



Dairy for life

# Country of Origin Labelling

Consumers increasingly want to know more about where their food comes from, so in 2016 the Australian Government introduced new Country of Origin food labelling requirements. All packaged food manufactured after 1 July 2018 for retail sale in Australia now includes more transparent information about the origin of the product. Under the system, most foods that are produced, grown or made in Australia are required to display a label with:

- The kangaroo in a triangle logo to help consumers easily and quickly identify the food's Australian origin
- A text statement indicating that the food was grown, produced, or made in Australia
- A bar chart showing the minimum proportion of Australian ingredients by ingoing weight, shown as a percentage amount.



**Made in Australia  
from at least 80%  
Australian ingredients**

**Made in New Zealand**

Labelling requirements are dependent on the type of food product and whether it was grown, produced, made or packed in Australia or another country.

Imported food must display the country of origin in a clearly marked box.

Consumers can now see new Country of Origin labelling on all of the products we sell in Australia. Given the benefits this initiative has provided to our retail consumers, Fonterra Australia has extended Country of Origin labelling to our foodservice products.

**For more information on Country of Origin labelling, visit:**

<https://www.accc.gov.au/business/advertising-promoting-your-business/country-of-origin-claims/country-of-origin-food-labelling>