

**22 July 2022**

**209-22**

**Administrative Assessment Report –Application A1256**

Colour of pregnancy warning labels for corrugated cardboard packaging

1. **Application details**

|  |  |  |
| --- | --- | --- |
| **Date received:** 16 May 2022  **Date due for completion of administrative assessment:** 8 June 2022  **Date completed:** 8 June 2022 | | |
| **Applicant:** Brewers Association of New Zealand | | **Potentially affected standards:**  Standard 1.1.2  Standard 2.7.1 |
| **Brief description of Application:**  To permit pregnancy warning labels on corrugated cardboard packaging used for multiple individual units of alcoholic beverages to be in a single colour on a contrasting background. | |
| **Procedure:**  General, Level 2 | **Estimated total variable hours:**  380 hours  **Reasons why:**  Involves an economics assessment of average complexity. | **Estimated start date:** November 2022 |

1. **Decision**

|  |
| --- |
| **Application accepted**  **Date**: 8 June 2022 |

1. **Additional matters**

|  |
| --- |
| **Has the Applicant sought special consideration e.g. novel food exclusivity, two separate applications which need to be progressed together?**  No |

1. **Charges**

|  |
| --- |
| **The FSANZ Act provides that a charge must be imposed if the application confers an exclusive capturable commercial benefit (ECCB) on the Applicant.**  **Does FSANZ consider that the application confers an ECCB on the Applicant?**  No |
| **If the application does not confer an ECCB on the applicant, the FSANZ Act provides that an applicant can choose to pay a charge to expedite assessment of their application.**    **Does the Applicant want to expedite assessment (i.e. pay) for this Application?**  Yes |

1. **Assessment against FSANZ Act 1991 requirements**

|  |
| --- |
| **Subsection 26(2)** |
| **(b) Does the Application relate to a matter that may be developed as a food regulatory measure, or that warrants a variation of a food regulatory measure?**  Yes |
| **(c) Is the Application so similar to a previous application or proposal for the development or variation of a food regulatory measure that it should not be accepted?**  No |
| **(d) Are there any other matters relevant to the decision whether to accept or reject the application?**  No |

|  |
| --- |
| **Does the application meet each of the following criteria required by subsection 22(2)?** |
| 1. **The application is in writing**   Yes |
| 1. **The application is in the form specified in guideline 3.1.1 of the Application Handbook**   Yes |
| 1. **The application includes all information and each thing that the section 23 guidelines of the Act state must be included in such an application.**   Yes Guidelines 3.1.1, 3.2.1, 3.2.4 |
| **Did the Applicant identify the Procedure that, in their view, applies to the consideration of this Application?**  Yes  **Indicate which Procedure:**  General |
| **Other Comments or Relevant Matters:**  Nil |

1. **Consultation & assessment timeframe**

|  |
| --- |
| **Proposed length of public consultation periods:**  6 weeks |
| **Proposed timeframe for assessment**  ‘Early Bird Notification’ due: 14 July 2022  General Procedure:  Commence assessment (clock start) Early November 2022  Public comment Late January to Early March 2023  Board to complete approval Early June 2023  Notification to Food Ministers’ Meeting (FMM) Mid-June 2023  Anticipated gazettal if no review requested Late August 2023 |