



Ensuring accurate and clear plant-based and alternative protein labelling



\$1.5 million

This measure delivers on the Australian Government's commitment to improve existing regulations for the labelling of plant-based and alternative protein products.

What's in this year's Budget

The government will provide \$1.5 million over 2 years from 2023-24 to work with industry and regulatory agencies to improve existing arrangements and, in parallel, undertake independent consumer research to understand the extent of any consumer confusion in relation to plant-based and alternative protein labelling.

The Department of Agriculture Fisheries and Forestry will work with Food Standards Australia New Zealand, the independent regulator of food safety system, to oversee the consumer research.

The department will also work with key industry bodies, such as the Red Meat Advisory Council and the Alternative Protein Council, to facilitate the development of strengthened industry guidelines.

Why this is important

It is important that appropriate regulatory settings are in place to enable consumers to make informed choices about plant-based and alternative products. These arrangements should be evidence-based, proportionate to the risk and complement existing regulations.

More information

For more information visit [agriculture.gov.au](https://www.agriculture.gov.au)

For more information about the 2024–25 Budget visit [budget.gov.au](https://www.budget.gov.au)