



1 February 2008

Food Safety Australia New Zealand  
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AUSTRALIA

Email: [slo@foodstandards.gov.au](mailto:slo@foodstandards.gov.au)

Dear Sir

**INITIAL ASSESSMENT REPORT – APPLICATION A576  
LABELLING OF ALCOHOLIC BEVERAGES WITH A PREGNANCY HEALTH  
ADVISORY LABEL**

The Hawke's Bay District Health Board supports the Alcohol Advisory Council of New Zealand (ALAC) application seeking a variation to the existing standard 2.7.1 – Labelling of Alcoholic Beverages and Food Containing Alcohol of the Australia New Zealand Food Standards Code, to require a health advisory label on alcoholic beverage containers advising of the risks of consuming alcohol when planning to become pregnant and during pregnancy.

We support the application on the basis that maternal alcohol consumption has been associated with varying degrees of harm to the unborn child, with effects including physical, mental, behavioural and/or learning difficulties.

Yours sincerely

Chris Clarke  
**CHIEF EXECUTIVE OFFICER**