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# **NESTLÉ: THE INFANT FORMULA CONTROVERSY**

# INTRODUCTION

**Nestlé Foods & Beverage Company is among the largest food companies that has been providing foods all over the world including the infant formula, this aspect created a very sensitive ethical issue. This paper seeks to analyse the facts regarding the Nestlé's promotion of its milk formula and its effects on the company's reputation and operations.**

# BACKGROUND

**The issue originated in the 1970s with Nestlé Company, which marketed its products for infants through increasing the newborns' formula consumption in the third world countries. It advertised formula as a better option to breast milk feeding and especially to most of the rural poor mothers who could not afford to boil water.**

# **PUBLIC OUTCRY**

**Due to these postulates, advocacy groups and other health professionals began to spearhead a world boycott of Nestlé products in the late seventies. The company came under a lot of pressure to review its marketing strategies and to take the responsibility of the effects of its products on health.**

# CONCLUSION

**The infancy formula of Nestlé baby milk was given as an example as how business should not be conducted because the main motive was to earn rather than to look after welfare of the consumer. As Nestlé sought to regain its image it did so through its reply, however the case represents one of the most significant lessons for the study of business ethics in the global environment.**

# RECOMMENDATION

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