

## **MEDIA RELEASE**

**28 January, 2011**

### **Common sense needed on labelling recommendations**

Winemakers are disappointed the Blewett Review into Food Labelling Law and Policy has recommended new laws without any proof they will achieve anything.

"The report calls for quite significant changes then says more research is needed to prove the effectiveness of food labelling as an intervention measure," said the chief executive of the Winemakers' Federation of Australia, Stephen Strachan.

"There is plenty of evidence, including work by Food Standards Australia and New Zealand, which shows that labelling is ineffective at addressing behavioural issues.

"If the recommendations are accepted winemakers would have to go to the effort and cost of covering their labels with more warnings, at the expense of information that actually tells the consumer about the product they are considering buying.

"I think we need a little common sense here. It is already mandatory to include the volume, alcohol content, standard drink equivalent and any allergens included in the wine, and many wineries voluntarily include pregnancy and drink-in-moderation warnings."

Mr Strachan said the recommendation on mandated energy content would cost Australian winemakers about \$9 million a year.

"Every year, every vintage, and every variety of wine would need to be tested to deliver no benefit to the consumer," he said.

"Consumers choose their wine for enjoyment. I have never heard of a visitor to a cellar door asking what a wine's salt content is or how many carbs it contains."

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