

**Question for written answer E-004866/2025
to the Commission
Rule 144
Biljana Borzan (S&D)**

Subject: Alignment of EU rules with the International Code of Marketing of Breast-milk Substitutes and foods for young children

The recent World Health Organization (WHO) policy brief entitled ‘Effective regulatory frameworks for ending inappropriate marketing of breast-milk substitutes and foods for infants and young children’ finds that EU Member States score only 39 / 100 in alignment with the International Code of Marketing of Breast-milk Substitutes. According to the WHO, this is due to the limited scope of EU legislation, which currently only regulates infant formula for children under 12 months of age, while leaving follow-on formula, toddler milks and most complementary foods outside its remit. The WHO highlights widespread and inappropriate promotion and cross-promotion practices, the absence of rules addressing marketing in healthcare settings and conflicts of interest, the lack of nutrient profile standards for complementary foods, and the absence of effective monitoring and enforcement mechanisms in the EU.

In the light of these findings and their potential impact on early childhood nutrition, breastfeeding rates and public health:

Is Commission considering requesting updated scientific and policy advice from the European Food Safety Authority and WHO, and subsequently proposing legislative measures to expand the scope of EU rules to all breast-milk substitutes and foods for infants and young children up to 36 months of age, prohibiting cross-promotion, addressing conflicts of interest in healthcare settings, establishing nutrient profile standards, and introducing mandatory EU-wide monitoring and enforcement mechanisms?

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