

Creation of the Belgian Federation for Infant and Young Child Nutrition: launch of babynutrition.be

Brussels, 25 September 2018 – DSM, Hero, Inex, Mead Johnson Nutrition, Nestlé and Nutricia announce that together, they establish the Belgian Federation for Infant and Young Child Nutrition, referred to as “babynutrition.be”. The newly created industry association represents food business operators putting foods and food ingredients which are specifically tailored for infants and young children aged 0-3 years old on the Belgian market.

By creating babynutrition.be, the six food companies join forces in this newly created industry association to cover topics related to the following categories: infant formulae, follow-on-formulae, processed cereal-based products, baby foods, infant foods for special medical purposes and “growing-up milk”. By doing so, the Belgian Federation for Infant and Young Child Nutrition acts as a spokesperson towards relevant stakeholders, engaging in a pro-active dialogue with them.

Priorities

An optimal nutrition in the early childhood is essential for growth, health and development of infants and young children.

babynutrition.be supports the principles of the World Health Organisation and advice from Belgian childhood associations such as [ONE](#), Office de la Naissance et de l’Enfance, and [Kind en Gezin](#), that breastfeeding provides the best source of nutrition for a baby.

The baby food sector is one of the most strictly regulated sectors in Europe, with legislation covering food safety, nutritional composition, labelling and advertising, among other areas. European and national legislation currently lays down rules for infant formulae, follow-on-formulae, processed cereal-based products, baby foods, foods for special medical purposes and “growing-up milk”.

The Belgian Federation for Infant and Young Child Nutrition focusses on:

- informing its members about the current applicable regulatory framework and on-going developments;
- exchanging knowledge with policy makers.

Maud Sermeus appointed as Secretary General



The six above-mentioned companies have appointed Maud Sermeus as Secretary General of babynutrition.be. Maud Sermeus studied human nutrition at Paul Lambin Institute in Brussels. Since 2000, she has been active in the food industry as food policy advisor at FEVIA, the Belgian food industry federation. *“Over the last 18 years at FEVIA, Maud has gained extensive expertise in food legislation and has acquired wide experience in promoting the interests of all Belgian food companies. These are undeniable assets for our new babynutrition.be federation”,* says Ines De Zwaef - Nestlé, President of the “Belgian federation for infants and young child nutrition”.

From an administrative point of view, the babynutrition.be federation is a separate association with its own management body, but is fully integrated into Fevia, the Belgian food industry federation.

Website

www.babynutrition.be

“The Belgian federation for infant and young child nutrition”, in abbreviated form “the babynutrition.be federation”, represents 6 companies active on the food market for infants and young children in Belgium: DSM, Hero Benelux, Inex, Mead Johnson Nutrition, Nestlé and Nutricia.

Contact persons for the press

"Belgian federation for infant and young child nutrition" – www.babynutrition.be

Maud Sermeus 0474/41.71.13 ms@fevia.be

Nicholas Courant 0478/24.31.49 nc@fevia.be

Rue de la Science, 14 – 1040 Brussels