom

Vevey, April 2, 2014
PA/MCM

Dear Mr Brady,

Thank you for your letter dated 3rd March 2014 accompanied by the enclosed leaflet on Nestlé Formula Labels.

First, we would like to reiterate that Nestlé has always done its utmost to comply with the WHO Code as implemented by national governments everywhere in the world. We also wish to emphasise that, where relevant, claims and logos on our product labels are all duly approved by government authorities in the countries in which our products are commercialised. Nestlé has been independently recognised as having the most robust system in the Industry to responsibly market breast milk substitutes. Our practices are externally audited every year in several countries and, as part of our commitment to transparency, the findings of these audits are publically available on our [website](#).

In addition, just as we respond to your regular letters, we are pleased to respond to all personalised correspondence received by our company. There were almost 6,000 media posts and messages to which we replied through various means during the Creating Shared Value (CSV) Global Forum. With respect to the 128 Baby Milk Action pre-prepared emails which we received during the CSV Forum, please be advised that we have a policy of not responding to mass emails.

We welcome interested individuals to write to us directly a personalised message and we make every effort to respond in a timely manner. We also invite people to visit our website, which includes a comprehensive section on how [Nestlé supports breastfeeding](#), our latest [Nestlé in Society](#) report, which contains our public commitment on the responsible marketing of breastmilk substitutes and a page which reports on our progress with respect to the [Responsible marketing of infant food](#).

Finally, regarding your question on remuneration of CSV Council members, our CSV Council Charter stipulates: "If so desired, Council members may receive compensation for time spent devoted to the Council at a rate of CHF 25,000 per annum, assuming participation in a minimum of one meeting per year." It is important to note that some Council members donate their fee to a deserving organisation of their choice, and others opt to forgo the fee. Specific information is included in the annual report as it relates to our Board of Directors member additional responsibilities.

Mr Brady, we appreciate your interest in the good health of babies, your determination in the promotion of breastfeeding, as well as your careful attention to the responsible marketing of breastmilk substitutes. We encourage you to continue to share with us your concerns about our company's practices and genuinely hope to develop a constructive dialogue with you in the near future.

Yours sincerely,

Marie Chantal Messier, RD
Public Affairs Manager