

Friday 24 April 2015

## Media Alert: Parents cautioned on new Bubba Yum Yum baby 'brew'

Australia's leading nutrition organisation, the Dietitians Association of Australia (DAA), is again cautioning parents of young infants to accept only the advice of their health care professional when it comes to feeding infants and young children - especially if they are considering ceasing breastfeeding.

Health authorities recommend that infants are breastfed exclusively for up to six months, and that if possible, breastfeeding continues as solid foods are introduced to the infant's diet around that time. The Federal Government's Infant Feeding Guidelines state that if babies are transitioning off breast milk, the only safe and tested replacement is a commercial infant formula.

'Happy Tummy Brew', one of the recipes in controversial baby book *Bubba Yum Yum*, has been examined by DAA, and a Spokesperson reports the formulation is still too high in Vitamin A, a nutrient that can be toxic to babies in high doses.

Australia's Nutrient Reference Values, developed by the National Health and Medical Research Council to guide people on adequate and safe levels of key nutrients, cautions the upper limit for babies younger than 12 months is 600ug per day. The DAA Spokesperson calculated the 'Happy Tummy Brew' as providing 4.5 times this amount (2,710ug).

The comments come after health authorities raised serious concerns on the safety of the original formula recipe, 'DIY infant formula', featured in *Bubba Yum Yum*.

"The authors seem to have made a serious mistake with this second version of their liver and broth recipe, suggesting they do not understand the basic scientific and nutrition information relevant for infant feeding.

"They have said publically that they have tried to make it safe by reworking the original recipe, and increasing the age for which it's suggested from 0-6 months to 6-12 months, but they have failed spectacularly to meet any safe standards.

"This new infant 'brew' could seriously harm babies," said the DAA Spokesperson.

She warned this is just another example of the serious dangers of following the health and medical advice of unqualified people.



# MEDIA RELEASE

“Parents need to trust doctors, child health nurses and dietitians when it comes to nutrition advice for infants and young children, ahead of celebrity chefs and those with limited qualifications in nutrition,” she said.

**ENDS**

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

## Background

DAA Media Alert 13 March 2015:

[www.daa.asn.au/wp-content/uploads/2015/03/Media-alert-Bubba-Yum-Yum\\_FINAL.pdf](http://www.daa.asn.au/wp-content/uploads/2015/03/Media-alert-Bubba-Yum-Yum_FINAL.pdf)

DAA Media Alert 17 March 2015:

[www.daa.asn.au/wp-content/uploads/2011/03/17-March-Media-alert-Bubba-Yum-Yum.pdf](http://www.daa.asn.au/wp-content/uploads/2011/03/17-March-Media-alert-Bubba-Yum-Yum.pdf)