



# LABELLING GUIDELINES FOR FOOD BUSINESSES

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## Why do I need to label my food?

Food labels can provide a wide range of information to help consumers make food choices.

Food labels also help to protect the public health and safety by displaying information such as dates, ingredients, certain allergens, instructions for storage, preparation as well as advisory and warning statements.

In Australia, food manufacturers must ensure that food labels conform to the national Food Standards Code Australia and New Zealand (FSANZ).

Other laws also apply: Australian Consumer Law, National Trade Measurement Regulations 2009 and Commerce (Trade Descriptions) Act.

Everything said about food on the label is subject to Australian Consumer Law, which prohibits false, misleading or deceptive representations.

All food labels must contain the following information:

- Name and/or description of the food
- Identification of the 'Batch' number (food recall information)
- Name and Australian street address of the supplier of food (food recall information)
- List of ingredients
- Date mark
- Nutrition Information Panel (NIP)
- Country of origin of the food
- Warning and advisory statements.

Under the Food Act it is an offence not to meet labelling requirements. Failure to do so can lead to Council issuing fines or taking legal action.

**In 2015** there was a Consumer Label Survey conducted, some of the highlights of the report were:

- 67% of Australians somewhat agree or strongly agree that they trust food labels – this leaves **33% that don't trust food labelling**,
- Approximately 75% are interested in the ingredients list, nutritional panel and health claims – especially with first time purchases.

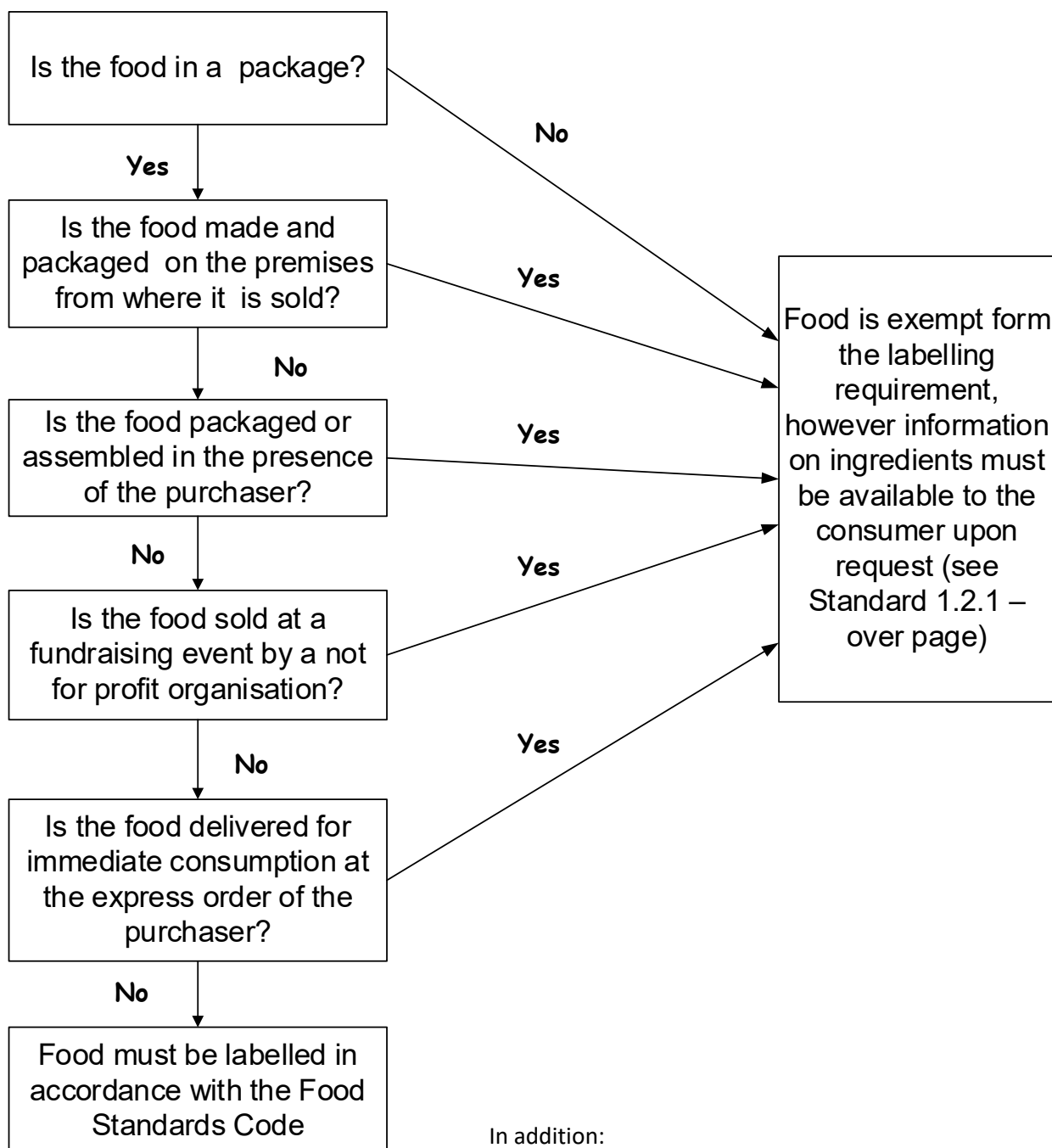
The full report can be found at [Consumer Label Survey 2015](#).

**In 2017** - 52% of food recalls by Food Standards Australia were due to incorrect labelling.

94% of those recalls were due to incorrect mandatory/warning declarations or advisory statements. Food Recalls are an expensive and time consuming process which can impact any business.

## Do I need to label my food?

Detailed information can be located at the [Food Standards Australia and New Zealand \(FSANZ\) website](#).



In addition:

- Food in packages less than 30cm<sup>2</sup> & 100cm<sup>2</sup>
- Single ingredient foods
- Assisted service display cabinets

are exempt from **some** labelling requirement but certain information **must** be available to the customer.

Please contact the Environmental Health Unit at Council, on **9742 0738** if you have any questions.

## Comprehensive Checklist for Labelling

By working through the checklist over the next few pages, this should assist with producing a compliant label.

A checklist summary with just the headings can be used. (Appendix 1)

We recommend that labelling is submitted to a laboratory that specialises in food analysis and label production for approval.

Product Name		Date
Standard	Description of what is required	Completed/Not required
<a href="#">1.2.1</a>	<p>Exempt from labelling due to:</p> <ul style="list-style-type: none"><li>• Food is made and packaged on the premises from which it is sold</li><li>• Food is packaged in the presence of the purchaser</li><li>• Food is packaged and displayed in an assisted service display cabinet. *</li></ul> <p><b>NOTE:</b> can you be sure this is how it will always be sold in all outlets?</p> <ul style="list-style-type: none"><li>• Is delivered packaged and ready for immediate consumption at the express order of the purchaser; eg: pizza and take away meals</li></ul> <p>Even though product may be exempt, information on ingredients must be available to the consumer on request, therefore it is good practice to ensure that a list of all ingredients and allergens is provided to your customers to refer to.</p> <p>* Standard 1.2.1 defines an assisted service display cabinet as an enclosed or semi-enclosed display cabinet which requires a person to serve the food as requested by the purchaser.</p>	
<a href="#">1.2.2</a>	<p><b>Food Identification Requirements</b></p> <ul style="list-style-type: none"><li>• Name of the product - Food must be labelled with an accurate description that indicates the true nature of the food, e.g. 'Strawberry Yoghurt' should contain strawberries. If the yoghurt contained strawberry flavouring rather than real strawberries the label should indicate it is 'Strawberry Flavoured Yoghurt'</li><li>• Lot/Batch Identification (Date marking may suffice)</li><li>• Name and address of packer, manufacturer, vendor or importer (PO Box Number/Email/Facebook are not sufficient).</li></ul>	

Product Name		Date
Standard	Description of what required	Completed/Not required
<a href="#">1.2.3</a>	<p><b>Mandatory Warning &amp; Advisory Statements &amp; Declarations</b>  <b>These must be at least 3mm in size</b></p> <p>There are various ingredients that require a <b>warning</b> statement on the label. For example: Royal Jelly, bee pollen, quinine, infant food &amp; formula, kava, guarana or extracts of guarana etc  Please refer to <a href="#">Food Standards Code</a> to check if any of your ingredients fall into these categories and the specific wording that must be used.</p> <p><u>Mandatory advisory statements</u>  Certain food groups fall into this category such as GM Foods, formulated caffeinated beverages, formulated meal replacement etc...  Please refer to <a href="#">Food Standards Code</a> to check if any of your ingredients fall into this category; there are examples of wording that can be used</p> <p><u>Mandatory Declarations:</u> are required where the food contains</p> <ul style="list-style-type: none"> <li>• Cereals containing Gluten – (you must declare the specific cereal) wheat, barley, rye, oats, malt, brewer's yeast, wheaten corn flour, oatmeal, semolina, cous cous and spelt.</li> <li>• Crustacea and their products</li> <li>• Egg and egg products</li> <li>• Fish and fish products</li> <li>• Milk and milk products from cows, goats, sheep and other animals</li> <li>• Tree Nuts and tree nut products - declare the specific nut –includes almonds, brazil nuts, cashews, chestnuts, hazelnuts, hickory nuts, macadamia nuts, pecans, pine nuts, pistachios, walnuts and others</li> <li>• Sesame Seeds and their products</li> <li>• Peanuts and peanut products</li> <li>• Soybeans and their products</li> <li>• Added Sulphites in concentrations of 10 mg/kg or more</li> <li>• Lupin.</li> </ul> <p>These allergens <b>must</b> be declared in the ingredients list.  Allergens in the ingredient list should be highlighted in <b>bold print</b> and the type of flour/nut specified.  It is recommended that there is an additional statement on a separate line in bold - for example:</p> <p><b>Contains eggs, almonds, soy, wheat flour (gluten) &amp; sesame (must specify the type of flour)</b></p> <p><u>Advisory Statements (e.g. May contain...</u>  This statement is used when there is a possibility that the product may have been contaminated with one of the above allergens but you are not claiming it is ...free of the allergens.</p> <p><u>Advisory Statements and Declarations</u>  There are various ingredients that require an advisory statement on the label. For example: Royal Jelly, bee pollen, quinine, guarana or extracts of guarana etc.  Please refer to <a href="#">Food Standards Code</a> to check if any of your ingredients fall into these categories.</p>	

Product Name		Date
Standard	Description of what required	Completed/Not required
<a href="#">1.2.4</a>	<p><b>Statement of ingredients</b></p> <ul style="list-style-type: none"> <li>• All labels must include a list of ingredients</li> <li>• This list must be in order of weight of product going into the food (highest to lowest)</li> <li>• Common name or name that describes the true nature of ingredient to be used (Not a trade name e.g. Milo).</li> </ul> <p><b>Compound Ingredients</b></p> <ul style="list-style-type: none"> <li>• Where the compound ingredient ( a food with more than one ingredient in it) is over 5% of the total product then all ingredients to be declared e.g. Chocolate (Milk Powder, cocoa, Emulsifier (475))</li> <li>• Where the compound ingredient is less than 5% of the total product only the additives need to be declared.</li> </ul> <p><b>Declaration of Additives</b></p> <ul style="list-style-type: none"> <li>• Declare in the format “Class name” &amp; name or number following e.g. Preservative (200) or Preservative (Sorbic Acid).</li> </ul>	
<a href="#">1.2.5</a>	<p><b>Date Marking</b> – Required if shelf life is under 2 years</p> <ul style="list-style-type: none"> <li>• <b>Best Before</b> Best Before is generally used for shelf stable products that require no refrigeration/heating prior to being sold.  Format for less than 3 months – day, month and year Format for more than 3 months – month and year For foods when the best before is more than 2 years – no date marking is required.</li> <li>• <b>Use By</b> Use by is generally used for products that require refrigeration/heating prior to being sold.  Food must not be sold past its Use By for health and safety reasons – lab testing may be required to ascertain this date.</li> <li>• <b>Produced /Made on</b> This is only applicable to bread products that have a shelf life of less than 7 days.</li> </ul>	
<a href="#">1.2.6</a>	<p><b>Directions for Use and Storage</b></p> <p>Required for products that require date marking</p> <ul style="list-style-type: none"> <li>• Include directions for use and/or storage where necessary for reasons of health or safety.</li> </ul> <p>Examples of directions: Keep refrigerated below 5 degrees Once opened keep refrigerated and consume within 3 days Cooking/reheating information Once open store in airtight container</p>	

Product Name		Date
Standard	Description of what required	Completed/Not required
<a href="#">1.2.7</a>	<p><b>Nutrition, Health and related claims - Gluten/Allergen Claims</b></p> <p>A claim to the effect that a food is <b>Gluten Free</b> must not be made in relation to a food unless the food contains NO DETECTABLE GLUTEN.</p> <p>A claim to the effect that a food has a <b>Low Gluten</b> content must not be made unless the food contains no more than 20mg gluten per 100gr of the food</p> <p>If claiming gluten free or low gluten, then the amount of gluten needs to be included in the Nutritional Ingredients Panel (NIP) refer to section 1.2.8 and Appendix 2</p> <p>If making allergen claims e.g. dairy free, nut free etc. we recommend that this is confirmed by testing.</p> <p>You cannot claim it is nut free, dairy free, gluten free etc.... and then say for example 'Made in a facility or on equipment that also uses...'</p> <p>This can cause confusion – the product is either free of the allergen or you cannot make the claim on your label.</p>	
<a href="#">1.2.8</a>	<p><b>Nutrition, Health and Related Claims</b></p> <p>Health Claims refer to the relationship between a food and its health benefits. They are only permitted on foods that meet the Nutrient Profiling Scoring Criteria (NPSC)</p> <p>Nutrition Claims are claims about the content of certain nutrients or substances in food such as 'low in fat'</p> <p>This is a complex area and notification to FSANZ may be required and/or would require registering with the appropriate board.</p> <p>We strongly recommend that you read:</p> <ul style="list-style-type: none"> <li>• FSANZ Nutrition, health and related claims <a href="#">Standard 1.2.7</a> and <a href="#">Standard 1.2.8</a></li> <li>• <a href="#">FSANZ Truth in Labelling</a></li> <li>• <a href="#">Therapeutic Good Administration Labelling and Packaging</a></li> </ul>	



Product Name		Date
Standard	Description of what required	Completed/Not required
<a href="#">1.2.8</a> cont'd	<p><b>Basic claims and what they mean</b></p> <ul style="list-style-type: none"> <li>• <u>Reduced fat</u>: the reduced fat version of a food must not contain more than 75% of the total fat content of the regular product.</li> <li>• <u>Low fat</u>: the food must contain 3g or less of total fat per 100g of the food, or 1.5g total fat per 100ml of liquid food.</li> <li>• <u>Fat free</u>: the food must contain 0.15g or less of total fat per 100g.</li> <li>• <u>Reduced in saturated fat</u>: the food must contain 75% or less of the saturated fat content of the regular food product.</li> <li>• <u>Cholesterol free</u>: the food must contain no more than 3mg of cholesterol per 100ml of the food.</li> <li>• <u>Low in sugar</u>: the food must contain no more than 5g of total sugars per 100g of the food, or no more than 2.5g of total sugars per 100g of liquid food.</li> <li>• <u>High in fibre</u>: the food must contain at least 3g of dietary fibre per serve.</li> <li>• <u>Low in salt</u>: the food must contain no more than 120mg of sodium per 100g of the food.</li> <li>• <u>Reduced salt</u>: the food must not contain more than 75% of the sodium content of the regular food product.</li> </ul>	
<a href="#">1.2.8</a>	<p><b>Nutritional Information Panel (NIP)</b></p> <p>The label on a package of food must include a nutrition information panel unless specifically exempt see Page 10 for these exemptions. See next page for an example of a NIP.</p> <p>Where a nutrition claim is made in relation to the food a NIP must be included on the label of a packaged food regardless if exempt from labelling.</p> <p>A NIP must include the following particulars and be set out in the following format unless otherwise prescribed in the Food Standards Code – ensure you use the Australian version.</p>	

## Example of a Nutrition Information Panel (NIP)

Nutrition Information		
Servings per package: (insert number of servings)		
Serving size: g (or ml or other units as appropriate)		
	Quantity per Serving	Quantity per 100 g (or 100 ml)
Energy	KJ (Cal)	KJ (Cal)
Protein	g	g
Fat, total	g	g
- saturated	g	g
Carbohydrate	g	g
-sugars	g	g
Sodium	mg (mmol)	mg (mmol)
Insert any other nutrient or biologically active substance to be declared)	g, mg, ug (or other units as appropriate)	g, mg, ug (or other units as appropriate)

Product Name		Date
Standard	Description of what required	Completed/Not required
1.2.8 cont'd	<p>Refer to the Food Standards Code 1.2.8 for other specific details in relation to nutritional panels.</p> <p>The nutritional information can be determined from several sources</p> <ul style="list-style-type: none"> <li>• <a href="#">Nutrition Panel Calculator</a> (NPC)</li> <li>• Food composition tables/data bases</li> <li>• Laboratory analysis</li> <li>• Other software.</li> </ul> <p>If claiming Gluten Free or low gluten then the amount of Gluten needs to be included in the NIP, this can be located below the protein information or at the bottom of the NIP. See examples in Appendix 2.</p> <p><b>Note:</b> The NPC has limitations when the preparation of your food involves <b>boiling</b> or <b>frying</b>, especially where the water or oil is not completely absorbed by the food. The NPC also has limitations when the preparation of your food involves <b>baking</b> with yeast (fermentation), <b>fermentation</b> (with other bacteria e.g. yoghurt) and other certain processes.</p> <p>In these circumstances we would recommend that you contact a laboratory that specialises in food analysis and label production.</p> <p><u>Exemptions</u> – <b>excludes the nutritional information panel only</b> – still to comply with all other labelling requirements</p> <p>Small Packaging (less than 100cm<sup>2</sup> surface area)</p> <p>Sandwiches , wraps etc.</p> <p>Herbs and spices</p> <p>Instant Coffee.</p>	
Summary – covered in various Standards	<p><b>Legibility Requirements</b></p> <p>The information contained in the label must be :-</p> <ul style="list-style-type: none"> <li>• Legible – easy to read</li> <li>• prominent</li> <li>• in English</li> <li>• Mandatory Warning/Advisory statements/declarations must be in a size type not less than 3mm or not less than 1.5mm for small packages (under 30cm squared).</li> </ul>	
<a href="#">1.2.10</a>	<p><b>Characterising Ingredients and Components</b></p> <p>Percentage of the characterising ingredient to be detailed in the ingredient listing e.g. Blueberry Muffins</p> <p>The characterising ingredient is Blueberry</p> <p>So the ingredients list would be: <b>wheat flour</b>, sugar, <b>butter</b>, <b>eggs</b>, blueberries (8%).</p>	

Product Name		Date
Standard	Description of what required	Completed/Not required
<p>Previously <a href="#">1.2.11</a></p> <p>Now governed by Australian Consumer Law</p>	<p><b>Country of Origin requirement</b> (from 1<sup>st</sup> July 2018)</p> <p>Current businesses moving towards using the kangaroo logo must include the following information in the interim:</p> <ul style="list-style-type: none"> <li>• Packaged food must state the country where the food was made or processed.</li> <li>• If the product is made in Australia and some of the ingredients are imported, then a statement that the food is made of local and imported ingredients must be included</li> </ul> <p>This labelling is applicable for products made up to and including 30<sup>th</sup> June 2018, any product made on or after 1<sup>st</sup> July 2018 must adhere to the new Country of Origin Requirements on next page.</p> <p>Refer to the separate information on Country of Origin requirements</p>	
<p>Not regulated by the Food Standards Code but by <i>National Trade Measurement Regulations 2009</i></p>	<p><b>Weight of packaged Food</b></p> <ul style="list-style-type: none"> <li>• A statement of content of weight (or volume, if liquid) must be contained with the label attached to the package in accordance with Trade Measurement requirements</li> <li>• Metric units to be used</li> <li>• Must be on the main display face on a plain background with a 2mm clearance around it</li> <li>• For further information refer to the trade measurement information on the <a href="#">National Measurement Institute Website</a>.</li> </ul> <p>Remember this is for the weight of the food <b>not</b> including the packaging (net weight).</p>	
<p>Not regulated by the Food Standards Code</p>	<p><b>Health Star Rating</b> – this is optional</p> <p>For further information on this refer the <a href="#">Health Star Rating</a> website.</p>	

## Country of Origin Labelling (CoOL) Requirements

### Why the change?

The changes aim to make it clear to consumers where food is actually produced instead of reflecting the location where it is ultimately packaged.

### What next?

- Assess if a **priority** or **non-priority food**, then follow the flow chart on Page 14 for compliance.
- We recommend that the [Country of Origin Labelling \(CoOL\) online tool](#) is used.
- We recommend that you download the Country of Origin Food Labelling Style Guide and watch the video which is available [on this link](#).

Non-Priority Food	Priority Food
<ul style="list-style-type: none"><li>a) seasonings;</li><li>b) confectionery;</li><li>c) biscuits and snack food - does not include cakes, muesli bars</li><li>d) bottled water;</li><li>e) soft drinks and sports drinks;</li><li>f) tea and coffee;</li><li>g) alcoholic beverages.</li></ul> <p>For further definition of these foods refer to Federal Register of Legislation <a href="#">Country of Origin Food Labelling Information Standard 2016</a></p>	All other food and drinks not on the non priority food list

## When a Country of Origin Label is NOT required

The new Information Standard covers all food for retail sale in Australia.

According to the new Information Standard you will not need a standard mark OR a country of origin statement for the following food product types:

- foods sold in restaurants, cafes, take-away shops or schools
- foods sold at fund-raisers
- foods sold in the same premises in which they have been made and packed (for example: a bakery that sell their food products exclusively at the shop-front of the facilities where the products were made and packed).

## Am I required to keep any records about the claims I make?

Yes. If you make a country of origin claim you should be able to substantiate it.

The Standard requires that businesses keep records supporting a country of origin claim for 12 months after the sale of the food item.

This obligation does not apply to an unpackaged single ingredient food from a single country (e.g. fish or cuts of meat).

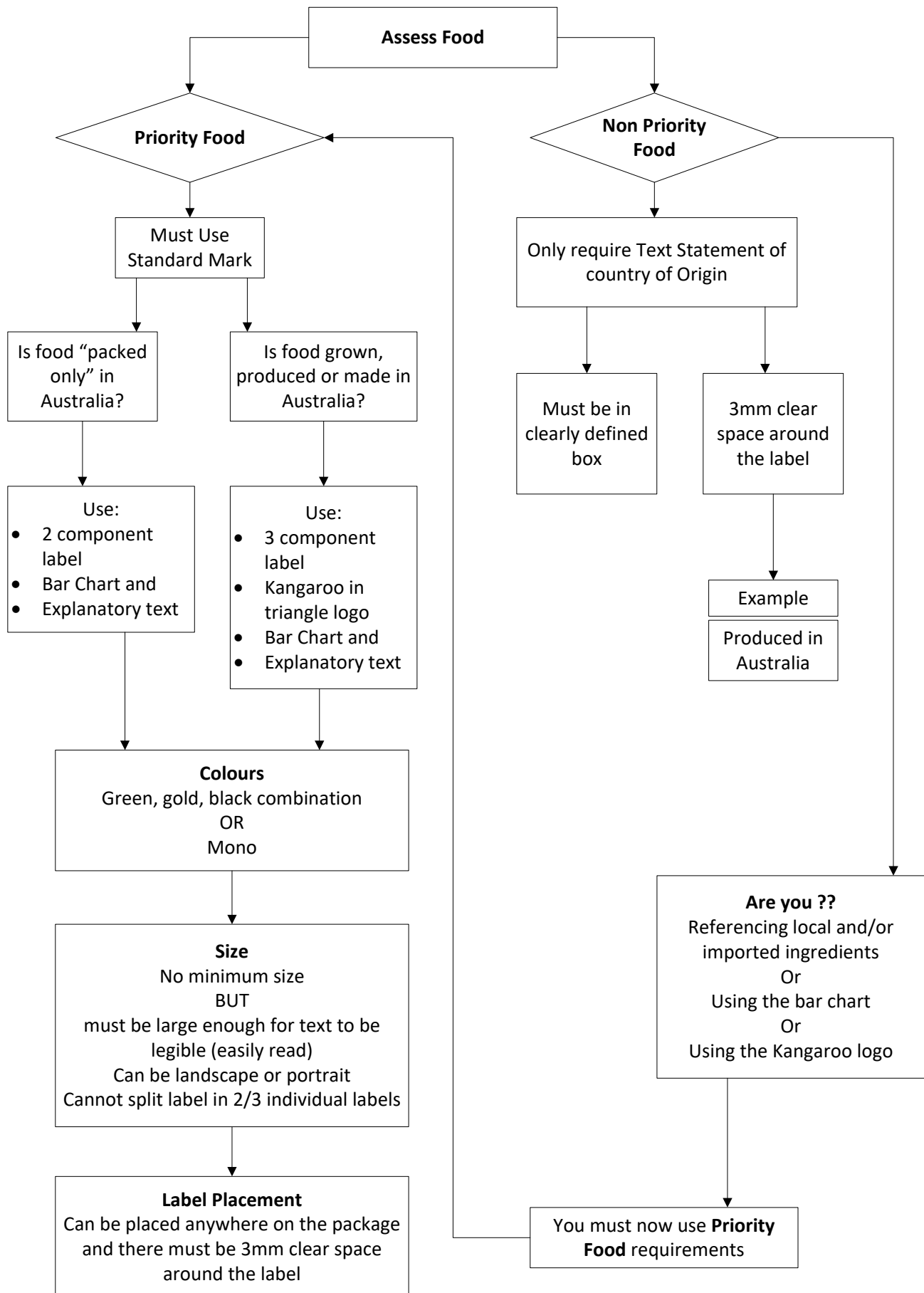
Records could include information regarding:

- the proportion of Australian ingredients
- traceability information
- contact details of who you received food products from or who products were supplied to
- dates of transactions
- batch or lot identification
- volume or quantity of products and
- relevant production records.

You will be required to provide this information to the ACCC or another Australian Consumer Law regulator upon request.

For more information refer to the [ACCC website](#)

## Country of Origin Labelling (CoOL)



## Where can I get more information?

Environmental Health Unit at Wyndham City Council

on ☎ **9742 0738**

or via email at [ehadmin@wyndham.vic.gov.au](mailto:ehadmin@wyndham.vic.gov.au)

### References & Further Information

- [FSANZ](#)
- Food Act 1984
- [Food Safety Victoria](#)
- [NSW food authority – labelling](#)
- [Australian National Measure Institute](#)
- [Australian Competition and Consumer Commission \(ACCC\)](#)
- [Dairy Technical Services Food Laboratory \(DTS\)](#)
- [Food Labels what do they mean poster](#)
- [A guide to complying with the Nutrition, Health and Related Claims Standard of the Australia New Zealand Food Standards Code.](#)
- [ACCC - Country of Origin information](#)
- [Business Victoria – Country of Origin Information](#)

### Helpful Hints

- Have a look at a similar product in the supermarket – choose the main brands to see how the label includes the information and the format of the label
- It is essential that all food labels be rechecked regularly since the composition may change.
- There are several accredited laboratories within Victoria that offer labelling and shelf life testing. Council can not endorse the use of any particular laboratory and advise that each Business should conduct their own research into the lab they would like to use.



## Appendix 1 - Checklist summary

Product Name		Date
<b>Standard</b>	<b>Description of what required</b>	<b>Completed/ Not required</b>
1.2.1	Exempt from labelling - <i>you will still need to produce an accurate list of ingredients including the compound ingredients breakdown for your products for your customers and allergens warnings on request</i>	
1.2.2	Food Identification Requirements	
1.2.3	Mandatory Warning & Advisory Statements & Declarations	
1.2.4	Statement of ingredients	
1.2.5	Date Marking	
1.2.6	Directions for Use and Storage	
1.2.7	Nutrition, Health and related claims	
1.2.8	Nutritional Information Panel (NIP)	
Summary	Legibility Requirements	
1.2.10	Characterising Ingredients and Components	
1.2.11	Country of Origin requirement	
National Trade Measurement Regulations 2009	Weight of packaged Food	
Optional	Health Star Rating	

## Appendix 2 - Samples of correct gluten free labelling in NIP


SERVING SIZE: 30g (2 biscuits) SERVINGS PER PACK: 12

	Per serve	Per 100g
Energy (kJ)	474	1580
(Cal)	113	378
Protein, Total (g)	3.7	12.3
Gluten (g)	Not detected	Not detected
Fat, Total (g)	1.1	3.6
Saturated Fat (g)	0.2	0.6
Trans Fat (g)	0.0	0.0
Polyunsaturated Fat (g)	0.5	1.6
Monounsaturated Fat (g)	0.4	1.4
Carbohydrate, Total (g)	20.9	69.7
Sugars (g)	0.7	2.2
Dietary Fibre (g)	2.0	6.8
Sodium (mg)	70	235

SERVING SIZE:30g (2 biscuits) SERVINGS PER PACK: 12

	Per serve	Per 100g
Energy (kJ)	474	1580
(Cal)	113	378
Protein, Total (g)	3.7	12.3
Fat, Total (g)	1.1	3.6
Saturated Fat (g)	0.2	0.6
Trans Fat (g)	0.0	0.0
Polyunsaturated Fat (g)	0.5	1.6
Monounsaturated Fat (g)	0.4	1.4
Carbohydrate, Total (g)	20.9	69.7
Sugars (g)	0.7	2.2
Gluten	0	0

## Appendix 3 - Example of a complete label

Apple Slice Cake																																		
Ingredients	<b>Flour (wheat), Sugar, Eggs, Vegetable Oil, Full Cream Milk, Apples (8%) Chocolate (Milk Powder, Cocoa, Emulsifier (475))</b>																																	
	<table border="1"> <thead> <tr> <th colspan="3">NUTRITION INFORMATION</th> </tr> </thead> <tbody> <tr> <td>Servings per package:</td> <td colspan="2">4.00</td> </tr> <tr> <td>Serving size:</td> <td colspan="2">33.00 g</td> </tr> <tr> <td></td> <td>Average Quantity per Serving</td> <td>Average Quantity per 100 g</td> </tr> <tr> <td>Energy</td> <td>474 kJ</td> <td>1440 kJ</td> </tr> <tr> <td>Protein</td> <td>2.8 g</td> <td>8.6 g</td> </tr> <tr> <td>Fat, total</td> <td>3.1 g</td> <td>9.5 g</td> </tr> <tr> <td>- saturated</td> <td>1.6 g</td> <td>4.8 g</td> </tr> <tr> <td>Carbohydrate</td> <td>17.9 g</td> <td>54.4 g</td> </tr> <tr> <td>- sugars</td> <td>8.0 g</td> <td>24.2 g</td> </tr> <tr> <td>Sodium</td> <td>15 mg</td> <td>45 mg</td> </tr> </tbody> </table>	NUTRITION INFORMATION			Servings per package:	4.00		Serving size:	33.00 g			Average Quantity per Serving	Average Quantity per 100 g	Energy	474 kJ	1440 kJ	Protein	2.8 g	8.6 g	Fat, total	3.1 g	9.5 g	- saturated	1.6 g	4.8 g	Carbohydrate	17.9 g	54.4 g	- sugars	8.0 g	24.2 g	Sodium	15 mg	45 mg
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- sugars	8.0 g	24.2 g																																
Sodium	15 mg	45 mg																																
Total Weight	132g																																	
<b>Contains (not required but recommended and if included lettering must be 3mm minimum)</b>	<b>Dairy, Gluten (wheat flour), Egg May contain traces of peanuts and tree nuts</b>																																	
Best Before	08.07.21																																	
Storage	Store in fridge below 5 degrees, once opened consume within 3 days																																	
Batch	080717																																	
Contact	Wyndham City Council 45 Princes Hwy, Werribee, Victoria, 3030 Ph: 9742 0738																																	
	 <b>Made in Australia - ingredient sources vary - average 80% Australian ingredients - Call 5272 5272 for details</b>																																	

## Appendix 4 - Food labels - What do they mean? (Poster)



# FOOD LABELS

## WHAT DO THEY MEAN?

### 1 Nutrition information panel

This panel shows the average amount of energy, protein, fat, saturated fat, carbohydrate, sugars and sodium in a serve and in 100 g (or 100 ml) of the food. The amount of any other nutrient or substance about which a nutrition content or health claim is made must also be shown (e.g. the amount of calcium must be shown if a claim about calcium is made).

### 2 Percentage labelling

Food labels must show the percentage of the key or characterising ingredients or components in the food. This allows similar foods to be compared. The characterising ingredient for this strawberry yoghurt is strawberry and the ingredient list states that it contains 7% strawberries.

### 4 Information for people with food allergies or intolerances

Some food ingredients and substances can cause severe allergic reactions and must be declared when present in a food. These ingredients are peanuts, tree nuts (e.g. cashews, almonds, and walnuts), crustacea, fish, milk, eggs, sesame, soybeans, and wheat.

Sulphites (if added at 10 mg or more per kg of food) and cereals containing gluten (e.g. wheat, oats, barley, rye and spelt) also need to be declared.

### 12 Nutrition and health claims

Nutrition content claims are claims about the content of certain nutrients or substances in a food, (e.g. 'contains calcium'). Health claims refer to a relationship between a food and health. There are rules for when nutrition content or health claims are made on food labels.

### 3 Food identification

To help identify a food, food labels must show:

- the name of the food
- the name and business address in Australia or New Zealand of the supplier of the food
- the lot identification of the food.

The name or description of the food must reflect its true nature (e.g. strawberry yoghurt must contain strawberries). If the yoghurt contained strawberry flavouring rather than real fruit, then the name would need to indicate that it is strawberry-flavoured yoghurt.

### 5 Date marking

Foods that should be eaten before a certain date for health or safety reasons must be labelled with a use-by date.

Otherwise a best-before date is required if the food has a shelf life of less than two years. Although it may be safe to eat a food after its best-before date, it may have lost quality and some nutritional value.

### 11 Country of origin

Australia and New Zealand have different country of origin labelling requirements.

In Australia, the country of origin of packaged and some unpackaged foods must be stated on the label. Read more about country of origin labelling on the Australian Competition and Consumer Commission website at [www.accc.gov.au](http://www.accc.gov.au)

In New Zealand, country of origin labelling is required on wine only. Further information is available on the Ministry for Primary Industries website at [www.foodsafety.govt.nz/industry/sectors/wine/labelling-composition](http://www.foodsafety.govt.nz/industry/sectors/wine/labelling-composition)

### 6 Ingredient list

Ingredients must be listed in descending order (by ingoing weight). So if an ingredient is listed near the start of the list, then the food contains more of this ingredient than others lower down the list.

### 7 Labels must tell the truth

Under Australian and New Zealand consumer laws, labels must not be false, misleading or deceptive.

Suppliers must also label foods with accurate weights and measures information. The National Measurement Institute in Australia ([www.measurement.gov.au](http://www.measurement.gov.au)) and the Ministry of Consumer Affairs in New Zealand ([www.consumerprotection.govt.nz](http://www.consumerprotection.govt.nz)) ensure that correct weight and measurement information is used on food labels.

### 10 Legibility requirements

Any labelling requirements must be in English, be legible and prominent so as to contrast distinctly with the background on the label.



### 9 Directions for use and storage

Where specific storage conditions are required for a food to keep until its best-before or use-by date, those conditions must be included on the label. If the food must be used in accordance with certain directions for health or safety reasons, those directions must be included on the label.

### 8 Food additives

Food additives must be identified in the ingredient list, usually by their class name (e.g. 'thickener' or 'colour') followed by the food additive name or number. A thickener has been used in this yoghurt and is labelled as 'thickener (1442)'. A full list of food additive names and numbers is available from [www.foodstandards.gov.au](http://www.foodstandards.gov.au)

For more information on food labelling

Visit [www.foodstandards.gov.au/foodlabelling](http://www.foodstandards.gov.au/foodlabelling)

Or follow us on [www.facebook.com/Food-Standards](https://www.facebook.com/Food-Standards) and [www.twitter.com/FSANZnews](https://twitter.com/FSANZnews)

Disclaimer: This poster has been produced as a guide to consumers only. Industry and enforcement agencies should refer to the Food Standards Code.

## Appendix 5 - Allergies and intolerances

### Education and Training for the food service industry

This is a growing area and all food manufacturers large and small, along with food service industry personnel need to be aware of the serious nature of allergens and intolerances.

The links below provide some useful information, along with the final link being to a newspaper article on a recent death due to incorrect labelling and lack of knowledge around ingredients in foods.

- [Allergen Bureau Website](#)
- [Australian Food and Grocery Council](#)
- [Coeliac Australia](#)
- [Food Allergy Training](#) – free on-line course to assist proprietors and staff to gain knowledge about food allergens and to develop best practice procedures for making their food business safe for customers with allergies
- [National Allergy Strategy](#)
- [Newspaper article in relation to food allergen deaths](#)
- [NSW Government – Be prepared, be allergy aware](#)

## Appendix 6 - Examples of Country of Origin Labels

The percentages can be altered to suit your product as you use the [Online Label Tool](#)

By following the questions, it will generate the label you require and this can then be reproduced in colour or mono/landscape or portrait for your product.

Product made in another country,  
then repacked in Australia



Made and produced in Australia  
with all Australian ingredients

Where you are using a mix of Australian and overseas ingredients  
but the amount of Australian ingredients is constant –  
e.g: sugar/tomatoes are constantly Australian not sometimes  
overseas sugar/tomatoes – if you have to substitute due to seasonal  
variances then you will need to use **the last label shown**



Where ingredients origin may vary  
due to seasonal variances  
or other influencing factors



## Appendix 7 - List of Related Websites

Name of Authority	Hyperlink
Australian Competition and Consumers Commission (ACCC)	<a href="https://www.accc.gov.au/publications/country-of-origin-food-labelling">https://www.accc.gov.au/publications/country-of-origin-food-labelling</a>
Consumer Label Survey	<a href="http://www.foodstandards.gov.au/publications/Pages/consumerlabelsurvey2015.aspx">http://www.foodstandards.gov.au/publications/Pages/consumerlabelsurvey2015.aspx</a>
Country of Origin Labelling	<a href="https://industry.gov.au/industry/IndustrySectors/FoodManufacturingIndustry/Pages/Country-of-Origin-Labelling.aspx">https://industry.gov.au/industry/IndustrySectors/FoodManufacturingIndustry/Pages/Country-of-Origin-Labelling.aspx</a>
Country of Origin Labelling Tool	<a href="http://www.originlabeltool.business.gov.au/">http://www.originlabeltool.business.gov.au/</a>
Food Safety Victoria	<a href="https://www2.health.vic.gov.au/public-health/food-safety">https://www2.health.vic.gov.au/public-health/food-safety</a>
Food Standards Australia and New Zealand	<a href="http://www.foodstandards.gov.au/code/Pages/default.aspx">http://www.foodstandards.gov.au/code/Pages/default.aspx</a>
Health Star Rating	<a href="http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/content/home">http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/content/home</a>
Mandatory Warning and Advisory Statement Link	<a href="https://www.foodstandards.gov.au/code/userguide/Documents/Guide%20to%201.2.3%20-%20Warning%20and%20Advisory%20Statements.pdf">https://www.foodstandards.gov.au/code/userguide/Documents/Guide%20to%201.2.3%20-%20Warning%20and%20Advisory%20Statements.pdf</a>
National Measurement Institute	<a href="http://www.measurement.gov.au/Publications/trademeasurement/Documents/Guide-to-the-Sale-of-Pre-packaged-Goods.pdf">http://www.measurement.gov.au/Publications/trademeasurement/Documents/Guide-to-the-Sale-of-Pre-packaged-Goods.pdf</a>
New South Wales Food Authority	<a href="http://www.foodauthority.nsw.gov.au/foodsafetyandyou/food-labelling">http://www.foodauthority.nsw.gov.au/foodsafetyandyou/food-labelling</a>
Nutritional Panel Calculator	<a href="http://www.foodstandards.gov.au/industry/npc/Pages/Nutrition-Panel-Calculator-introduction.aspx">http://www.foodstandards.gov.au/industry/npc/Pages/Nutrition-Panel-Calculator-introduction.aspx</a>
Therapeutic Goods Administration Labelling and Packaging	<a href="https://www.tga.gov.au/labelling-packaging">https://www.tga.gov.au/labelling-packaging</a>
Truth in Labelling	<a href="http://www.foodstandards.gov.au/consumer/labelling/truth/Pages/default.aspx">http://www.foodstandards.gov.au/consumer/labelling/truth/Pages/default.aspx</a>

### Allergy related websites

Name	Hyperlink
Allergen Bureau	<a href="http://www.allergenbureau.net/">http://www.allergenbureau.net/</a>
Australian Food and Grocery Council	<a href="https://www.afgc.org.au/wp-content/uploads/AFGC-Allergen-Management-and-Labelling-Guide.pdf">https://www.afgc.org.au/wp-content/uploads/AFGC-Allergen-Management-and-Labelling-Guide.pdf</a>
Coeliac Australia	<a href="https://www.coeliac.org.au/">https://www.coeliac.org.au/</a>
Food Allergy Training	<a href="https://foodallergytraining.org.au/">https://foodallergytraining.org.au/</a>
National Allergy Strategy	<a href="https://www.nationalallergystrategy.org.au/">https://www.nationalallergystrategy.org.au/</a>
Newspaper article in relation to food allergen deaths	<a href="http://allergenbureau.net/coroner-reports-two-melbourne-food-allergy-deaths/">http://allergenbureau.net/coroner-reports-two-melbourne-food-allergy-deaths/</a>
NSW Government Allergen Info	<a href="http://www.foodauthority.nsw.gov.au/Documents/retail/be_prepared_be_allergy_aware.pdf">http://www.foodauthority.nsw.gov.au/Documents/retail/be_prepared_be_allergy_aware.pdf</a>