RESOLUTION OIV-ECO 398-2011

EFFECTIVE CONSUMER INFORMATION

THE GENERAL ASSEMBLY,

On the proposal of the Scientific and Technical Committee and having considered the work of the "Law and consumer information" Experts group and the "International Standard for the Labelling of Wines and Spirits of Vitivinicultural Origin",

TAKING INTO ACCOUNT actions provided in the strategic plan of the OIV particularly concerning the development of understandable labels for consumer,

CONSIDERING that some OIV Member States currently permit the use of symbols or combinations of words and symbols as a means of communicating compulsory or permitted label information,

CONSIDERING the opinion expressed by Commission IV and communicated to the Commission III on the effective consumer communication and use of symbols,

CONSIDERING that the symbols must be of proven and recognised effectiveness,

RECOMMENDS:

That Member States support and promote scientific studies concerning the efficiency and effectiveness of the use of the diverse types of communication, in order to improve the communication to consumers, and make the results of such studies available to the OIV in order to develop the knowledge of types of consumer communication in the competent Commissions.

Certified in conformity Porto, 24th June 2011
The Director General of the OIV
Secretary of the General Assembly
Federcio CASTELLUCCI

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