

Country of Origin Food Guidelines Labels

The Country of Origin Food (CoOL) Labelling Information Standard 2016 (Standard) commenced on 1 July 2016. It requires most food suitable for retail sale in Australia to carry country of origin information.

This information may take the form of a text statement (statements may need to be in a defined box) or a text and graphic label known as a standard mark. For examples see page 2 of this document.

By the end of June 2018 under the changes, it is mandatory for all priority foods grown, produced or made in Australia to include the AMAG logo together with a bar chart to indicate the proportion of Australian ingredients. Food manufacturers will be encouraged to include the origin of ingredients in additional detail on their labels.



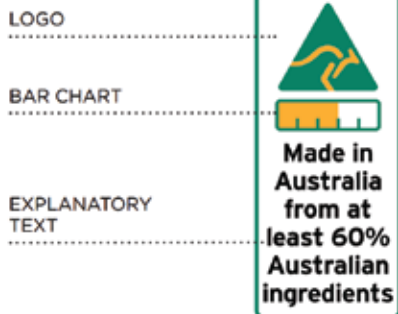
The Labels

Three element label - For priority foods grown, produced or made in Australia.

The label includes:

- The kangaroo logo (Made in Australia)
- A bar chart showing the percentage of Australian ingredients
- Explanatory text statement outlining if the food was grown, produced or made in Australia and the % of Australian ingredients

THREE COMPONENT LABEL

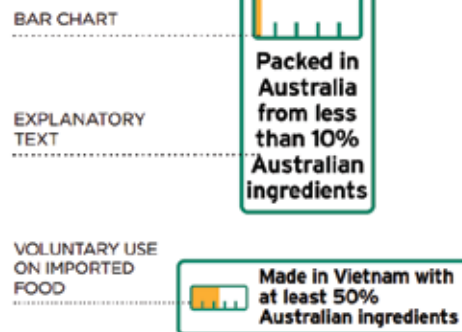


Two element label - For most priority food items packed in Australia (not grown produced or made).

The label includes:

- A bar chart displaying the % of Australian ingredients
- A statement indicating the % of Australian ingredients

TWO COMPONENT LABEL



Country of Origin Statement - Non-priority foods only require a text statement about where the food was grown, produced or made.

CLEARLY DEFINED BOX

Produced in Mexico

What foods do these regulations apply to?

The CoOL laws apply to all packaged and some unpackaged foods offered or suitable for retail sale in Australia.

Guidelines for Packaged Foods

Packaged foods are divided in two categories, Priority and Non-Priority.

Non-Priority Foods



Non-Priority foods include seasoning, confectionery, tea and coffee, biscuits and snack food, soft drinks, sports drinks, and alcoholic beverages

Priority Foods

Priority foods are all other food products not included in the categories previously listed.

Guidelines for Unpackaged foods

Some unpackaged foods for retail sale needs a label placed on the food or in connection with the display to identify the country or countries of origin of the food.



Country of Origin labelling applies to unpackaged fresh and processed fruit, vegetables, nuts, spices, herbs, legumes, seeds, fish (including shellfish) and meat (pork, beef, lamb and chicken)

The Material used in these labels has a minimum application temperature of +5°C
 The Material's functional service temperature: -20°C / +80°C

This material is NOT freezer grade - please contact us for a quote for freezer grade application



Custom sizing is available - give us a call on 1300 852 646

EXAMPLE TEXT STATEMENTS



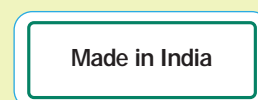
EXAMPLE



EXAMPLE



EXAMPLE



EXAMPLE



EXAMPLE



EXAMPLE

Select any size that suits, based on label size not exceeding 1200 square mm.

| QTY | Price per label | Price Total |
|-------|-----------------|-------------|
| 1000 | 29.5c ea | \$294.80 |
| 2000 | 17.8c ea | \$355.30 |
| 5000 | 7.7c ea | \$382.80 |
| 10000 | 4.7c ea | \$465.30 |
| 20000 | 3.2c ea | \$630.30 |

Pricing inclusive of GST, Art & Delivery.
Labels supplied on rolls.

Please give us a call on 1300 852 646 or send us an email sales@gurulabels.com.au to make your order.

We look forward to hearing from you.
 Don't forget that this Country of Origin information must be visible on your product by the end of June 2018.

For further information on this standard please visit:
www.foodlabels.industry.gov.au



Country of Origin label added as a stand alone label