

government, industry, non-governmental organizations or general public -- in order to achieve the essential aims of the Code in a rational manner. We hope that when we come to review the progress made, in two years' time -- as stipulated in EB67.R11 -- that the effectiveness of this collaborative effort will be clearly demonstrable. However, we wish to stress the need for the Secretariat and the Executive Board to develop clear definitions of the criteria to be used in this evaluation process and to develop an effective monitoring system -- including assistance to requesting governments in developing and implementing their own monitoring activities.

Finally, Mr. Chairman, we recall that the Code is only one aspect of the comprehensive effort required by all of us to ensure that as many infants as possible -- in every country of the world -- experience the benefits of breast-feeding.