



Australian Government
**Department of Agriculture
and Water Resources**

20 April 2016

Import Industry Advice Notice

25/2015

Country of Origin Food Labelling reform for business

Who does this notice affect?

This notice applies to Australian businesses that sell food in retail stores in Australia and may include manufacturers, producers and importers.

What has changed?

The Australian Government is changing the rules around labelling of food sold in retail stores, to make it easier for consumers to see where our food comes from.

If you sell food in retail stores in Australia, the new country of origin food labelling laws will apply to your products from 1 July 2016. These laws apply to both local and imported food.

Businesses will have a two-year transition period to implement the new requirements. This means stock in trade can see out its shelf life.

At the end of June 2016, an online tool will be available to help Australian businesses identify and download the new labels, free of charge. Support materials are available for businesses now, including a style guide and instructions on how to source and set labels from the label library as well as information on the upcoming online tool.

Businesses may start seeing television, radio, print, newspaper and online advertisements encouraging consumers to find out more about the changes to labelling laws ahead of the commencement date. Food businesses, manufacturers, producers and importers are encouraged to find out more, but please note businesses have time to adjust over a two-year transition period.

Further information?

For more information, visit business.gov.au or call 132 846.

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