



AUSTRALIAN PRODUCT LABEL GUIDE : TABLE OLIVES

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



The information provided in this label guide complies with the *Voluntary Standard for Table Olives in Australia (RIRDC 2012—revised January 2020)*, referred to in this guide as 'VSTOA': www.australianolives.com.au/table-olive-standard
*Please read the disclaimer overleaf.

FRONT LABEL - **Mandatory**

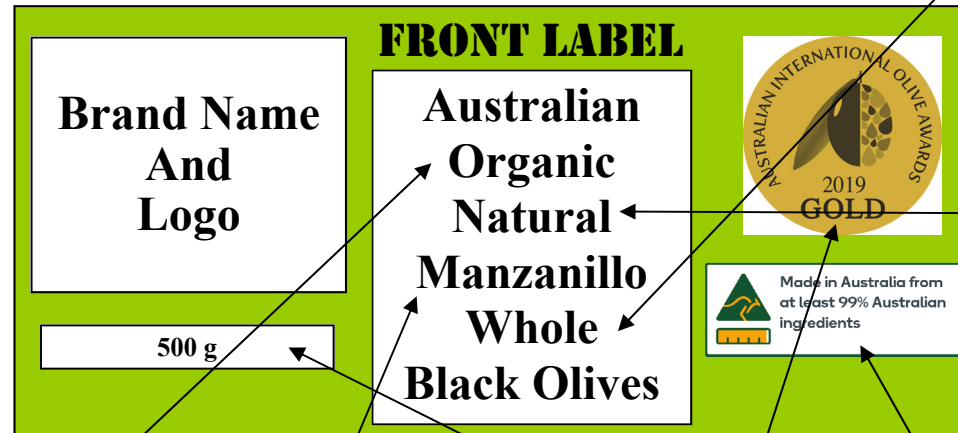
- The term 'label' also includes tags or other information supplied with a food or on its package.
- Producers must ensure that the description of the product complies with the **VSTOA** and the *FSANZ Food Standards Code*.
- *Australian Competition and Consumer Commission (ACCC)* 'Premium' and 'Credence' claims: Your label must not mislead the purchaser, as to the characteristics of the product, 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 table olives.

SENSORY TEXTURAL & VISUAL ASSESSMENT of TABLE OLIVES

All table olives must pass sensory and visual assessment undertaken by an approved laboratory (or through participation in an AOA recognised table olive competition).

In accordance with *Section 5.1 IOC Method Sensory Analysis of Table Olives COI/OT/MO No 1/ Rev.2, November 2011*.

- **Bitterness:** the olive shouldn't be bitter to taste but some bitterness can be balanced by the amount of saltiness and olive flavour.
- **Saltiness:** the level of salt governs the flavour of the olive and must be balanced with the bitterness and acidity.
- **Flavour:** the olive should have an appealing fruit flavour, which for green olives often is a typical fermentation taste but retaining 'olive' character, and for black olives a stronger olive flavour.
- **No negative sensory attributes:** there should be no taste or aroma faults that would render the product unmarketable.
- **Visual:** olives should be visually appealing
- **Textural:** Olives should have firm smooth flesh with some crunchiness, with a fine smooth (but not tough) skin, and a generous flesh-stone ratio.



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 table olives where the product 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/

CULTIVAR OF FRUIT - **Optional**

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

NET WEIGHT - **Mandatory**

Compliance with the National Measurements Act 1960 and subordinate regulations is mandatory for all packaged food. (FSANZ Food Standards Code Schedule 2) states:

- use gram for less than 1000g,
- Use kilogram for 1 kg 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.
- kilogram can be "kg" , gram "g" .

DRAINED WEIGHT—**Recommended**

Whilst not an Australian requirement, drained weight provides transparent contents information to consumers.

AWARD DECALS - **Optional**

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

NAME OF FOOD - **Mandatory**

The name of the food is a mandatory statement.

The following are the described Types of table olives as defined in Section 2 of the **VSTOA**:

- Green olives.
- Olives turning colour.
- Black olives.

Trade preparation of table olives include:

- Treated olives (alkaline treated).
- Natural olives (fermented).
- Dehydrated and/or shrivelled olives.
- Speciality olives

Styles of table olives include;

- Whole olives.
- Destoned (pitted) olives.
- Stuffed olives.
- Olive paste and tapenade

Trade classifications of table olives include:

- Premium.
- Choice.
- Standard.

COUNTRY OF ORIGIN (CoOL) LOGO-**Mandatory**

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.

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

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 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

500 g Nett Weight (300 g drained weight)
Serving size 20g - 15 Serves

	Average Quantity	
	Per 100g	Per Serve
Energy	856 kj	58 kj
Protein	2.0g	<1g
Fat - Total	20.5g	1.4g
- Saturated	2.6g	<1g
Carbohydrate -Total	1.8g	<1g
- Sugars	<1g	<1g
- Dietary Fibre	2.3g	<1g
Sodium	900mg	60mg

INGREDIENTS—Mandatory

Australian Table Olives (60%), Water, Organic Vinegar, Salt.

Caution: Product contains pits

Ref: *FSANZ Food Standards Code Part 1.2.4:*

Ref: *VSTOA Section 6: Food additives and processing aids*

BAR CODE - Optional

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

AUSTRALIAN CERTIFIED TABLE OLIVES 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 Table Olives logo on their table olive packaging 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.



STORAGE INSTRUCTIONS - Mandatory

AS 5264-2011 Section 1.2.9 Storage Instructions
The label shall include specific storage conditions necessary to ensure the validity of the best before date (BBD) declared on the label. (e.g. store in a cool dark place; once opened, refrigerate at 1°C–4°C and use within 7 days.

COMPANY DETAILS - Mandatory

The company name, business address of the manufacturer, packer, distributor, importer, exporter or seller shall be declared in accordance with the *FSANZ Food Standard Code Part 1.2.1*. A post office box address is not sufficient. A consumer help line or website is useful and recommended.

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 September 2020)*

OliveCare® Certification Compliance:

Ref: australianolives.com.au/aoa-certified-table-olive-compliance

Physico-chemical parameters (eg for natural olives: pH < 4.3, salt > 6.0 g/100ml) or water activity a_w <0.975 ; plus

Microbiological testing for *E coli* (below level of detection <3 cfu); *Clostridium perfringens* (below level of detection <10 cfu; for pasteurised products the laboratory also tests for *Lactobacillus*, to measure effectiveness of pasteurisation (below level of detection <10 cfu); plus

Sensory & Visual Assessment see overleaf for details.

PRODUCT DESCRIPTION - Recommended

Optional but recommended to help the consumer select your product. All product descriptions need to comply with the ANZFA Food Standards Code. Descriptions must not mislead the purchaser nor claim to be something it is not. A **QR Code** is a useful device to convey to consumers more detailed information on your products and company eg video.

BEST BEFORE DATE - Mandatory

The *AS Section 12.2.7* states that a best-before date shall be declared in accordance with the *FSANZ Food Standards Code Part 1.2.5*.
Table olives 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.

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*.