

Project Officer Application A1255  
Food Standards Australia New Zealand  
PO Box 10559  
The Terrace  
Wellington 6036

16<sup>th</sup> November 2022

Tēnā koe,

## **Application A1256 - Colour of pregnancy warning labels for corrugated cardboard packaging**

Thank you for the opportunity to comment on this application. New Zealand Food Safety (NZFS) has the following comments to make:

NZFS supports amending Standard 2.7.1-12 to allow for the printing of the pregnancy warning in a single colour on a contrasting background for corrugated cardboard carton outer packaging for multiple unit packages of alcoholic beverages when using a post-print (flexographic) printing process only.

We support the requirement for the single colour pregnancy warning proposed to be bigger than would be required for the standard red, white and black pregnancy warning to compensate for the decrease in effectiveness (noticeability) due to the reduced contrast and lack of the colour red.

We also support the proposed transition period for the variation and the intention to allow products captured by this amendment (namely corrugated cardboard carton outer packaging for multiple unit packages of alcoholic beverages when using a post-print (flexographic) printing process) to have no pregnancy warning from 1 August 2023 to 1 February 2024 rather than requiring a misaligned and therefore illegible pregnancy warning.

Nāku noa, nā

