



Distilled Spirits Industry welcomes Food Ministers' decision on pregnancy labels

The Distilled Spirits Industry Council of Australia (DSICA) has welcomed the Australian Food Ministers Council's announcement today supporting the efforts of Australian alcohol suppliers to place pregnancy advisory labels on alcohol products.

"Today's decision recognises that the Australian alcohol industry has pregnancy labelling already underway voluntarily, but it has also laid down a challenge about what must be achieved in the next two years," said DSICA spokesman Stephen Riden.

"Reducing Foetal Alcohol Spectrum Disorder (FASD) and the more severe Foetal Alcohol Syndrome (FAS) is an urgent and vital task for government and the community. The industry is very willing to assist," he said.

"However, no organisation, not even the Preventative Health Taskforce or the Blewett Review itself, has been able to point to any evidence of positive change to drinking behaviour coming from pregnancy warnings on alcohol products.

"Despite this lack of evidence of effectiveness, the bulk of the industry has a voluntary labelling initiative using three DrinkWise labels, one of which is a pregnancy advisory label with the NHMRC's own advice to women on pregnancy and alcohol. Much of the industry is already getting on with the job of using those labels, but some companies may well carry other labels.

"Those voluntary efforts will continue as a result of today's decision," Mr Riden concluded.

ENDS#

For further information please contact Stephen Riden at DSICA on 0408 372 496.