

Food Standards Australia New Zealand
P.O. Box 10559
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New Zealand

6 February 2008

To Whom It May Concern

Application A576 – Labelling of Alcoholic Beverages with a Pregnancy Health Advisory Label

Taranaki District Health Board welcomes and appreciates the opportunity to provide feedback on the *Labeling of Alcoholic Beverages with a Pregnancy Health Advisory Label*. The Taranaki District Health Board's primary role is the maintenance, enhancement, promotion and protection of the health of the Taranaki population.

We wish to endorse the submission made by the Alcohol Advisory Council (ALAC) to place warning labels regarding the dangers of drinking when pregnant on alcohol containers. We support labelling with pictorial and written messages, in English and te reo Maori, on all products containing alcohol.

It is of concern a widely available and highly promoted substance, proven to cause harm, currently does not carry health warnings. For example, tobacco products have printed health warnings on packaging, and are currently upgrading to include pictorial warnings.

We believe that Food Standards Australia New Zealand has a strong moral and ethical obligation to inform the public about the health risks of alcohol.

We strongly support the introduction of new packaging and labelling standards to provide the consumer with warnings of all potential health risks of alcohol consumption.

Yours faithfully



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