



Australian Government

Country of origin labelling – Frequently asked questions

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

What is changing?

The country of origin labelling framework for food is changing to give Australian consumers clearer information about where their food comes from.

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

For imported food, 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.

When will it happen?

The changes were officially introduced on 1 July 2016. There is a two-year transition period, giving businesses time to manage the change. This means that over time, you will see more and more labels appearing on products.

Why is change needed?

Australian consumers have been confused about country of origin labelling for a long time and have been calling for labels to be clearer and more meaningful. Many Australian consumers are interested in not just where something was made or packed, but also how much of the food was grown in Australia.

What does it mean for me?

It will mean that when you go shopping, you will see that food that is made, grown or produced in Australia will carry a new label featuring the image of a kangaroo plus a bar chart that shows the proportion of Australian ingredients. The changes will help you make informed decisions about the food you buy in line with your personal preferences.

Are the new labels mandatory or voluntary?

All food for retail sale in Australia requires a country of origin statement.

Some food must also use the new labels (kangaroo logo, text and bar chart showing the percentage of Australian ingredients); these are referred to as priority food. Other food (non-priority food) can show this additional information on their labels voluntarily.

Non-priority foods that aren't required to provide the additional information are:

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

- alcoholic beverages.

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.

What will change for imported food?

The country of origin labelling for most imported food will be placed in a box so that you can find it more easily. Imported food will also follow the new rules that clarify when 'made in' and 'packed in' statements can be used.

Food that has been made overseas, and imported into Australia, using some Australian ingredients, may voluntarily use the bar chart to show the proportion of Australian ingredients used. The kangaroo symbol cannot be used.

What happens to labels for non-food products?

Claims like 'Product of' and 'Made in' will mean the same thing for non-food products as they do for food.

Non-food products won't use the same labels as food, but you will still see the kangaroo logo on some products.

How did the changes come about?

The changes to country of origin labelling for food were informed by extensive consultation by the Australian Government with consumers and industry. Multiple focus groups and surveys were carried out with consumers. We also met with and sought feedback from businesses and industry groups. Research, consultation documents and findings are available at industry.gov.au/cool.

Do you sell food in Australia?

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

business.gov.au/foodlabels