

## Proposal P1050 – Submission Template

Please use the template below to provide your submission to Proposal P1050 – Pregnancy warning labels on alcoholic beverages. Please submit this to FSANZ as a word document (if required, a pdf of the submission may also be provided in addition to the word document).

For information about making a submission, including what your submission should include, visit the FSANZ website at [information for submitters](#).

### **Submission to Proposal P1050 – Pregnancy warning labels on alcoholic beverages**

**A. Name and contact details (position, address, telephone number, and email address):**

The Brewers of Europe

[REDACTED]  
[REDACTED]  
[REDACTED]

**B. For organisations, the level at which the submission was authorised:**

Secretary General

**C. Summary (optional but recommended if the submission is lengthy):**

- We fully support the objective of discouraging the consumption of alcohol during pregnancy through a clear message that alcohol should not be consumed by pregnant women
- We can also support the role that a clear logo can play, in the right situation and together with other interventions, to ensure an unambiguous message that alcohol should be avoided
- However, we are in particular concerned about the unnecessary and disproportionate impact on trade that an additional text warning may have, necessitating the creation of a label uniquely and specifically for the Australian and New Zealand markets
- As is the case for other countries with such pregnancy warnings, we would request that consideration be made to mandate either a clear and visible logo advising pregnant woman not to drink or a text warning
- In order to reduce the consumption of alcohol by pregnant women, this should be part of a broader policy mix that includes brief interventions and personalised advice directly from general practitioners and gynaecologists to their patients.

### **Comments to specified sections of P1050 Call for Submissions (CFS) report:**

**D. Literature review on the effectiveness of warning labels (section 3.1.1 of CFS)**

-

**E. Consumer testing of warning statements (section 3.1.2)**

## OFFICIAL

- We are concerned about the unnecessary and disproportionate impact on trade that an additional text warning may have, necessitating the creation of a label uniquely and specifically for the Australian and New Zealand markets
- As is the case for other countries with such pregnancy warnings, we would request that consideration be made to mandate either a clear and visible logo advising pregnant women not to drink or a text warning

### **F. Pictogram (section 3.2.2.2)**

- We fully support the objective of discouraging the consumption of alcohol during pregnancy through a clear message that alcohol should not be consumed by pregnant women
- We can also support the role that a clear logo can play, in the right situation and together with other interventions, to ensure an unambiguous message that alcohol should be avoided
- As is the case for other countries with such pregnancy warnings, we would request that consideration be made to mandate either a clear and visible logo advising pregnant women not to drink or a text warning
- In order to reduce the consumption of alcohol by pregnant women, this should be part of a broader policy mix that includes brief interventions and personalised advice directly from general practitioners and gynaecologists to their patients.

### **G. Warning statement (section 3.2.2.3)**

- We are concerned about the unnecessary and disproportionate impact on trade that an additional text warning may have, necessitating the creation of a label uniquely and specifically for the Australian and New Zealand markets
- As is the case for other countries with such pregnancy warnings, we would request that consideration be made to mandate either a clear and visible logo advising pregnant women not to drink or a text warning

### **H. Design labelling elements (section 3.2.2.4)**

-

### **I. Summary of proposed pregnancy warning label design (section 3.2.2.5)**

-

### **J. Beverages to carry the pregnancy warning label (section 3.2.3)**

-

### **K. Application to different types of sales (section 3.2.4)**

- We fully support the objective of discouraging the consumption of alcohol during pregnancy through a clear message that alcohol should not be consumed by pregnant women

- We can also support the role that a clear logo can play, together with other interventions, to ensure an unambiguous message that alcohol should be avoided
- However, we are concerned about the unnecessary and disproportionate impact on trade that an additional text warning may have, necessitating the creation of a label uniquely and specifically for the Australian and New Zealand markets

**L. Application to different types of packages (section 3.2.5)**

-

**M. Consideration of costs and benefits (section 3.4.1.1 of CFS)**

- We fully support the objective of discouraging the consumption of alcohol during pregnancy through a clear message that alcohol should not be consumed by pregnant women
- We can also support the role that a clear logo can play, in the right situation and together with other interventions, to ensure an unambiguous message that alcohol should be avoided
- However, we are concerned about the unnecessary and disproportionate impact on trade that an additional text warning may have, necessitating the creation of a label uniquely and specifically for the Australian and New Zealand markets
- As is the case for other countries with such pregnancy warnings, we would request that consideration be made to mandate either a clear and visible logo advising pregnant women not to drink or a text warning
- Making such a modification to the proposal would avoid help minimise the creation of a trade barrier on the basis of Article 2.2. of the [TBT Agreement](#) of the World Trade Organisation, which states that: "*Members shall ensure that technical regulations are not prepared, adopted or applied with a view to or with the effect of creating unnecessary obstacles to international trade. For this purpose, technical regulations shall not be more trade-restrictive than necessary to fulfil a legitimate objective, taking account of the risks non-fulfilment would create.*"

**EUROSTAT BEER EXPORT DATA TO AUSTRALIA**

('€)	2014	2015	2016	2017	2018
22030001	59.197.006	57.607.510	61.690.650	61.655.217	55.345.078
22030009	12.613.122	15.084.134	14.594.005	20.874.981	24.256.477
22030010	4.395.162	4.651.093	5.027.353	5.498.132	5.771.252
<b>Total</b>	<b>76.205.290</b>	<b>77.342.737</b>	<b>81.312.008</b>	<b>88.028.330</b>	<b>85.372.807</b>

('00L)	2014	2015	2016	2017	2018
22030001	559.285	533.392	552.964	646.302	622.756
22030009	157.304	172.679	185.367	284.581	306.387
22030010	48.071	47.386	47.131	65.595	61.984
<b>Total</b>	<b>764.660</b>	<b>753.457</b>	<b>785.462</b>	<b>996.478</b>	<b>991.127</b>

**EUROSTAT BEER EXPORT DATA TO NEW ZEALAND**

('€)	2014	2015	2016	2017	2018
22030001	59.197.006	57.607.510	61.690.650	61.655.217	55.345.078
22030009	12.613.122	15.084.134	14.594.005	20.874.981	24.256.477
22030010	4.395.162	4.651.093	5.027.353	5.498.132	5.771.252

**OFFICIAL**

<b>Total</b>	<b>76.205.290</b>	<b>77.342.737</b>	<b>81.312.008</b>	<b>88.028.330</b>	<b>85.372.807</b>
-					
(‘00L)	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
22030001	43.546	44.342	46.212	63.662	87.132
22030009	36.775	30.215	37.832	37.109	35.952
22030010	8.658	8.240	9.943	13.433	13.712
<b>Total</b>	<b>88.979</b>	<b>82.797</b>	<b>93.987</b>	<b>114.204</b>	<b>136.796</b>

- Combined Nomenclature code:
- 2203 00 01: malt beer, in bottles holding ≤10 litres
- 2203 00 09: malt beer, in containers holding ≤10 litres (excl. beer in bottles)
- 2203 00 10: malt beer, in containers holding >10 litres

**N. Transitional arrangements (section 4.1 of CFS)**

-

**O. Draft variation to the Australia New Zealand Food Standards Code (Attachment A of CFS)**

-

**P. Other comments (within the scope of P1050 – see section 1.5 of the CFS)**

The proposal does not provide details on the size and location of the warnings. If this will be mandated in law then it should be clarified through additional notification procedures with the further opportunity to share comments.