

Media Statement

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New labels for food products on the way to identify 'Aussie' content

Federal Member for Capricornia Michelle Landry says Central Queensland shoppers will benefit from new labels that will help identify the amount of 'Aussie' content in food products, by the end of the year.

Ms Landry said the Federal Government today approved a new food labelling system which will show consumers where products are made, grown or packaged.

The new designs were chosen following surveys of shoppers and on-line.

Ms Landry and Rockhampton-based Senator Matthew Canavan recently spent time outside Coles and Woolworths canvassing Capricornia shoppers about their preferences.

"Shoppers overwhelmingly tell us that they want to easily tell if a product is Australian or how much or it is Aussie content," Ms Landry said.

"The new 'country of origin' food labels will provide clearer and simpler information and will begin to appear on supermarket shelves later this year."

"People want to be loyal to Australian producers. Shoppers have made it clear they want better country of origin labelling and our Government is determined to deliver it."

Foods processed in Australia will soon have a new label which includes the familiar green and gold kangaroo and triangle icon, with a bar chart showing what proportion of the ingredients are from Australia.

Companies will be encouraged to provide additional information on their labels – identifying the origin of key ingredients.

Senator Canavan said the green and gold triangle design was the overwhelming preference of shoppers surveyed in Rockhampton.

"The new labels will be easy for shoppers to identify. Consumers will no longer have to search for country of origin information hidden in small print," he said.

Photo: Michelle Landry MP and Sen. Matthew Canavan survey shoppers on food labels.

Graphics: This how the new information will look

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