



FedEx Regulatory Alerts & Updates

Regulatory Alert: Australian Country of Origin Food Labelling

June 29, 2018

From July 1, 2018, the Australian Competition and Consumer Commission (ACCC) will impose enforcement of mandatory Country of Origin Requirements on food labelling, including a market surveillance check on products.

All importers that offer food for retail or wholesale in Australia will need to comply.

Food imported into Australia will be required to carry a country of origin text statement that identifies the country of origin of the product.

What has changed?

The *Country of Origin Food Labelling Information Standard 2016* (Standard) commenced on July 1, 2016. This allowed for a 2-year transition period for companies to put processes in place to comply.

From July 1, 2018, food to be sold in Australia must be labelled according to the requirements of the Standard. However, food products that are packaged and labelled according to the Food Code on or before June 30, 2018 can still be sold without the new labels after that date.

If you are importing food for retail or wholesale in Australia, you will need to comply with the Country of Origin labelling requirements.





The labelling requirements will vary depending on whether the food is a priority or non-priority food or was grown, produced, made or packaged in Australia or another country. In addition, there are different labelling requirements for packaged food, small packages, unpackaged food, fresh food and online sales. For example, if the food is packaged, the country of origin label must be affixed to the package. There is an online tool to assist with labelling requirements.

<https://www.business.gov.au/info/run/goods-and-services/selling-goods-and-services/selling-goods/country-of-origin-food-labelling/country-of-origin-labelling-online-tool>

Businesses must be careful when making claims about their products to ensure that they are accurate and truthful. Businesses should be aware that if they comply with the Standard, but make false or misleading country of origin claims elsewhere on their packaging or in relation to their food product they are likely to contravene the Australian Consumer Law.

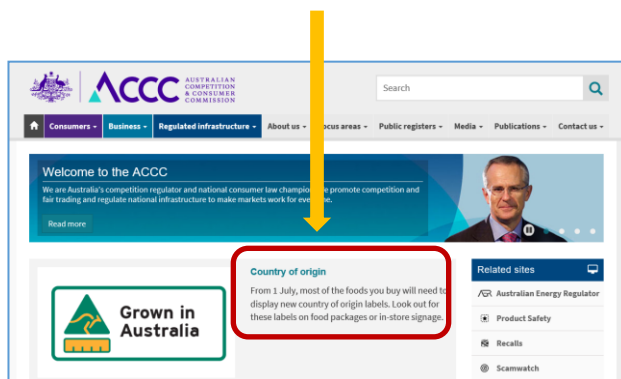
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Examples from the ACCC website

<p>A loaf of bread that is labelled 'Made in Australia from a least 80% Australian ingredients' means that the bread was baked in Australia using predominately Australian ingredients</p>	
<p>A carton of eggs that is labelled 'Grown in Australia' means that the eggs came from Australian-grown chickens</p>	
<p>A packet of pasta that is labelled 'Product of Australia' means that the pasta was made from scratch in Australia using only Australian ingredients</p>	
<p>A pack of mixed nuts that is labelled 'Packed in Australia from at least 20% Australian ingredients' means that, at a minimum, 20% of the nuts are Australian grown. Note: This label contains the bar chart but not the kangaroo logo as the food was not grown or produced here and the level of processing would not be enough to make a 'made in Australia' claim.</p>	

Frequently Asked Questions

This Regulatory Alert does not include a complete list of importers' obligations. Importers should fully inform themselves of their obligations. More information can be found at: <https://www.accc.gov.au/consumers/groceries/country-of-origin>



Additional information about country of origin labelling is available from the ACCC website, including a series of frequently asked questions: www.accc.gov.au/cool

Does this apply to exporting food from Australia?

A business does not have to comply with the Standard for food that is sold exclusively in the export market (i.e. food exported from Australia), provided the business has a genuine and definite intention to export the food from Australia. However, country of origin labelling that complies with the Standard can still be used for exported food, if the business wishes to use it.

Where does the labelling need to be displayed?

There is an online tool to assist.

<https://www.business.gov.au/info/run/goods-and-services/selling-goods-and-services/selling-goods/country-of-origin-food-labelling/country-of-origin-labelling-online-tool>

Do I need to notify FedEx on shipping documentation?

No, this relates to labelling of the food products.

Timeline for Implementation: July 1, 2018

References:

Australian Competition & Consumer Commission (ACCC) – Contact Information

<https://www.accc.gov.au/contact-us/contact-the-accc>

Australian Competition & Consumer Commission (ACCC) – Food Labelling

<https://www.accc.gov.au/site-search/food%20labelling>

Country of Origin Labelling Online Tool

<https://www.business.gov.au/info/run/goods-and-services/selling-goods-and-services/selling-goods/country-of-origin-food-labelling/country-of-origin-labelling-online-tool>

Country of Origin Claims

www.accc.gov.au/cool

Country of Origin – Groceries

<https://www.accc.gov.au/consumers/groceries/country-of-origin>