

# Sprout Organic Pty Ltd Becomes a Member of the Infant Nutrition Council and Signatory to the MAIF Agreement

Gold Coast, QLD (February 16, 2021) — Sprout Organic Pty Ltd (“Sprout” or the “Company”), the creator of the world’s first organic plant-based infant formula and healthy plant-based snacks for children has become a member of the Infant Nutrition Council Australia & New Zealand and a signatory to the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement 1992 (MAIF Agreement).

Being part of the Infant Nutrition Council is a primary validation in the infant formula sector. As a member, Sprout is required to ensure that any formula is strictly formulated to ensure the necessary nutritional requirements for infants. This is regulated under Food Standards Australia and New Zealand (FSANZ) and includes the best practice in manufacturing.

“Membership within the Infant Nutrition Council is a great milestone for Sprout. It indicates trust and an understanding of the industry in us,” said Sprout Founder, Sel Berdie. “Being accepted into the council is recognition as a peer of the infant formula industry.”

“It is wonderful to see new members with innovative new offerings joining the Infant Nutrition Council, and we are very pleased to welcome Sprout Organic,” said Jan Carey Infant Nutrition Council CEO. Sprout has also undertaken an active role within the council as a Member of the Trade and Market Access Committee. “We really appreciate the opportunity to participate with the experienced members in this space we are learning so much,” said Ben Chester, Director at Sprout.

A signatory to the Marketing in Australia of Infant Formulas: Manufacturers and Importers Agreement 1992 (MAIF Agreement) is the preeminent requirement to participate in the sale and marketing of Infant Formulas in Australia. The agreement is in place to ensure the sale of infant formula meets the World Health Organization’s International Code of Marketing of Breast-milk Substitutes 1981 (WHO Code).

The agreement is the purview of the Minister for food regulation “The Department of Health looks forward to engaging with Sprout Organic on issues relating to the Agreement”, said a department representative. Sprout has already been actively engaged with the department in submitting a response to the renewal of the 10 year review of the agreement for October 2022.

“Becoming a signatory of the MAIF agreement is a significant step in participating in the infant formula segment,” said Sprout Founder, Sel Berdie. “Having a company and brand that can align itself with the ideals and requirements of the World Health Organisation on infant formula is extremely important to us.”

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Images: [bit.ly/SproutOrganicImages](https://bit.ly/SproutOrganicImages)

Interviews with Sel Berdie, Sprout founder and former Gold Coast Titans player available on request.

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## About the Infant Nutrition Council

The Infant Nutrition Council was established in 2009 and represents the interests of the infant formula and toddler milk industry in Australia and New Zealand which advocates optimal nutrition for all infants. Its membership is made up of global companies; well established local companies; formula manufacturers; and ingredient manufacturers and suppliers.

## About the MAIF Agreement

The MAIF Agreement has operated since 1992 as a voluntary, self-regulatory code of conduct between the manufacturers and importers of infant formula in Australia. The MAIF Agreement aims to contribute to the provision of safe and adequate nutrition for infants, by protecting and promoting breastfeeding and by ensuring the proper use of breast milk substitutes, when they are necessary, on the basis of adequate information through appropriate marketing and distribution.

## About Sprout Organic

Sprout Organic Pty Ltd (Sprout), is a Gold Coast QLD company that develops and manufactures kids plant-based nutritional products. Its vision is to provide children and their families with access to nourishing plant-based food products across the globe, starting right here in Australia.

Approved by leading paediatricians, dietitians, and food technology experts, Sprout Organic's first commercial product is a range of organic plant-based snack bars which launched on World Children's Day 2020. In May 2021, Sprout plans to release its highly anticipated plant-based toddler and infant formula.

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