



The Public Health Agency of Sweden

Draft regulation amending the Public Health Agency of Sweden's Regulations and general advice on farm sales, HSLF-FS 2025:14

Summary

According to Chapter 5a, Section 16 of the Alcohol Act (2010: 1622) the person who has a permit for farm sales is responsible for ensuring that information about the harmful effects of alcohol is provided in connection with the visitor arrangements that are to be conducted.

By means of regulations, the Public Health Agency of Sweden has laid down that information must be provided orally at the beginning of the arrangement. This is stated in Section 6 of the Public Health Agency of Sweden's regulations and general guidelines on farm sales, HSLF-FS 2025:14.

The Public Health Agency of Sweden now intends to amend these regulations so that there is also a requirement to provide written material to visitors.

Background

In connection with the entry into force of the rules on farm sales in the Alcohol Act, the Public Health Agency of Sweden was authorised to supplement the rules with regulations, inter alia, with regard to the information about the harmful effects of alcohol that the permit holders must provide to their visitors.

In March 2025, the Public Health Agency of Sweden sent proposals for regulations for consultation. The proposal included that the permit holder should provide both oral and written information to the visitors. The National Board of Trade Sweden commented on the proposal and stated that the requirement for written information in connection with the visit arrangement should be regarded as technical regulations that must be notified in accordance with the Technical Rules Ordinance (1994:2029). Technical rules may not be adopted without the National Board of Trade Sweden being notified and notification to the EU having taken place. If a rule is adopted without this procedure having been carried out correctly, the rule will be invalid and may not be applied.

Therefore, the Public Health Agency of Sweden decided to remove the requirement for written information from the regulations when they were adopted in May 2025.

The written material that the Agency produced in connection with the regulatory work has been published and can already be used by permit holders if they so wish.

The material can be ordered from the Agency at cost price, and it is available both in Swedish and in English.¹

However, the Public Health Agency of Sweden still considers a combination of oral and written information to be the most effective. Thus, in order to ensure that visitors are given equivalent and fact-based information to a sufficient extent, we believe that the Public Health Agency of Sweden's regulations need to be revised so that there are also requirements for written information.

Proposed amendment

Amendment to Section 6 of HSLF-FS 2025:14

We propose a new wording of Section 6, where a new paragraph is added. This amendment means that the regulation is in line with the proposal that was sent out for consultation in the spring of 2025.

Current wording:

Section 6. The permit holder is responsible for ensuring that, at the start of the visitor arrangement, it is stated orally that alcohol can have harmful effects.

Proposed new wording:

Section 6. The permit holder is responsible for ensuring that, at the start of the visitor arrangement, it is stated orally that alcohol can have harmful effects. The permit holder is also responsible for providing visitors with the Public Health Agency of Sweden's specifically prepared written information material on the harmful effects of alcohol. The information material shall be provided to visitors in printed format.

Why is this amendment needed?

The Alcohol Act states that information about the harmful effects of alcohol must be provided to visitors. If the Public Health Agency of Sweden does not regulate what information should be provided and the forms for this, it is up to the farm sales operator to decide what information should be provided and to what extent. Whether this information is to be regarded as sufficient would then be examined by the municipality in each individual case within the framework of authorisation and supervision. This would require each permit holder to produce and evaluate information on the harmful effects of alcohol. We do not consider that mere management by means of general advice or guidance to municipalities and farm sales operators is sufficient to enable equivalent information to be provided to all visitors. In order to ensure, as far as possible, that sufficient fact-based information is provided, we consider that regulations are needed in this area.

¹ <https://www.folkhalsomyndigheten.se/publikationer-och-material/publikationsarkiv/a/alkohol-paverkar-dig-och-din-omgivning/>

What does the proposal entail?

The proposal means that, in addition to oral information, manufacturers must also ensure that visitors receive the written information material on the harmful effects of alcohol produced by the Public Health Agency of Sweden. The provision entails that the visitor should be offered the material during the visit. This means, for example, that the visitors should not have to request more information themselves. An advantage of written information in the form of, for example, a leaflet is that visitors can bring it with them and read the information at a later occasion. In consultation with representatives of industry organisations and individual manufacturers, it has emerged that they perceive the requirement to provide information about the harmful effects of alcohol as a challenge, among other things because it is perceived as difficult to reliably convey a message about risks and harmful effects at the same time as they present their product. The industry representatives and manufacturers we have been in contact with regarding this issue have all been positive about the Public Health Agency of Sweden being responsible for the content of the information, while farm sales operators are responsible for providing the Public Health Agency of Sweden's information material. Among other things, it has been pointed out that such an arrangement gives greater weight to the information and makes it easier for them to refer to any existing material.