



# AUSTRALIAN COP PRODUCT LABEL GUIDE

The information in this Label Guide pertains to Australian product sold in Australia. Exporters of Australian olive oil need to comply with labelling laws of the country their oil is destined for.

The information provided in this Guide complies with the Australian Standards for Olive Oil and Olive-Pomace Oils AS 5265-2011 referred to in this Guide as 'AS'. Labelling information can be found in section 12.2.2.2. of the AS 5264-2011. Please read the disclaimer overleaf.

**FRONT LABEL - Mandatory**

- The term label covers tags or information supplied with a food or its package.
- The label on each container must indicate the specific grade of the oil as specified in the **Australian Standard for Olive Oil and Olive Pomace Oil AS 5264-2011 (AS)**. Producers must ensure that the Grade and an additional description of the product complies with the ANZFS Code.
- Your label must not mislead the purchaser, particularly as to the characteristics of the oil, or by attributing to it properties which it does not possess, or by suggesting that it possesses special characteristics where those characteristics are common to most oils.

**STYLE/CHARACTER - Optional**

Words describing oil character (e.g. mellow, fruity, robust, etc.); and/or processing method (e.g. cold pressed, first extraction, etc.) shall only be used where the information can be substantiated and does not mislead consumers.

**VARIETY OF FRUIT - Optional**

The AOA recommends that the variety of fruit be stated only if you have certified varieties.

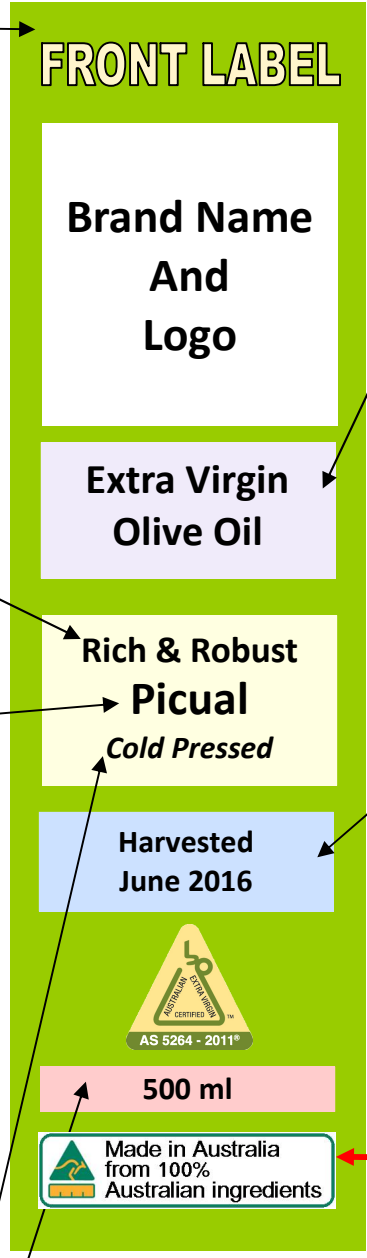
**Organic and biodynamic**

AS Section 1.2.8.3 states the words 'Organic' and/or 'biodynamic' shall only be used to describe the oil where the oil complies with the requirements of Australian Standard 6000.

- Standards Australia Miscellaneous Publication MP 100 specifies procedures for the certification of organic and biodynamic products that conform to AS 6000.
- Appendix C AS 6000 details the process and requirements for determining additional systems of conformity assessment that may be acceptable.
- A table of acceptable conformity assessment systems, competent authorities and accreditation bodies is located at: [www.jas-anz.org/MP\\_100](http://www.jas-anz.org/MP_100).

**AS Section 1.2.8.4 - Cold Extraction**

- First cold pressing, cold pressing, or similar may appear only for virgin or extra virgin olive oils obtained from a first mechanical pressing of the olive paste by using a mechanical, hydraulic or centrifugal press at a temperature that does not lead to significant thermal alterations.
- Cold extraction, cold crushed or similar may appear only for virgin or extra virgin olive oils obtained by any mechanical or other physical means at a temperature that does not lead to significant thermal alterations.



**NET WEIGHT - Mandatory**  
(AS Section 1.2.3. Net Contents)

Compliance with the National Measurements Act 1960 and subordinate regulations is mandatory for all packaged food. (FSANZ 1.1.1) states:

- Use millilitres for volumes less than 1000ml.
- Use litres for 1 litre or more.
- Text height for the measurement (contents) varies according to package size, however, a minimum height of 4.8 mm will generally be acceptable.
- Litre can be "l" or "L".
- Millilitres "ml" or "mL".

**NAME OF FOOD - Mandatory**

The name of the food is a mandatory statement.

The following are the permitted grades for labelling edible natural olive oils, refined olive oils and olive-pomace oils as defined in Clause 6 of AS 5264-2011:

- Extra Virgin Olive Oil.
- Virgin Olive Oil.
- Refined Olive Oil.
- Olive Oil—Composed of Refined and Virgin [or Extra Virgin] Olive Oils.
- Refined Olive-Pomace Oil.
- Olive-Pomace Oil—Composed of Refined Olive-Pomace Oils and Virgin [or Extra Virgin] Olive Oils.

The grades of oil shall be prominent and clearly legible on the front display panel of the label.

**X** Any other grades (e.g. **Olive Oil, Pure Olive Oil, Light or Lite Olive Oil, Extra Light or Lite Olive Oil**) shall not be used.

**X** No adjective of any kind (e.g. **Premium, Super, Light, Pure**) shall be used together with the approved Grade of oils by presenting them on the same line as, or having equal or greater prominence than, the Grade.

When edible natural olive oils, refined olive oils or olive-pomace oils are used as a principal ingredient of food, the labelling of the food product shall specify the grade of the oil used in accordance with Clause 12.2.2.2. of the AS.

**YEAR OF HARVEST - Optional (Recommended)**

Olive oil producers are encouraged to include a Harvest Date on the label.

**\*\*NEW\*\* COUNTRY OF ORIGIN - Mandatory**

AS Section 1.2.5 states the use of the country or countries of origin on the label shall comply with the ANZFS Code requirements and the Competition and Consumer Act 2010.

**New Country of Origin Labelling requirements for food offered for sale in Australia were introduced by the Australian Government in 2016. Businesses will have until 1 July 2018 to comply with the new law.**

Country of origin labels can be placed anywhere on the packaging, but the words contained in the label must be legible and prominent from the background colour.

- Graphic and information requirements are:
- The well-known kangaroo in a triangle symbol must be used for food grown, produced or made in Australia.
  - A bar chart must be used to indicate the percentage, by ingoing weight, of Australian ingredients in the food product.

Visit <http://www.accc.gov.au/business/advertising-promoting-your-business/country-of-origin-claims> for more information.

**Note:** words describing country or region of origin (e.g. Barossa Valley, Hunter Valley, Australian) shall only be used where the information can be substantiated and does not mislead consumers.



AUSTRALIAN OLIVE ASSOCIATION LTD



**AUSTRALIAN EXTRA VIRGIN CERTIFIED:** The Australian Olive Industry Code of Practice was developed to underpin and enhance the high quality of all Australian olive products and associated production processes. If producers wish to display the AOA's "Australian Certified Extra Virgin" Certified Trade

Mark on their EVOO packaging then they first need to apply to become signatories to The Code and have their application approved. COP signatories are required to financial members of the AOA. Contact the AOA Secretariat ([secretariat@australianolives.com.au](mailto:secretariat@australianolives.com.au)) for more information or visit the website [www.australianolives.com.au](http://www.australianolives.com.au) to download an application form.

**THE CODE TRADEMARK CANNOT BE USED BY NON SIGNATORIES.**

**PRODUCT DESCRIPTION - Optional**

Optional but recommended to help the consumer select your product. Keep the descriptions simple and try to avoid flowery meaningless language.

All product descriptions need to comply with the Australian New Zealand Food Standards Code. Descriptions must not mislead the purchaser nor claim to be something it is not.

**FFA - Optional (not recommended).** Can be used as a general indicator of quality. Producer must be able to substantiate the claim.

**NUTRITIONAL INFORMATION PANEL (NIP)- Mandatory** (FSANZ 1.2.8)

Visit the Foods Standards website for more information [www.foodstandards.gov.au](http://www.foodstandards.gov.au)

Most packaged foods must have a NIP. The information must be presented in a standard format which shows the amount per serve and per 100g (or 100 ml if liquid) of the food.

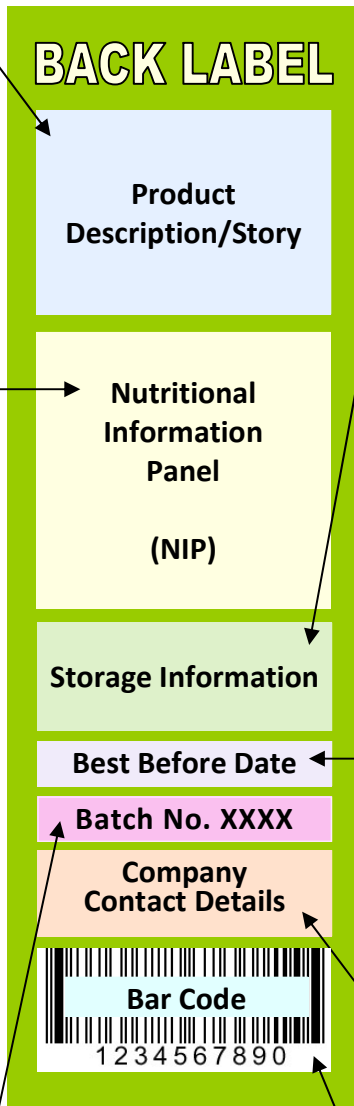
The figures used below are averages taken from the FSANZ website. Producers are encouraged to visit the online interactive nutritional label maker at <http://www.foodstandards.gov.au/industry/npc/Pages/default.aspx>

**NUTRITIONAL INFORMATION (500ml package)**

Serving size 15ml - 33 Serves

	Average Per 100g	Quantity Per Serve
Energy Kj	3700 kj	555.0 kj
Protein	0.0g	0.0g
Fat - Total	100.0g	15.0g
- Saturated	14.0g	2.1g
- Monounsaturated	76.0g	11.4g
- Polyunsaturated	10.0g	1.5g
- Omega-6 fat	9.5g	1.4g
- Trans fat	0.0g	0.0g
Cholesterol	0.0mg	0.0mg
Vitamin E	14.0mg	2.1mg
Vitamin K	62.0µg	9.3µg
Carbohydrate	0.0g	0.0g
- Sugars	0.0mg	0.0mg
Sodium	0.0mg	0.0mg

**Note:** Any nutrient claim on the front or back label should comply with the Code of Practice on nutrient claims on food labels and in advertising produced by ANZFA.



**STORAGE INSTRUCTIONS - Mandatory** (AS 5264-2011 1.2.9 Storage Instructions)

The label shall include specific storage conditions (e.g. dark conditions and cool place) necessary to ensure the validity of the best before date (BBD) declared on the label. The statement of those conditions shall be of equal or greater prominence as the best-before date.

**BEST BEFORE DATE (BBD) - Mandatory**

The AS states that a best-before date shall be declared in accordance with the Australia New Zealand Food Standards Code.

Edible natural olive oils, refined olive oils and olive-pomace oils shall not display a BBD greater than two years from the date of packaging.

**The best-before date shall be supported by technical evidence.**

Under the Code of Practice, a potential BBD is determined from the lowest value derived from Rancimat® (INDuction time), Pyropheophytins a (PPPs) and 1,2 Diacylglycerides (DAGs) testing, whereby:

- IND hours - predicted BBD = months.
- PPP % predicted BBD = (17-PPP)/(7/12) months.
- DAG % predicted BBD = (DAGs-35)/(20/12) months.

It is recommended that all olive oil producers undertake regular product testing to track oil quality and storage conditions, and to adjust BBD's to accurately reflect current test data.

**COMPANY DETAILS - Mandatory**

The name, address and contact details of the manufacturer, packer, distributor, importer, exporter or seller shall be declared in accordance with the Australian New Zealand Food Standard Code. This must be a business address/physical address **not** a post box.

**BAR CODE - Optional**

Barcodes are not part of the FSANZ food labelling requirements, but are required by most retailers.

**BATCH NUMBER - Mandatory** (AS 5264-2011 1.2.6 Lot Identification)

Each container shall be embossed or otherwise permanently marked in a code or in clear writing to identify the producing factory and the lot in accordance with the Australia New Zealand food Standards Code.

**DISCLAIMER:** The AOA has endeavoured to provide accurate information as to the labelling requirements for Australian product, however, it accepts no responsibility or liability whatsoever with regard to this information. This guide should be used as a starting point for your own investigations, research and expert advice. In no event will AOA accept liability for any damages of any kind sustained or claimed by any one using this guide. Anyone using this guide does so at their own risk. Producers are advised that labelling requirements, in addition to those set out in this Standard, may be specified in laws, regulations and Standards. In addition to sections 2, 3, 7 and 8 of the Codex General Standard for the Labelling of Pre-packaged Foods (Codex STAN 1) and the standards applying to food intended for direct sale to consumers in the Australia New Zealand Food Standards Code, the provisions of AS 5264-2011 shall apply to the labelling of containers intended for sale. The AOA recommends seeking legal advice if you are unsure if your product correctly meets the labelling laws.

Australian Product Label Guide updated: 20th April 2016