

Friday 13 March 2015

Media Alert: Bubba Yum Yum

The Dietitians Association of Australia (DAA) has worked with Pan Macmillan Australia since the end of February 2015 regarding the book 'Bubba Yum Yum: The Paleo Way For New Mums, Babies and Toddlers'.

DAA, together with a number of health agencies have provided evidence-based materials to assist the publisher to identify the numerous nutrition and health issues in this book. Problems include:

- The use of ingredients that are not recommended for infants within the first 12 months of life due to microbiological risks, for example, honey (botulism risk), runny eggs (salmonella risk) and raw liver
- Food safety risks with the preparation of the DIY infant formula
- A lack of clear instructions for parents as to the amount of formula to provide the infant on a daily basis.

The DIY infant formula has received media attention because it is based on liver, cod liver oil and a bone broth. This concoction has been independently analysed and provided to Pan Macmillan Australia in order to assist them in making an evidence-based decision to publish the book. We are confident Pan Macmillan will make their decision based on what is in the best interest of Australian infants and their families.

The DIY formula is said to be comparable to breast milk, but the analysis proves this is not the case. It is significantly higher than breast milk in Vitamin A (749% higher), Vitamin B12 (2326% higher) protein (220% higher), iron (1067% higher), sodium (879% higher) and a range of other nutrients. This formula could be very harmful to infants, their immature immune and digestive systems could not cope with this formulation and the levels of these nutrients it contains. In a newborn, the formulation could cause permanent damage and possibly result in death.

DAA supports the Australian Government's Infant Feeding Guidelines developed by the National Health and Medical Research Council which says breastfeeding is the healthiest start for infants, and it is recommended that infants be exclusively breastfed until around six months of age when solid foods are introduced.

It is international consensus that the only suitable replacement for breastfeeding if required is a commercially available infant formula, which is based on significant clinical research and is deemed the only safe alternative when prepared according to product instructions.



MEDIA RELEASE

ENDS

For further information or to organise an interview contact Jess Turner, Dietitians Association of Australia, on 0409 661 920.