

AUSTRALIAN PRODUCT LABEL GUIDE : OLIVE OIL

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

The information provided in this label guide complies with the Australian Standard 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 of the AS. ***Please read the disclaimer overleaf.**

FRONT LABEL - Mandatory

- The term 'label' also includes tags or other information supplied with a food or on its package.
- The label on each container must indicate the 'grade' of the oil as specified and determined by the AS. Producers must ensure that the grade and any additional description of the product complies with the FSANZ Food Standards Code.
- ACCC: 'Premium' and 'Credence' claims: Your label must not mislead the purchaser, as to the characteristics of the oil, or by attributing to it properties or provenance which it does not possess, or by suggesting it possesses special characteristics where those characteristics are common to most vegetable 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.

CULTIVAR OF FRUIT - Optional

The AOA recommends that the cultivar of olive fruit be stated only if you have certified cultivars.

COLD EXTRACTION - Optional

AS Section 12.2.8.3

• *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.

AS Section 12.2.8.4

• *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.

AWARD DECALS - Optional

Award decals may only be applied to labels and packaging containing the actual award winning olive oil (not from other tanks or harvest years).

ORGANIC and BIODYNAMIC CLAIMS - Optional

AS Section 12.2.8.2 states that the words 'organic' and/or 'biodynamic' shall only be used to describe the oil where the oil complies with the requirements of Australian Standard (AS6000-2015).

ACCC: An organic claim is any claim that describes a product as organic, or the ingredients used to make a product as organic. For example '100% organic', 'made using organic ingredients' or 'certified organic'.

For further information on making 'organic' claims: www.accc.gov.au/consumers/groceries/organic-claims.

Approved certifying bodies: www.agriculture.gov.au/about/contact/phone/approved-certifying-organisations#acc-certification-ltd-aco

FRONT LABEL

Brand Name
And
Logo

Australian
Extra Virgin
Olive Oil

Rich & Robust
Picual
Cold Extracted

Harvested: June 2019



500 mL



NET CONTENTS - Mandatory

AS Section 12.2.3. 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 less than 1000ml,
- litre for 1 litre or more.
- Text height for the measurement (contents) varies according to package size, however, a minimum test 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 the AS:

- 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 in full in the principal 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) must NOT be used.

X No adjective of any kind (e.g. Australian, Premium, Super, Light, Lite, 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 Section 12.2.2.2. of the AS.

YEAR OF HARVEST - Recommended

Olive oil producers are encouraged to include a Harvest Date on the product label, providing improved transparency for consumers.

COUNTRY OF ORIGIN (CoOL) LOGO - Mandatory

AS Section 12.2.5 states the use of the country or countries of origin on the label shall comply with the FSANZ Code requirements and the Competition and Consumer Act 2010.

New Australian Government Country of Origin (CoOL) labelling requirements for food offered for sale in Australia commenced on 1 July 2016 and became mandatory on 1 July 2018.

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.
- An approved description.

Visit www.business.gov.au/products-and-services/product-labelling/country-of-origin-labelling-online-tool for more information.

Note: Regional and other provenance claims shall only be used where the information can be substantiated and does not mislead consumers.

AUSTRALIAN EXTRA VIRGIN CERTIFIED LOGO—Recommended

The *OliveCare*[®] Code of Best 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 Australian Certified Extra Virgin and AS 5264-2011 label on their EVOO packaging then they need to be Signatories to *OliveCare*[®]. To become a signatory, producers must be financial members of the AOA, complete an application form and be accepted as a signatory to *OliveCare*[®].

Please contact the AOA Secretariat secretariat@australianolives.com.au for more information or visit our website australianolives.com.au/sign-up-to-olivecare to download an application form.

PRODUCT DESCRIPTION - Recommended

Optional but recommended to help the consumer select your product. Keep the descriptions simple and try to avoid flowery 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 but not recommended

Can be used as a general indicator of quality. Producer would need to be able to substantiate the claim.

NUTRITIONAL INFORMATION PANEL (NIP)

Mandatory (FSANZ Part 1.2.8)

Visit the Foods Standards website for more information: 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 www.foodstandards.gov.au/industry/npc/Pages/Nutrition-Panel-Calculator-introduction.aspx

Note: Any nutrient claim on the front or back label should comply with the *OliveCare*[®] Code of Best Practice (if a Signatory) and with the FSANZ Food Standards Code Part 1.2.8-6 and Schedule S12-3.

NUTRITIONAL INFORMATION

(500ml package)

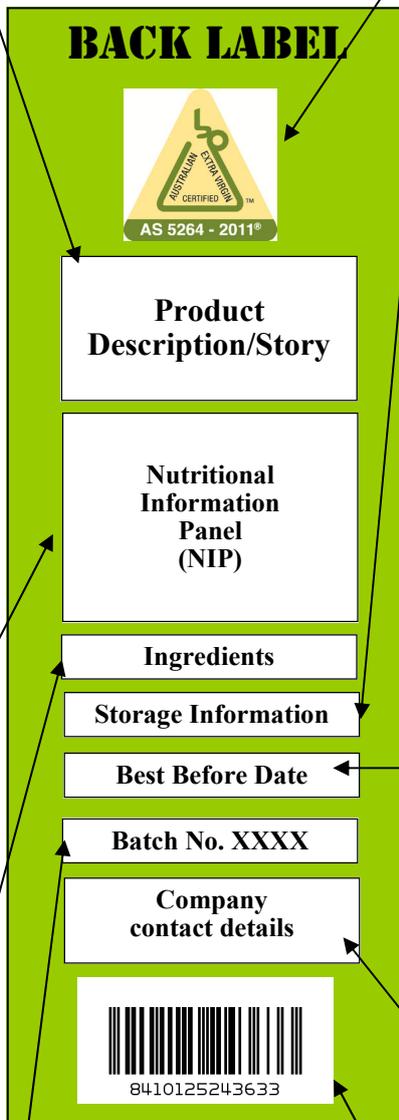
Serving size 15ml - 33 Serves

	Average Quantity	
	Per 100g	Per Serve
Energy	3380 kj	507 kj
Protein	0.0g	0.0g
Fat - Total	91.5g	13.7g
- Saturated	13.5g	2.0g
- Monounsaturated	68.7g	10.3g
- Polyunsaturated	9.3g	1.4g
- Trans fat	0.0g	0.0g
Cholesterol	0.0mg	0.0mg
Carbohydrate—Total	0.0g	0.0g
- Sugars	0.0g	0.0g

FSANZ Food Standards Code Part 1.2.4:

INGREDIENTS—Mandatory

100% Australian Extra Virgin Olive Oil



STORAGE INSTRUCTIONS - Mandatory

AS 5264-2011 Section 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 BBD.

BEST BEFORE DATE - Mandatory

The AS Section 12.2.7 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 best-before date greater than two years from the date of packaging.

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

Under the *OliveCare*[®] Code of Best Practice, potential BBD is determined from the lowest value derived from Rancimat[®] (INDuction time), Pyropheophytin a (PPP) 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 FSANZ 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

Ref: AS 5264-2011 Section 12.2.6 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 FSANZ Food Standards Code.

DISCLAIMER: The Australian Olive Association Ltd (AOA) has endeavoured to provide accurate information as to the labelling requirements, however, it accepts no responsibility or liability whatsoever with regard to this information. This guide should be used as a commencement point for producers 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. (Updated August 2020)