



NACM Seminar
10 February 2011
AICV and EU issues
Bob Price



AICV

European Cider and Fruit Wine Association

WORKING FOR UK CIDER MAKERS



Members

Full Members

France

Ireland

Spain

Germany

Sweden

Finland

Belgium

Netherlands

Denmark

UK

Observer Members

Argentina

New Zealand

South Africa

Romania?



Issues

EUROPEAN UNION

-  Taxation – Excise duty
-  CAP - Fruit and Vegetable regime

-  Food legislation
 -  Additives
 -  Labelling
 -  Food safety

-  Public Health
 -  Alcohol Policy

INTERNATIONAL

-  WHO



Issues

- 🍏 Additives Categorisation
- 🍏 Ingredient Listing & Nutritional Labelling
- 🍏 Future EU Alcohol Strategy
- 🍏 WHO Euro Region – Implementation of the Global Strategy



Lobbying

Alliances

CIAA

CEPS

Brewers of Europe

CEEV

Policy stakeholders

European Parliament

- Individual MEPs

- EP Committee Rapporteurs

Council of Ministers - President

Commission Officials



EU Alcohol Strategy

- 🍏 European Alcohol and Health Forum:
 - 🍏 Industry
 - 🍏 Companies – producers and retailers, advertising organisations, publishers
 - 🍏 Trade associations

- 🍏 NGOs
 - 🍏 Youth Groups
 - 🍏 Eurocare

- 🍏 Professional Bodies

- 🍏 Aim – work in partnership on commitments to address concerns – youth drinking, drink drive, harmful drinking, binge drinking



EU Alcohol Strategy

- 🍏 DG Sanco Director –General - assessment of the situation:
 - 🍏 Alcohol marketing strategies and retail practices were aimed at the young and getting them to drink more – levels of youth drinking were at unacceptably high levels and was a factor in binge drinking. ‘evidence that marketing was clearly influencing this behaviour.’
 - 🍏 There was no resultant reduction in consumption and harms
 - 🍏 Young people were being used in promotions

- 🍏 DG Sanco Director –General outlined priorities:
 - 🍏 Reduce underage drinking by responsible retail practices and curbs on ‘commercial communications’
 - 🍏 Reduce road deaths
 - 🍏 Reduce harms



EU Alcohol Strategy Review

- 🍏 Evaluation of European Alcohol & Health Forum ahead of Strategy Review commence Spring 2011
- 🍏 Preliminary report available - Autumn of 2011
- 🍏 Final report available early 2012
- 🍏 The evaluation /impact assessment - impact on the future orientation of the EU's alcohol strategy
- 🍏 Strategy review commences

- 🍏 Evaluation coincidental with WHO Euro Region consideration of the implementation of the WHO Global Alcohol Strategy at European Region level.

- 🍏 Member state officials involved in evaluating the EU alcohol strategy also involved with the WHO Euro region considerations.