

FOOD TECHNOLOGY ASSOCIATION OF AUSTRALIA

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SUBMISSION

Attention: **Project Manager – Application A576:**

Food Standards Australia New Zealand
Box 7186,
Canberra BC,
ACT, Australia, 2610.

Re: Labelling of Alcoholic Beverages with a Pregnancy Health Advisory Label – Initial Assessment Report

FTA Australia has reviewed this [Application](#) and endorses the following comments of the Technical Sub Committee:

The Committee strongly debated this issue and although divided in our approach to the options offered by FSANZ, the consensus was that it was essential that due to the importance of this issue and the possible health outcomes an education campaign is essential. Both industry and all governments should conduct this education campaign.

The majority of the Committee preferred Option1 – to maintain the *status quo* and not amend the Standards. The basis for this decision was:

- (a). that labelling with a mandatory advisory statement would be ineffective in that women of child-bearing age (the main object of this labelling), particularly teenage and young women, would either ignore or not absorb the message.
- (b). that the labelling would not be visible, available to consumers in a pub, catering, restaurant, party or even home, etc situation, particularly where the alcoholic beverage is provided in a multiple-serve bottle or container.
- (c). there is no discussion regarding point-of sale messages, separate from the beverage container.
- (d). the comparable situation with tobacco labelling is not examined but anecdote seems to indicate young people ignoring the health warning messages.
- (e). alcohol negative messages abound in regard to driving (speed, death and injury), association with crime, domestic violence, etc, another message regarding alcohol will be diluted without emphasis of other very strong influences/messages, including doctors, etc.
- (f). although anecdotal, unplanned pregnancies would account for about one-third of all pregnancies and hence advisory statements would be inapplicable.

The minority of the Committee accepted Option 2 – to amend the Code to require a health advisory label on alcoholic beverage containers advising of the risk of consuming alcohol when planning to become pregnant and during pregnancy.

It was then considered that the pictorial symbol would be more meaningful and possibly eye-catching rather than words,

If there are any queries regarding this submission, please contact the Technical Secretary, Tony Zipper, Telephone (03) 9532 8213, Fax (03) 9532 8213, Mobile 0409 324 075, E-mail tzipper@dodo.com.au.

We would appreciate being maintained on the circulation list for any changes in this matter and to receiving notification of the next step concerning this [Application](#).

Yours sincerely,

David Gill
PRESIDENT – FTA AUSTRALIA