



The Country of Origin Labelling (CoOL) regulations for food offered for sale in Australia come into effect 1st July 2016, with a 2 year transition period. These changes affect you if you sell food in retail stores in Australia. There are different labels depending on where the food was grown, produced, made or packaged. Some foods are defined as non-priority foods and new labels are not mandatory, but may be used voluntarily. All other foods must comply with the new labelling requirements. QLM Label Makers are here to help you manage this transition.

standard mark labels can be two or three component labels

THREE COMPONENT LABEL

For products that were grown, produced or made in Australia:

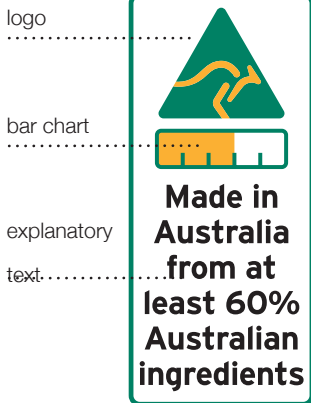
kangaroo in a triangle logo.

bar chart indicates % of Australian ingredients.

20% incremental markings and filled in 10% increments.

Explanatory text has 2 parts:

- states if a food was grown, produced or made in Australia.
- states the % of Australian ingredients.



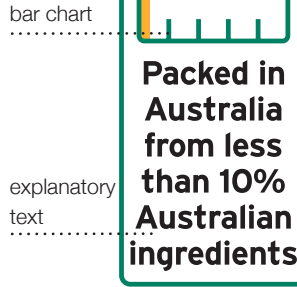
TWO COMPONENT LABEL

For products that were packed in Australia only (not grown, produced or made) regardless of the % of Aust Ingredients:

bar chart indicates % of Australian ingredients.

Explanatory text has 2 parts:

- states if a food was grown, produced or made in Australia.
- states the % of Australian ingredients.

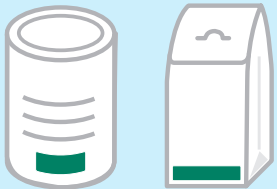


COUNTRY OF ORIGIN STATEMENT

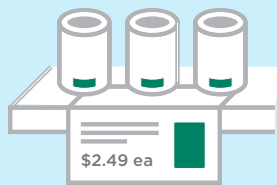
Produced in Mexico

Used when you do not need or cannot use a standard mark label on your product. Statements need to be in a clearly defined box.

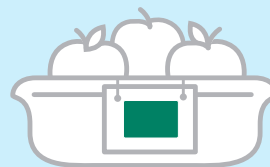
label uses



anywhere on your package



optional point of sale labels



unpackaged food



advertising material marketing

for more information

There are a number of helpful tools available from business.gov.au/foodlabels - refer to the Information Standard.



Food Labelling Style Guide business.gov.au/foodlabels



Food Labelling Explanatory Video youtube.com/watch?v=M6YE4RfSiBk



Food Labelling Legislation legislation.gov.au/Details/F2016L00528

are you ready?

contact QLM today to get started and ensure your business is fully compliant.