



Country of Origin Food Labelling

Town of Cottesloe

If you sell food in Australia, the new country of origin labelling law may apply to your products. From 1 July 2018, businesses must label their products according to the requirements of the Standard.

The law applies to foods offered for retail sale in Australia, including in stores, markets, online and from a vending machine. The law does not apply to food sold in places like restaurants, cafes, take-away shops, schools, or to food provided by caterers.

Understanding labelling requirements

The labelling requirements for a food item will vary depending on whether the food:

- is a priority or non-priority food.
- was grown, produced, made or packaged in Australia or another country.

Key claims

- **Grown in** is a claim about where the ingredients come from and is commonly used for fresh food. It can also be used for multi-ingredient products to show where the food was grown and processed.

- **Produced in** is a claim about where the ingredients come from and where processing has occurred. This claim is often used for processed, as well as fresh foods.

- **Made in** is a claim about the manufacturing process involved in making the food.

When a food has not been grown, produced or made in a single country, it will need to display a label identifying the country it was packaged in.

Priority and non-priority foods

Non-priority foods must carry a country of origin text statement about where the food was grown, produced, made or packaged. Non-priority foods includes: seasonings, confectionery, biscuits, snack food, bottled water, soft drinks, sports drinks, tea, coffee, and alcoholic beverages.

Everything else is a priority food. For example, priority foods include fruit and vegetables, meat, seafood, bread, milk, juice, sauces, honey, nut and cereal.

If a priority food was grown, produced or made in Australia, its country of origin label will also feature:

- a **kangaroo in a triangle logo** to help you quickly identify that the food is Australian in origin
- a **bar chart and text** identifying the proportion of Australian content in the food (if any).

Priority foods can only claim to be **produced** or **grown** in Australia if they contain 100 per cent Australian ingredients.

The labels

The Standard sets out three possible country of origin labels for food, each with its own mandatory requirements:

Three component standard mark—a graphic and text-based label which is mandatory for priority food items grown, produced or made in Australia.

Kangaroo logo

Bar chart

Explanatory text



Two component standard mark—a graphic and text-based label which is mandatory for most priority food items packed in Australia. It may also be used for imported priority foods that contain Australian ingredients.

Bar chart

Explanatory text



Country of origin statement—a text-only label which is used for non-priority food items. Imported priority foods must also, as a minimum, carry a country of origin statement in a clearly defined box.

Non-priority food **Made in the USA**

Priority food

