Country of Origin
Food Labelling

*Style Guide v1.0*

17 APRIL 2016
New Country of Origin Labelling (CoOL) requirements for food offered for sale in Australia were introduced by the Australian Government in 2016.

Country of Origin Labelling Information Standard


The Information Standard is available at business.gov.au and there are different labels depending on where the food was grown, produced, made or packaged.

The Information Standard outlines foods that are defined as non-priority foods.

New labels are not mandatory for non-priority foods but may be used voluntarily.

All other foods must comply with the new labelling requirements.

Style Guide

This Style Guide shows how the new country of origin labels should look and be used.

The Style Guide is not a substitution for the requirements outlined in the Information Standard.

The CoOL Online Tool will help you identify and download the appropriate label for your food product. The Online Tool is available at business.gov.au
Labels

There are two types of new country of origin labels; a standard mark and a country of origin statement.

Artwork is available for download at business.gov.au

1. Standard mark

Standard mark labels can be two or three component labels.

Three component label

Three component labels are for products that were grown, produced or made in Australia.

1. The kangaroo in a triangle logo indicates the product was grown, produced or made in Australia.

2. The bar chart indicates the percentage of Australian ingredients. Bar charts have 20% incremental markings and generally filled in 10% increments.

3. The explanatory text has two parts:
   • states if a food was grown, produced or made in Australia and
   • states the percentage of Australian ingredients

The bar chart and explanatory text used will depend on the percentage of Australian ingredients claim being made. For example,

1. ‘from at least xx%’ in whole numbers:
   a. between 10% and 94%, with the bar chart showing the lower decile mark
   b. between 95% and 99%, with the bar chart showing 95%

2. ‘from less than 10%’, with the bar chart filled to 5%.

There is a range of other explanatory text statements available depending on where the food is grown, produced, made, packaged or otherwise processed. These statements are not outlined in this guide. Refer to the Information Standard for more information.
Two component label

Two component labels are for:

- products that were packed in Australia only (not grown, produced or made) regardless of the percentage of Australian ingredients

OR

- imported products with Australian ingredients that voluntarily use a standard mark.

The bar chart indicates the percentage of Australian ingredients.

The explanatory text has two parts:

- states the food was:
  - packed in Australia OR
  - made in another country and
- the percentage of Australian ingredients.

There is a range of other explanatory text statements available depending on where the food is grown, produced, made, packaged or otherwise processed. These statements are not outlined in this guide. Refer to the Information Standard for more information.

2. A country of origin statement

A country of origin statement states the origin of a product and is used when you do not need or cannot use a standard mark label on your product.

Statements may need to be in a clearly defined box.

The CoOL online tool will indicate the appropriate country of origin statement for you to design and print yourself.
Label Uses

Packaged products
For packaged products, country of origin labels must always be placed on each individual product.
Country of origin labels can be placed anywhere on the product packaging.
Country of origin labels for point of sale displays are optional for packaged products only.

Unpackaged products
For unpackaged products country of origin labels must be:
• anywhere on the product OR
• close to the product, for example on a shelf talker, hanging sign or display card.
Note: packaged fruit and vegetables (in transparent packaging only) can be labelled as packaged or unpackaged products.

Advertising and marketing material
Country of origin food labels can be used in advertising material including store websites, TV, print and online advertisements for food products provided they follow these guidelines:
• labels are always associated with the relevant food product
• one label can be used for a group of food products if they share the same percentage of Australian ingredients
• country of origin food labels cannot be used for non-food products, corporate store signage or sponsorships. Please visit australianmade.com.au for further information.
Label colours

Labels can be:
- in green, gold and black combination
- in monochrome
- with a transparent background colour providing there is sufficient contrast and legibility.

It is recommended the green, gold and black combination be used where possible. The colours are Pantone 341 Green, Pantone 137 Gold and 100% K Black.

The CoOL Online Tool generates vector based PDF and PNG files for download. The PDF version can be used for all monochrome, reverse, spot colour and full process printing.

The PNG version is suitable for web, screen, email and insertion into Word documents. The PNG file can be converted for use in print applications but may result in quality loss.

Printing applications – CMYK (PDF) and RGB (PNG)

The CMYK (PDF) file should be used for all four colour process or digital printing applications. CMYK refers to the four ink colours (cyan, magenta, yellow and black) used in a typical full colour printing process.

The RGB (PNG) file should be used on material designed for computer and television screens. RGB refers to the three colours (red, green and blue) used in the design.

COLOUR

MONO
Label placement
The labels can be placed anywhere on the product packaging*
* base not recommended.

Orientation
Labels can be:
• portrait – logo and bar chart above explanatory text
• landscape – logo and bar chart to left of explanatory text.

Typeface
The recommended typeface for use in the labels is Interstate Bold.

Minimum size
There is no minimum size for labels however it should be large enough so that the text is legible.
Size recommendations:
* bar chart length should equal triangle side length
* bar chart height should equal explanatory text capital letter height.
Note: small packaged products may be eligible for a modified standard mark label. See Section 14 of the Information Standard for more information.

Clear space
Clear space is the area surrounding the label which is designated as a non-print area. 3mm clear space is recommended around the whole label.
Incorrect label usage

**Distorted label**
Label should not be changed.

**Split label**
Label components must not be split and placed on different parts of the product.

**Incorrect explanatory text**
Text must meet guidelines as per the Information Standard and CoOL Online Tool.

**Part use of label**
The kangaroo in a triangle and bar chart cannot be used without explanatory text.

The kangaroo in a triangle cannot be used on its own.

The kangaroo in a triangle and explanatory text cannot be used without a bar chart.

More Information
For more information on Country of Origin Food Labelling please visit business.gov.au or call 13 28 46.
Country of origin labels and the Australian Made logo

The new country of origin food labels are different to the existing Australian Made suite of logos. The Australian Made logo suite can no longer be used on any food products sold in Australia.

Food products – sold in Australia

Businesses licensed to use the existing Australian Made logo on food products sold in Australia, have two years to transition to the new country of origin labels. The Australian Made logos can not be used on food products sold in Australia after the two year transition period.

Food products – exported overseas

Businesses licensed to use the existing Australian Made logo, on food products exported overseas, can continue to be licensed to use the Australian Made logo or choose to transition to the new country of origin labels.

Corporate statements

Businesses licensed to use the existing Australian Made logo may be able to use the logo on corporate statements. For further information on the Australian Made logo visit australianmade.com.au

Non food products

Businesses licensed to use the existing Australian Made logo, on non food products sold in Australia, can continue to use the Australian Made logo.

For further information on the Australian Made logo usage visit australianmade.com.au