



# New Country of Origin Labels

*New labels will be mandatory for most food for human consumption offered for retail sale in Australia.*

For food grown, produced or made in Australia, these labels will generally include a kangaroo logo, a bar chart indicating the proportion of Australian ingredients in the food and an explanatory statement indicating the food was grown, produced, made in Australia, and the proportion of Australian ingredients – all within a clearly defined box.

Most imported food and food packed in Australia will also need new labels.

Labels will be available in colour and mono formats in portrait or landscape versions.

## Sample labels



This label is for food products *grown* exclusively in Australia, and includes the kangaroo logo, a filled bar chart.



This label is for a food product with at least 90% imported ingredients that has undergone significant processing in Australia. In addition to the mandatory kangaroo logo, bar chart and text it provides additional information about ingredients (in this example pork from Canada). Statements about the origin of specific ingredients, whether from Australia or overseas, can be added to any label on a voluntary basis.



This is a label for food product *made in* Australia with 96% Australian ingredients. In addition to the mandatory kangaroo logo, bar chart and text it provides additional information about ingredients (in this example pork from Australia). Statements about the origin of specific ingredients, whether from Australia or overseas, can be added to any label on a voluntary basis.



These labels are for food products *grown, produced or made in* a specific overseas country. For most food (other than non-priority food), the statement will need to be in a clearly defined box. These labels do not include the kangaroo logo, bar chart or text about the proportion of Australian ingredients.



This label is for food products *made in* Australia from at least 70 per cent of Australian ingredients. It includes the kangaroo logo and a bar chart to indicate the proportion of Australian ingredients.



This voluntary label is for food products *grown, produced or made in* a specific overseas country (in this case France) if you also want to show that the food was packed in Australia. These labels do not include the kangaroo logo, but do include the bar chart and text to indicate there are no Australian ingredients.