

**22 July 2022**

**209-22**

**Administrative Assessment Report –Application A1256**

Colour of pregnancy warning labels for corrugated cardboard packaging

1. **Application details**

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| **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 1.1.2Standard 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**

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

1. **Additional matters**

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

1. **Charges**

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| **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**

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| **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 |

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| **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**

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| **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 2022Public comment Late January to Early March 2023Board to complete approval Early June 2023Notification to Food Ministers’ Meeting (FMM) Mid-June 2023Anticipated gazettal if no review requested Late August 2023 |