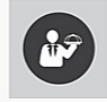
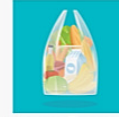


Country of Origin Labelling (CoOL) Requirements

Do CoOL requirements apply to your food or drink products?

CoOL requirements only apply to food or drink sold retail



They do not apply to food or drinks made in restaurants, cafes or takeaway shops

Familiarise yourself with standard CoOL terminology and symbols

Know the difference between the following:

- Grown in Australia
- Product of Australia
- Produced in Australia
- Made in Australia
- Packed in Australia



Is your product a 'priority' or 'non-priority product'?

All food and drinks are priority products except for the following:

- tea and coffee
- alcoholic drinks
- soft drinks, sports drinks
- bottled water
- seasonings
- confectionery; and
- biscuits and snack foods



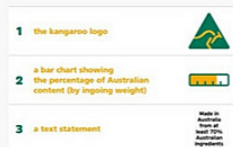
Label non-priority food or drink products

For non-priority food or drink products, you are only required to indicate where the food was grown, produced or made

Product of Australia or



Label priority food or drink products



Local priority food products must be labelled with the three-component mark



Determine the percentage of Australian ingredients

If the product has Australian ingredients, you must determine the percentage of Australian ingredients by weight

For imported food or drink products:

Imported food or drink products must simply be labelled with country of origin text statements in a clearly defined box



Made in Italy

Consider other claims made in packaging and how to use the new CoOL requirements to differentiate your products.