



BEER INSTITUTE

EXTERNAL AFFAIRS UPDATE

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World Health Assembly – The 60th WHA met in May in Geneva, Switzerland. Among its agenda items was a resolution, brought forth by the Swedish delegation and supported by approximately 40 countries from around the world, which would start the process to develop a global strategy to limit alcohol consumption. The resolution was co-sponsored by a number of nations with deep cultural and/or religious traditions that oppose alcohol use and also by governments that do not have a history of limiting alcohol consumption. Many European countries falling into the later category co-sponsored the resolution merely to support other EU countries. This is a complex area, but the experience of the US and other industrialized nations in developing effective alcohol policies is valuable to nations struggling with widespread tax evasion, irresponsible sales practices, and dangerous production methods. The US and many Latin American and Caribbean countries objected to the idea of a global strategy on alcohol on the basis that consumption patterns vary markedly from country to country and even within many nations. No “one size fits all” policy solution exists. The Assembly failed to reach consensus on this agenda item and deferred the item to the 122nd session of World Health Organization’s Executive Board to be held in January 2008.

State Activity - When appropriate, we have written letters supporting legislation regarding expanding use of ignition interlock devices (IID’s) in several states. The Institute supports these devices for convicted drunk drivers with a BAC of .15 or higher and for all repeat offenders for a period of six months. We also support judicial discretion for their use in certain circumstances for those convicted for a first time with a BAC of .08 to .14. We believe that IID’s should be part of a broader policy designed to sanction and effectively rehabilitate drunk drivers.

New Materials for 2007 – Available upon request and on-line, to help you communicate our beer story to your external audiences.

Available Now:

- Distributed first during the Legislative Conference, our updated *Beer Serves America* (www.beerservesamerica.com) materials provide an overview of the beer industry’s contributions to our country. They can be customized to provide detailed economic impact information for a particular state and for the entire U.S.
- The *Beer Institute Membership* brochure provides an overview of the association and its functions to encourage increased membership.
- A *Keg Loss Prevention* flyer describes why the scrapping of beer kegs is illegal and a sticker to be placed in scrap yards states that kegs will not be accepted for scrap.

Coming Soon:

- The Beer Institute’s environmental brochure, *Protecting Our Land, Preserving Our Resources*, highlights the increasing and varied practices employed by our members to sustain our environment.
- A *Beer Distributors: Strengthening America’s Businesses From Coast to Coast* pamphlet describes how beer distributors contribute to the nation’s economy, retail business, orderly markets, and their communities.
- The *Global Social Responsibility Initiatives* booklet provides overviews of responsibility initiatives around the world. This is developed by the Worldwide Brewing Alliance, of which BI is a member.