



Government announces new labelling system for Australian food

By political reporter Anna Henderson

Updated Tue 21 Jul 2015, 10:32pm

The Prime Minister and Agriculture Minister have made their first joint appearance since the controversial Liverpool Plains coal mine approval, to announce a revamp of the 'Made in Australia' kangaroo food label.

The Agriculture Minister Barnaby Joyce took to Facebook when the Shenhua open-cut mine was approved in his electorate two weeks ago, stating it was "ridiculous" and the decision showed "the world has gone mad".

After a Cabinet meeting this morning Tony Abbott and Barnaby Joyce emerged for a joint announcement with the Industry Minister Ian Macfarlane on Country of Origin labelling.

They outlined plans to use simple gold bar as the new national standard for showing whether food has been grown, made or packaged in Australia.

The labels weave in the existing 'Made in Australia' green and gold kangaroo with a yellow bar showing whether a product was grown or made in Australia and the percentage of local ingredients.

The labels would initially be voluntary, but manufacturers would be forced to use them from next year if the states and territories agree to the proposal.

"What this is about is being truthful to the Australian people about what they buy with their money," Mr Joyce said.

"The Australian people overwhelmingly wanted greater clarification and greater honesty in the description of where their product comes from."

The frozen berries hepatitis scare earlier this year triggered the government pledge to revisit food labelling.

The Prime Minister has conceded the changes won't prevent a similar scare.

"This is about country of origin labelling it's not about food safety standards," Mr Abbott said.

"People might have different views about where you are most likely to be confident in the quality of your food, but they're two separate issues effectively."

Establishing the new labels will cost Australian businesses \$37 million a year.



PHOTO: The proposed labelling will detail the percentage of ingredients grown in Australia, and where the food is packaged.

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Mr Joyce was questioned over the mine proposal during the media event about the Environment Minister Greg Hunt's comments on water management at the mine.


"I'm happy that we have an Environment Minister that's going to be completely diligent in the job that he has in the auspice of what he is allowed to do, which is hydrology," Mr Joyce said.

"It now goes back to the states and it is an issue now for the states and I think everything else on this issue has been well and truly ventilated."

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From other news sites:

- **News.com.au:** Prime Minister Tony Abbott announces tough new rules on food labelling
- **The Sydney Morning Herald:** Labels to show country of origin on food following frozen berry hepatitis A outbreak
- **Daily Mail:** Australia to introduce country-of-origin food labelling from 2016
- **The Guardian:** Country of origin food labelling rules give details buyers want – Tony Abbott
- **Australian Financial Review:** Country of origin food labelling to cost \$37m

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claudius pseudonymus 10:40 PM on 21/07/2015

Yeah? Like Hell.

Most of us don't give a rat's about any logo of where it's made, grown, packed or even what percentage of Aussie ingredients are in it. We look at the PRICE. Now if the product is price compatible then we might consider trying it out against another brand.

But if the Aussie grown, made, owned and packaged product has a HIGHER PRICE TAG compared to the next one on the shelf and if there's really not much difference in quality between the 2, why then we'll go for the LESSER PRICED foreign grown, made, owned and packaged product every time.

We're looking at value for our money. We're looking to stretch out our dollar as far as it can go and will guide our shopping choices. Put as many Green & Gold logos or Kangaroos as ya like. They don't mean jack to the vast majority of us.

Report Abuse Score: 0

south ripley 9:20 PM on 21/07/2015

If you can't understand that you must be pretty dumb.

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The Buy Australian Logo provides Truth in labelling and an Australian Authenticity Logo all in one very CoOL logo.

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Percentile scores for Content, Owned, Made and Packed provide the information demanded by consumers at the point of sale. Australian levels of Ownership and Manufacturing inputs are equally important!.

buy australian logo 8:35 PM on 21/07/2015

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pauljeday 7:42 PM on 21/07/2015

This is so similar to my original idea way back in March it is not funny, right down to the percentages. I have my image as proof. see it on my twitter profile @AuthorPaulGDay

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gatorau 7:18 PM on 21/07/2015

I just want to go shopping not read an encyclopedia on every damned label.

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