



Australian Government



See what you're getting

Food labels are getting clearer.

Consumers want information about where their food comes from.

Easy to understand labels will tell you at a glance, so you can make a clear and informed decision about the food you buy.

Find more information at
foodlabels.industry.gov.au

What do the new food labels look like?



'Grown in'

For food where all of the ingredients are Australian grown.



'Product of'

For food where all of the ingredients are Australian and all major processing has been done here.



'Made in'

For food where the ingredients come from Australia or overseas and major processing has been done here.



'Packed in'

Features only a bar chart which shows the percentage of Australian ingredients.



All **imported** foods produced, made, grown or packed outside Australia must have their country of origin on the label.