**ATTACHMENT B**

**Draft email/letter to your local member of parliament**

Dear [INSERT NAME HERE]

I am writing to you to express my serious concern about the draft pregnancy warning label to be considered by the Ministerial Forum on Food Regulation in March 2020.

We are not arguing against mandatory pregnancy warning labels, but what has been proposed is disproportionate and will cause irreversible damage to the Australian wine sector.

If the proposed label design is approved by the Ministerial Forum it will present an enormous cost to my business. The costs of redesigning labels for each of the wines in my portfolio alone, including adding colour, would reach well into the thousands of dollars [WHERE POSSIBLE YOU SHOULD INCLUDE ESTIMATES OF YOUR OWN COSTINGS]. In addition, the proposal would also require us to label cartons, which could mean ordering stickers and applying them to cartons by hand.

Australian Grape & Wine has also raised a number of concerns with the sector relating to:

* the use of the phrase HEALTH WARNING on the label, as opposed to something more targeted, like “pregnancy warning”;
* the phrasing of the warning statement, which clearly diverges from government advice; and
* a range of other issues.

The Australian wine sector is currently battling the impacts of fire, smoke, drought, and the unknown effects of Corona Virus. If Ministers choose to support this proposal, it will be to be hurting one of Australia’s greatest agricultural sectors when they need help more than ever.

I hope you are able to speak to your colleagues in [INSERT FEDERAL/STATE/TERRITORY GOVERNMENT NAME] Government to seek a more balanced and reasonable approach in which the Ministerial Forum on Food Regulation calls for a review of FSANZ’s proposed warning label.