



Article

Paris, February 8th

Science is catching up with the alcohol lobby ! That's awful !

Alcohol lobbyists are now facing the same problems as the ones tobacco industry was facing a few decades ago. Indeed, and inexorably, science and public health organizations are imposing themselves : the negative consequences of alcohol - just as the cigarettes' - can't be dissimulated anymore. That is why Ms. Verdier-Jouclas, French Deputy, Co-president of the study group "vine and wine" at the French National Assembly, is now horror-struck. For this vinegrower and wine lobby defensor, the last attack comes from her own party at the European Parliament with Véronique Trillet-Lenoir, rapporteur of the BECA committee.

As a cancerology professor and despite the existence of a prominent wine lobbying, Ms. Trillet-Lenoir highlighted the conclusions of every serious scientific study on the subject : **every consumption of alcohol – including wine – even at low doses, increases the risk of cancer.** This scientific evidence is even more unbearable for Ms. Verdier-Jouclas as it has been declared by her colleague during the French presidency of the European Union.

" Hiding the truth is the wine industry lobby's ultimate weapon "

Distraught, she keeps telling false assertions that nobody believes anymore (such as "wine is good for health", "only heavy drinkers are at risk" etc.). She's asking for a censorship of evidence based facts, so nobody would say that even the first drink has harmful impacts. Hiding the truth is the wine industry lobby's ultimate weapon.

At European level, the European wine companies committee (CEEV) turns against this BECA Committee report, claiming without any scientific evidence that a moderate consumption of wine in a healthy lifestyle is associated with positive results for health.

The alcohol lobby, in particular the wine lobby, has a flawed strategy copied off of the tobacco industry's strategy. Today, the tobacco industry is fully discredited because of its past lies and dishonest practices. For a long time, **this industry has been bringing out the heavy artillery to occult tobacco's negative consequences on health** : its lobbyists published flawed studies, corrupted scientists and public authorities representants... but science imposed itself and the tobacco industry was forbidden to speak out on health issues as stipulated in the World Health Organization convention on tobacco control.

" We always lose at fighting against science "

The alcohol lobby is at a crossroads where it can wether continue its denial that would lead to a dead end, or accept scientific evidence and live with it. The tobacco industry's destiny should be an inspiration because, in the long term, we always lose at fighting against science.

Reconnue d'utilité publique

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More deeply, Ms Verdier-Jouclas didn't understand times have changed. Still hanging on to an idealized past, where consequences of alcohol consumption were ignored, she doesn't see how preoccupied the population is about health issues. Consumers pay more and more attention to pesticides due to a productivist vine-growing business and claim for transparency on their products. **The time of the French paradox nonsense has passed**, with its flawed J curve that can't be found and its supposed magical healthy molecules. Nobody believes it anymore.

The Dry January success should make the wine lobby think : alcohol is now fairly perceived as a risky products for health, especially regarding cancer, and not only as a pleasure product. Even though nothing is definitive for now, we must congratulate the European Parliament, through the BECA Committee, for proposing adapted measures against carcinogenic products by using indisputable scientific basis, away from the lobbies pressure. **We hope that numerous MEPs would act to achieve public health objectives during the discussions and votes on February 15th & 16th !**

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