



**Australian Made, Australian Grown Logo**

# **The Logo & Food Labelling**



© Australian Made Campaign Limited 2016

This work is copyright. Apart from any use as permitted under the Copyright Act 1968, no part may be reproduced by any process without prior written permission from Australian Made Campaign Limited (AMCL). Requests and enquiries concerning reproduction and rights should be addressed to the Office Administrator, AMCL, Suite 105, 161 Park Street, South Melbourne Vic 3205.

An electronic version of this work is available on the AMCL website at [www.australianmade.com.au](http://www.australianmade.com.au).

This electronic version may be downloaded, displayed, printed and reproduced in unaltered form only for your personal, non-commercial use or within your organisation.

# WHAT'S CHANGING? (A NEW ROLE FOR AN OLD FRIEND)



**We're all familiar with the Australian Made, Australian Grown (AMAG) logo - the green and gold kangaroo in a triangle symbol. For 30 years the logo has been supporting manufacturers, growers and processors in Australia by helping them to clearly identify their products as Australian. At the same time it has provided consumers, wherever they might be, with a highly recognised and trusted symbol for products which have been made or grown in Australia.**

Since 1999, the logo has been administered by Australian Made Campaign Limited (AMCL), a private sector not-for-profit organisation, under a formal agreement with the Australian Government. Businesses have been able to apply to AMCL for a licence to use the logo as a certification trade mark on their products, including food products.

Now some big changes are happening. From 1 July 2016, we'll all be seeing a lot more of the kangaroo logo, when it becomes the centrepiece of the Australian government's new mandatory country of origin food labelling scheme.

## WHY DO WE NEED NEW FOOD LABELS?

For a long time, the public has been calling for clearer and more transparent country of origin labelling on food products. Many consumers are interested in not just where something was made or packed, but also how much of the food was grown in Australia.

The purpose of the new country of origin food labelling scheme is to enable consumers to make more informed choices about the food they buy.



# THE NEW SCHEME EXPLAINED

Under the new scheme, most food products grown, produced or made in Australia will be required to carry a new country of origin mark, comprising three elements:

**1 the kangaroo logo**



**2 a bar chart showing the percentage of Australian content (by ingoing weight)**



**3 a text statement**

**Made in Australia from at least 70% Australian ingredients**

Fully imported food and foods which have only been packed in Australia will also be easier to recognise. Country of origin statements will be enclosed in a clearly defined box.

The new food labelling system is due to commence on 1 July 2016 and businesses will have two years to transition to the new requirements.

## SOME EXAMPLES OF THE NEW LABELS:



## WILL ALL FOOD PRODUCTS BE REQUIRED TO CARRY THE NEW MARK?

Some foods grown or made in Australia will not be required to include the kangaroo logo and the bar chart. These 'non-priority' foods are foods which have been identified by consumers in Government research as being of less concern regarding country of origin information. There are reduced requirements for labelling of such foods but they will still be required to carry a country of origin statement. Non-priority foods can voluntarily use the new marks.

Non-priority foods include seasonings, confectionery, biscuits and snack food, bottled water, soft drinks and sports drinks, tea and coffee, and alcoholic beverages.

Imported foods, including those packed in Australia, are also covered by the new labelling arrangements. The new marks for these products of course do not contain the kangaroo logo.

Foods sold in restaurants, cafes, school canteens, sold by a caterer or self-catering institution, or food for special medical purposes will continue to be exempt from country of origin food labelling requirements

## WHERE ARE THE RULES SET OUT?

The framework for Australia's new food labelling system is set out in the [Country of Origin Food Labelling Information Standard 2016](#).

General provisions for country of origin claims are set out in Part 5-3 of the *Australian Consumer Law* [www.consumerlaw.gov.au](http://www.consumerlaw.gov.au).

The rules for using the AMAG logo on non-food products and foods for export are set out in the [Australian Made, Australian Grown Logo Code of Practice](#).

## USE OF THE AMAG LOGO ON EXPORTED FOOD PRODUCTS

The new labels are not required to be used on exported food products. Businesses wishing to use the AMAG logo on exported food can use the new labels in accordance with the Information Standard or use the AMAG logo (without the additional bar chart information) under a licence with AMCL. Further information is provided in the comparison table below and in the Australian Made, Australian Grown Code of Practice.

Business should always check the labelling requirements of the country of import when exporting.

## WHERE CAN I GET THE NEW MARKS FROM?

An on-line self assessment tool to help business determine the appropriate new mark for their product labels, and download label artwork is available on [www.business.gov.au/foodlabels](http://www.business.gov.au/foodlabels)

A style guide details the specifications for standard labels is also available on [www.business.gov.au/foodlabels](http://www.business.gov.au/foodlabels)

## IS THERE A COST?

There will be no charge to access Australia's new country of origin food labelling scheme.

## ARE THE NEW COUNTRY OF ORIGIN FOOD LABELLING SCHEME LABELS AVAILABLE FOR USE ON NON-FOOD PRODUCTS?

No, they can't be used on non-food products. If you want to use the AMAG logo on your non-food products, you will need to contact AMCL and apply for a licence.

## WHO IS RESPONSIBLE FOR POLICING THE NEW FOOD LABELLING SYSTEM?

Australian Consumer Law regulators, including the Australian Competition and Consumer Commission (ACCC) and state and territory consumer affairs regulators are responsible for ensuring that food labelling complies with the new labelling requirements.

Any concerns or complaints about false, misleading or deceptive conduct should be directed to the ACCC on [1300 302 502](tel:1300302502).

Where the kangaroo logo is used under licence from AMCL, AMCL will continue to monitor compliance with the rules for its use.



# WHAT DOES THIS MEAN FOR AUSTRALIAN MADE CAMPAIGN?

From 1 July 2016, AMCL will no longer issue new licences for food products to be sold in Australia.

Existing licences for food products to be sold in Australia can be maintained until the business transitions to the new labels. Businesses will have until 30 June 2018 to make the change. Stock which has been labelled before 30 June 2018 can continue to be sold after 30 June 2018. Stock labelled after 30 June 2018 must meet the new requirements.

AMCL will continue to manage licences for food products to be sold in export markets, except where the business chooses to use the new labels for both its domestic and export sales.

AMCL will also continue to manage use of the AMAG logo on non-food products.

AMCL's website will continue to provide an online directory of Australian products.

## QUESTION

**Who's managing it?**

---

**Who enforces and polices it?**

---

**What products will the scheme apply to?**

---

**What are the rules governing the scheme?**

---

**What will the labels look like?**

---

**Example of labels**

---

**Is it compulsory?**

---

**Can it be used on exported food products?\***

---

**What are the costs?**

---

**When does it start?**

---

**Where do I get more info?**

---

## AUSTRALIA'S COUNTRY OF ORIGIN FOOD LABELLING SCHEME

## AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO VOLUNTARY CERTIFICATION SCHEME

Australian Government – Department of Industry, Innovation and Science

Australian Made Campaign Limited (AMCL)

Australian Consumer Law regulators, including ACCC and state and territory consumer affairs regulators

AMCL

Food products available for retail sale in Australia (does not include foods sold in restaurants, cafés, etc.)

- Non-food products licensed by AMCL
- Food products licensed by AMCL for sale in export markets

- Country of Origin Food Labelling Information Standard 2016
- Australian Consumer Law, part 5-3, and general provisions around false, misleading and deceptive conduct

AMAG Logo Code of Practice

For most food products (priority foods) made, grown or produced in Australia, the label will include:

- Kangaroo logo
- Bar chart showing percentage of Australian ingredients
- Text statement

Kangaroo logo with approved descriptor ('Australian Made', 'Product of Australia', 'Australian Grown', Australian Seafood, 'Australian') directly underneath.

Different labelling requirements are also specified for non-priority foods, foods packed in Australia and fully imported foods.



The new Information Standard sets out mandatory labelling requirements for all food products (priority and non-priority foods) offered for retail sale in Australia (except foods sold in restaurants, cafes, etc.)

No, but businesses using the AMAG logo must be licensed by AMCL to do so.

The new marks are mandatory for priority foods, but voluntary for non-priority foods. The Information Standard sets out a reduced set of requirements for non-priority foods.

### Optional

The new labels are not required on exported food. Business can voluntarily use the new labels for export purposes. If used, labels must adhere to the requirements set out in the Information Standard for food sold in Australia.

If business would like to use the AMAG logo on exported food products (without the bar chart), business must have a licence with AMCL.

No charge for using the new labels or obtaining artwork. Businesses will have to carry the cost of relabelling.

Annual licence fee based on sales of products carrying the logo. Minimum \$300 + GST per annum. Maximum \$25,000 + GST per annum

1 July 2016 with a two-year transition period, plus stock in trade.

Continuing but not for food products sold in Australia once new labels have been adopted

[www.business.gov.au/foodlabels](http://www.business.gov.au/foodlabels)

[www.australianmade.com.au](http://www.australianmade.com.au)

P. 13 28 46

P. 1800 350 520



**AUSTRALIAN MADE CAMPAIGN LIMITED**

ABN 20 086 641 527

Suite 105, 161 Park Street, South Melbourne, VIC 3205

P. 03 9686 1500 / 1800 350 520 F. 03 9686 1600

E. [info@australianmade.com.au](mailto:info@australianmade.com.au)

[www.australianmade.com.au](http://www.australianmade.com.au)

Revised edition effective 24 June 2016

AUD0029.07.16