

## **Your milk is more valuable than gold to your baby. Did you know that it is also GREEN?**

Your milk gives your baby the best food to grow and to develop.

Your milk gives your baby protection from ill health now and later in life also. It is good for your health too, and you do not need to buy anything.

Mothers have given their milk to their babies for thousands of years.



### **When you feed your baby your milk it is also good for the whole world.**



There are no trees cut down to provide land for cows to graze on or to grow grain to feed the cows. Land is used to grow food for people.

There are no extra cows needed that would pollute the air and the water.

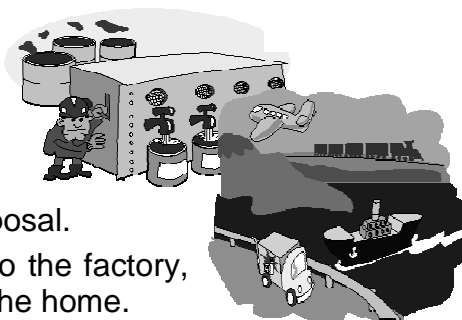
No trees are cut down to provide paper to advertise formula.

There is no oil or other energy used to power the factories that process the cow's milk into formula.

No tins are needed, so metals do not need to be mined or energy used to produce the tins.

There are no tins or cartons or plastics for waste disposal.

No oil is needed for the transport to bring the milk to the factory, the formula from the factory to the shop and then to the home.



Mother's milk does not need:

- clean water to make-up feeds.
- water to wash the equipment.
- electricity or other energy to heat the water.

Even if there is no clean water or no power, the baby has food if mother is there.

Mother's milk is safe, sound and sustainable.

### **Mother's milk - protecting babies, mothers and the world.**

*If you want information or help with feeding your baby, talk to your midwife, nurse, lactation consultant, doctor, dietitian, breastfeeding counsellor or mother support group.*



Illustrations from WABA