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Proposal P1050 Pregnancy warning labels – targeted consultation

New Zealand industry and retail Jan 31

Meeting attendees

Representative	Organisation
Dylan Firth	Brewers Association of New Zealand
Matt Sloan	Brewers Guild of New Zealand
Nicola Crennan Jeffrey Clarke	New Zealand Winegrowers
Carmen Gray	Fruit Wine Cider Makers Association
Robert Brewer	Spirits New Zealand and Distilled Spirits Aotearoa (NZ) Inc NZ Alcohol Beverages Council
Amber McEwen	DB
Mark Unsworth	Independent Liquor
Monique Sprosen	Pernod Ricard
Melissa Hodd	Foodstuffs NZ, also own Liquorland
Mark Bell	Progressive NZ
Diane Bourn Jenny Hazelton Glen Neal Trevor Webb Sally Ronaldson Mark Jones	FSANZ

Apologies, Sara Tucker Lion Breweries

Meeting notes

Evidence summary

- Consider interpretation of evidence from the International Association for Responsible Drinking (IARD) as they have reviewed similar literature to FSANZ.
- FSANZ invited participants to provide further evidence on cost of labelling changes including SKUs affected.

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Warning label design

General

- General agreement for consumer testing of warning label. There is a lack of research to support the proposed warning label.
- Will foods containing alcohol e.g. liqueur chocolates need to carry the warning label?
- FSANZ will consider what alcoholic beverages will need to carry the label. Differing views – beverages above 0.5%ABV or above 1.15%ABV.
- Consider evaluation of warning label.
- Consider location of warning label given already required and optional labelling information.
- Consider general requirement for contrasting colour for label, rather than specific colours.
- Consider future proofing for warning label design e.g. include information in QR Codes.
- FSANZ will consider whether outer packaging, hampers etc. will carry the warning label
- Suggestion to use 'pregnancy warning' rather than 'health warning'.

Size

- Consider flexibility rather than being too prescriptive for size of warning label. Further details could be included in a style guide/guidance.
- Basing label size on % label area would be difficult to implement and enforce.
- Small/medium sized businesses are very concerned about the cost of labelling changes.

Warning statement

- For the proposed statement, use of 'can' is more definitive than 'may'. 'May' preferred given limited evidence.
- Base warning statement on NZ Ministry of Health guidelines, clearer than NHMRC guidelines.
- Suggestion: 'drinking may harm your unborn baby' as statement on alcoholic beverage.
- Support for the current voluntary DrinkWise statement.

Implementation

- Align pregnancy warning labelling with other potential labelling changes from other projects: sugar labelling, carbohydrate/sugar claims on alcohol and energy labelling on alcohol.
- For transition period and allowing for stock-in trade, clarification needed on whether distribution, distributors or manufacturer's storage facilities, customs controlled areas (CCA) are considered 'stock-in-trade'.
- Support the need for evaluation of warning labels after implementation.