



FINAL
New Zealand Issue
Media Quote and Talking Points
(Updated 3.11.15)

Media Quote:

“We want to reassure parents and caregivers that infant formula continues to be safe and nutritious,” said Mardi Mountford, Executive Vice President of the Infant Nutrition Council of America. “Infant formula manufacturers have robust food safety, food security and quality programs in place to ensure every product they make meets or exceeds the expectations of consumers, health care providers and regulatory bodies.”

Talking Points:

- US Safety
 - Infant formula manufacturers have robust food safety, food security and quality programs in place to ensure every product they make meets or exceeds the expectations of consumers, health care providers and regulatory bodies.
 - Infant formula is the most regulated food product in the U.S. It is subject to strict formulation and manufacturing controls to help assure that each batch is safe and nutritionally well suited to the needs of infants.
 - According to the MPI press release, the New Zealand government has undertaken a sampling and testing program for milk ingredients and infant and other formula products to address this situation.

- Threat/Safety
 - According to the press release issued by the New Zealand government, the testing program in place confirms there has been no contamination of infant or other formula products made in New Zealand stemming from this criminal threat.
 - The New Zealand government has taken every step possible to ensure the ongoing safety of their food products.
 - The New Zealand government has recently tested more than 40,000 samples of infant formula and no 1080 has been found.
 - The new 1080 testing New Zealand has done allows them to confidently state that infant and other formula is as safe today as it was before the threat.
 - INC Aligned Comments:
 - Manufacturers are fully aware that they are dealing with a very sensitive product so they have added their own testing regimes in addition to global best practices in order to deliver the most stringent testing processes.
 - Manufacturers have taken additional security measures designed to keep their products secure and safe throughout the supply chain.