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Winemakers reject focus on alcohol price

The Winemakers' Federation of Australia supports the Australian National Preventive Health Agency's recommendation to reject minimum pricing as a policy option but is surprised and disappointed that it is still advocating price-based mechanisms as a lever for addressing alcohol-related harms.

"Issues around harmful and hazardous consumption of alcohol require health, consumer education and cultural change policies not policies based purely on price," said WFA chief executive Paul Evans.

"ANPHA could not justify a public interest case that supports using price via minimum pricing to deal with alcohol abuse. It is hard to see how another pricing mechanism is going to be any different.

"The evidence is unclear on whether price has any significant impact on the drinking behaviours of binge drinkers. What is clear is that moderate drinkers and the regional communities supported by a viable wine industry would be penalised."

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