



Australian Government

Australia's food labels are getting clearer

The Australian Government is introducing new food labels to make it clearer where the products you buy are grown, produced, made or packed.

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

What is happening?

Food businesses have begun applying easy to understand labels that will tell you at a glance where your food was grown, produced, made or packed. The labels will also tell you what percentage of the ingredients come from Australia.

Most food produced, grown or made in Australia will have the kangaroo logo. Text and a bar chart will show the percentage of Australian ingredients.

For imported foods, the label will clearly show the country of origin.

Food that was packed in Australia will only feature a bar chart that shows the percentage of Australian ingredients.



'Grown in'

For food where all of the ingredients are Australian grown



'Product of'

For food where all of the ingredients are from Australia 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.

Food that won't have the labels

The new labels will apply to a range of food offered for retail sale in Australia, with the exception of food sold in restaurants, cafes, take-away shops or schools.

Some retail foods won't be required to use the kangaroo logo or show the percentage of Australian ingredients. These foods are:

- seasonings
- confectionery
- biscuits and snack food
- bottled water
- soft drinks and sports drinks
- tea and coffee
- alcoholic beverages.

These foods will still have to state where they were grown, produced, made or packed. They can also use the new labels voluntarily.

Businesses will update their labels

Food businesses will use the most appropriate label for each of their products, ensuring that you can make an informed decision about the food you buy.

Businesses will be provided with information and guidance to help ensure that the label accurately describes the food.

Why is it happening?

You want to make informed decisions

For many years, Australians have been demanding changes to origin claims on food labels. You want them to be clearer, more meaningful, accurate and easier to find.

Up until now, country of origin labelling has often been unclear. It was hard to know the difference between descriptions like 'made in' and 'product of'. The new labels will be easier for you to understand, so you can make a quick, yet informed, decision in the supermarket, at the fruit and veg shop, or the market.

When is it happening?

Businesses are changing their labels now

The new country of origin labelling requirements came into effect on 1 July 2016. There is a two year transition period, giving businesses time to manage the change while still selling their existing stock. This means that over time, you will see more and more labels appearing on products.

Any products that have the old labels at the end of the transition period can still be sold until the end of their shelf-life. Food labelled from 1 July 2018 must follow the new rules.

Find more information at foodlabels.industry.gov.au

Do you sell food in Australia?

Find out what the new country of origin labels mean for your business at:

business.gov.au/foodlabels