

**VINAMILK**  
**FINAL ASSESSMENT OF BMS CALL TO ACTION SIGNATORIES**

VƯỜN CAO VIỆT NAM  
VƯỜN TÂM THẾ GIỚI



September 25<sup>th</sup>, 2020

Meridian Institute  
Washington, DC Office  
1800 M St. NW #400N, Washington DC 20036 USA

**Dear Sir/Madam,**

First at all, we appreciate your kind letter on June 25<sup>th</sup>, 2020 about the Call to Action on compliance with the International Code of Marketing of Breast-milk Substitutes (BMS) ("the Code"). Hereby, we would like to give our response related to your consideration about the marketing of BMS in order to improve health and nutrition for babies and mothers in Vietnam as well as worldwide.

Vinamilk is a leading nutrition company in Vietnam with more than 20 brands serving nutritional needs of different age groups including infants and young children. We deeply care and provide high quality nutrition solutions of international standards for the healthy growth and development of children and women.

**Signatories' assessment**

**Ask 1: Publicly commit your company to full compliance with the International Code of Marketing of Breast-milk Substitutes and subsequent resolutions (the Code) globally (including covering of breast-milk substitutes up to 36 months of age), and disclose a concrete plan for achieving this goal by 2030 at the latest, with delineation of clear incremental steps.**

The company does not make the requested commitments.

We always fully comply with national laws and regulations in relation to manufacturing and marketing of infants and young children products. All of our policies and marketing activities for infants and young children have been strictly built to control this compliance. Our products meet all the relevant national and global standards for composition, safety, quality and nutrient levels and are in line with national dietary guidelines.

**Signatories' assessment**

**Ask 2: As a first step towards full Code compliance, by the end of 2020, for a company that has a BMS marketing policy in place, ensure that your current policy and practices (including promotion to consumers and healthcare providers) are Code-aligned and for products marketed as suitable for infants between birth and 12 months of age, extend them to all countries, and commit to upholding your policy in all jurisdictions even where regulations are absent or less stringent than your policy. In countries where national law is more stringent than your policy, adherence to national law always takes precedence.**

Although the company states it has policies in place, they do not appear to be in the public domain. Therefore, further evaluation will be needed to determine if Vinamilk's policy is Code-aligned for products marketed as suitable for infants between birth and 12 months of age, extend to all countries, and apply in all jurisdictions even where regulations are absent or less stringent.

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Vinamilk are willing to support the adoption and implementation of national legislation aligned with the Code in order to create a level playing field for all companies. In the event of any adjustment, we are ready to comply with the national laws.

**Signatories' assessment**

**Ask 3: Commit to support the adoption and implementation of national legislation fully aligned with the Code in order to create a level playing field for all companies.**

Vinamilk states it is willing to support the adoption and implementation of national legislation aligned with the Code in order to create a level playing field for all companies. To fully meet this request, the company would need to add that it supports national legislation fully aligned with the Code.

Beside that, we also propose Meridian Institute may work with industry associations as well as the health management authorities in Vietnam to have specific plans and directions for enterprises in order to implement the Code and achieve the nutrition goals.

**Signatories' assessment**

**Ask 4: Agree to provide information on your company's policies and practices to the Access to Nutrition Initiative (ATNI) as requested, recognizing ATNI as an independent actor responsible for monitoring companies' progress toward their plans for achieving Code compliance.**

The company does not make the requested commitment.

Vinamilk is not included in ATNI's forthcoming 2021 BMS Marketing Index. It may be included in future Indexes.

We hope the above information satisfies your concerns regarding this matter.

Sincerely yours,

  
For and on behalf of Vinamilk  
**PHAN MINH TIEN**  
Marketing Executive Director