

Country of Origin Food Labelling Rules

Exporting food from New Zealand to Australia

Who should read this?



Exporters of food, including supplemented food, for retail sale in Australia

Exporters of food used as ingredients by Australian manufacturers who sell food in Australia.

Importers of Australian food who sell food in New Zealand



Who's in charge?

The Rules are made under Australian Consumer Law and are administered by the Australian Competition and Consumer Commission, and state-level consumer law regulators.

New Zealand doesn't have the same rules about country of origin labelling, but if you want to export your food to Australia, you have to meet the Australian rules.

What could the labels look like?



Produced in New Zealand

Made in New Zealand from at least 50% Australian ingredients



Where can I find out more?

- What exporters need to know and a helpful online tool:
www.business.gov.au/info/run/goods-and-services/selling-goods-and-services/selling-goods/country-of-origin-food-labelling
 - What Australian consumers want to see:
www.accc.gov.au/consumers/groceries/country-of-origin
- If you're still unsure, speak to your Australian importer.
- What importers of Australian food to New Zealand need to know:
www.comcom.govt.nz/fair-trading/fair-trading-act-fact-sheets/place-of-origin-representations/

My Checklist

- Check how the Australian Country of Origin food labelling rules apply to my food.
- Check my label meets the rules.
- Check my label is not misleading to New Zealand consumers if being sold in New Zealand and Australia.

Consider adding a Health Star Rating

If you're updating your label, you might want to add a Health Star Rating. These are designed to help consumers quickly and easily make healthy decisions about packaged foods. The Health Star Rating is voluntary. See more at: mpi.govt.nz/healthstars

