



United States Lactation Consultant Association

February 5, 2007

Lee Scott
President and Chief Executive Officer
Wal-Mart Stores, Inc.
702 S.W. 8th Street
Wal-Mart Stores, Inc.
Bentonville, Arkansas 72716-8611

cc: Eduardo Castro-Wright
Executive Vice President and President and Chief Executive Officer Wal-Mart Stores Division

Dear Mr. Scott,

This letter has been written on behalf of United States Lactation Consultant Association with over 3000 members in the USA, to express concern over the recent launch of your *All Things Baby* program which includes "an exclusive *Nutrition & Feeding Educational Seminar* sponsored by Similac."

Despite compelling evidence that breastfeeding is the best method of feeding for infants and young children, Wal-Mart has partnered with the infant formula industry/Ross Labs to provide "bundles of information" and "helpful ideas and solutions" directly to your store patrons.

Marketing directly to the mother-to-be has been a highly effective strategy of the infant formula industry for many years. These free samples are not really "free of charge"; they are paid for by the very parents who purchase their products. Research shows that infant formula samples negatively impact breastfeeding rates, and as such, many birthing facilities are no longer giving out the formula gifts to their clients.

By facilitating the distribution of infant formula samples and infant feeding information written by the formula companies, Wal-Mart is effectively undermining the efforts of agencies such as USLCA, UNICEF, Healthy People 2010 and other government and non-governmental organizations to promote breastfeeding as the norm. Wal-Mart's collaboration with an infant formula company to promote their product potentially endangers the health of women and children and violates the *International Code of Marketing of Breast Milk Substitutes*, a document that has been endorsed by the United States and nearly every nation worldwide.

(Article 5 of the World Health Organization International Code of Marketing of Breast milk Substitutes, states: "There should be no advertising or other form of promotion to the general public of products within the scope of this Code....Manufacturers and distributors should not provide, directly or indirectly, to pregnant women, mothers or members of their families, samples of products within the scope of this Code... There should be no point-of-sale advertising, giving of samples, or any other promotion device to induce sales directly to the consumer at the retail level, such as special displays, discount coupons, premiums, special sales, loss leaders and tie-in sales, for products within the scope of this Code.")

Thank you for your consideration of this request and we hope that you will reconsider the promotion and distribution of materials and/or samples that serve only to promote the use of infant formula and to further enhance the formula manufacturer's access to your clientele.

We look forward to your reply.

Sincerely,

Glenda Dickerson RN, MS, IBCLC
President USLCA

Karen Querna, RN, BSN, IBCLC
Secretary USLCA

Liz Flight, RN, IBCLC
Treasurer USLCA