



## The Australian Made Campaign

May 30 2016

### MEDIA RELEASE

#### **Australian Made and GS1 collaborate to promote new country of origin food labelling laws**

The Australian Made Campaign (AMCL) and GS1 Australia have partnered to help brand owners in the Food and Grocery sector deliver the new Country of Origin Labelling (CoOL) information to consumers and retailers.

From 1 July 2016, the Australian Government is introducing new food labelling legislation. Most food products in Australian retail stores will begin using new, easy to understand food labels which will clearly show where the food is grown, produced, made or packed.

AMCL and GS1 Australia will support the new food labelling laws by establishing a database of all food products made or grown in Australia and capture brand owner CoOL data on the National Product Catalogue – the smart, secure way to share product data in a single, accessible location.

AMCL Chief Executive, Ian Harrison, said, “We welcome the collaboration with GS1 Australia as it will provide brand owners and retailers with food labelling consistency, access to country of origin information via the National Product Catalogue, and seamless integration of product country of origin information onto online shopping platforms.”

These new labels will also incorporate the iconic kangaroo in the triangle logo, an Australian content indicator and supporting text.

The new food labelling scheme will be phased in over two years to minimise the impact on food companies of the extensive relabelling requirements. The new scheme will also help consumers make more informed purchasing decisions about the food they are buying for themselves and their family.

According to Maria Palazzolo, GS1 Australia’s Chief Executive Officer this collaboration supports the shared vision of protecting the Australian food supply chain and the safety of consumers.

“Today people want to know where their food is grown, manufactured and packaged. The new labels will alleviate growing concerns about the quality and safety of the food they eat. Capturing and leveraging the CoOL data on the National Product Catalogue using GS1 standards will also allow for better visibility of product as it moves through the value chain.”

To find out more about the changes to food labelling laws, visit the [Australian Made Campaign website](#), the [Australian Government website](#), email [info@australianmade.com.au](mailto:info@australianmade.com.au) or contact GS1 Australia at [foodandgrocery@gs1au.org](mailto:foodandgrocery@gs1au.org).

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## **ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO**

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2500 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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

## **ABOUT GS1 AUSTRALIA**

GS1 Australia is the leading provider of standards and solutions for over 20 industry sectors. We introduced barcoding to Australia in 1979 and today we enable more than 17,000 member companies, of all sizes, to become more efficient by implementing the GS1 system.

We bring businesses, associations and industries together. This blended community comes to GS1 Australia for advice, networking and solutions to their supply chain challenges.

For more information visit <http://www.gs1au.org/>