**WHO Code Compliance Panel**

**41st Meeting Summary**

The Compliance Panel met via ZOOM on 16 May 2023.

The Compliance Panel agreed to release the final *Naming Policy* and the *2021/22 Annual Report*. These will be uploaded to the Te Whatu Ora website shortly.

The Compliance Panel finalised the determination letter relating to a complaint about the receipt of an unsolicited email from the Little Oak Company (complaint 11-2022-02). The email advertised stage 1 goat milk infant formula for babies aged 0–6 months and included stage 1 product images, pricing information and a link to the Little Oak Company website. The Compliance Panel determined that the Little Oak Company breached:

* Article 4.2 for its use of the phrase ‘*the most natural nutrition for all babies and children*’ because it did not clearly state the superiority of breast milk on the page that the complainant was directed to.
* Article 4.3 because it did not provide information about the social and financial implications about its use, health hazards of inappropriate foods or feeding methods and, in particular, the health hazards of unnecessary or improper use of infant formula
* Article 5.1 for advertising a stage 1 infant formula product in an email sent directly to a member of the general public.
* Article 5.6 for including pack shots and other information that advertised its stage 1 infant formula product directly to a consumer, which is not in accordance with the intent of the *INC Code of Practice.*

Other business was discussed including the number of participants who completed WHO Code online course, the reauthorisation of the INC Code of Practice and the MAIF Agreement review.