

Getting Your Labels Right



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Getting Your Labels Right

- Food Standards Australia New Zealand (FSANZ):
- Australian Consumer Law:
- AOA product labelling guides
- OliveCare[®] labelling best practice checklist

Food Standards Australia New Zealand

- FSANZ sets the food labelling standards in the Food Standards Code
 - Enforced by Australian states and territories (NSW Food Authority, Victorian Department of Health, SA Health, local government etc and Ministry for Primary Industries in NZ)
 - Chapter 1 - General labelling requirements relevant to all foods and for different situations such as retail, catering, intra-company transfer
 - Chapter 2 – Specific labelling and information requirements applicable to certain food products only

Australian Consumer Law

- In addition to the Food Standards Code, all representations made about food are subject to fair trading laws and food laws in Australia and New Zealand which prohibit false, misleading or deceptive representations.
 - Truth in labelling – labels must not misinform consumers through false, misleading or deceptive representations (legislated by the Australian Consumer Law contained in the Competition and Consumer Act 2010 enforced by the ACCC; and state and territory Fair Trading Acts and Food Acts)
 - Foods must be labelled with an accurate name or description
 - Weights and Measures – Food labels must have accurate weight and measure information
 - Legibility – labels must be legible and prominent, distinct from the background and in English. Type size for warning statements must be 3mm high min (1.5mm min on small packages)

Food Standards Australia New Zealand

- ANZ Food Standards Code 1.2.1 – Requirements to have labels or otherwise provide information
 - If a food for retail sale is in a package it must have a label *unless*
 - ❖ It is made and packaged on the premises from which it is sold, or
 - ❖ Is packaged in the presence of the purchaser, or
 - ❖ Is sold at a fund raising event
 - ❖ It is not in a package it is not required to bear a label
 - Information required on label
 - ❖ Name of food*
 - ❖ Lot identification*
 - ❖ Name and address of the supplier*
 - ❖ Advisory statements – warnings and declarations
 - ❖ Statement of ingredients*
 - ❖ Date marking*
 - ❖ Storage conditions and directions for use*
 - ❖ Nutrition information including any nutrition and health claims*
 - ❖ Additionally, for edible oils – process declaration

Food Standards Australia New Zealand

- ANZ Food Standards Code 1.2.1 – Requirements to have labels or otherwise provide information
 - Information requirements for food for sale that is not required to bear a label – the information must accompany the food or be displayed in connection with the display of the food or provided to the purchaser on request
 - ❖ Any warning statement as required for packaged food
 - ❖ Directions relating to use and storage
 - ❖ Name of food
 - ❖ Advisory statements – warnings and declarations
 - ❖ Storage conditions and directions for use
 - ❖ The information required for a nutrition information panel if there any nutrition and health claims
 - ❖ Additionally, for edible oils – process declaration

Food Standards Australia New Zealand

- ANZ Food Standards Code 1.2.1 – Requirements to have labels or otherwise provide information
 - Information requirements for food sold to a caterer
 - ❖ If the food sold to a caterer is in a package it is required to bear a label
 - ❖ Name of food
 - ❖ Lot identification
 - ❖ Advisory statements – warnings and declarations
 - ❖ Date marking
 - ❖ Storage conditions and directions for use
 - ❖ Other label information as required for retail labels must either be on the label for the food sold to caterers or provided in documentation which must accompany the food for sale

Food Standards Australia New Zealand

- ANZ Food Standards Code 1.2.1 – Requirements to have labels or otherwise provide information
 - What you can't do with labels
 - ❖ A person selling a packaged food must not deface the label on the package unless the relevant authority has given permission and any conditions have been adhered with – unless
 - The label contains incorrect information, a new label can be placed over the incorrect label such that the new label can not be removed and the incorrect information is not visible

Food Standards Australia New Zealand

- ANZ Food Standards Code 1.2.1 – Requirements to have labels or otherwise provide information
 - General legibility requirements - any word, statement, expression or design must
 - ❖ be in English – if a language other than English is also used it must not negate or contradict the information in English
 - ❖ be legible
 - ❖ be prominent and contrast distinctly with the background of the label
 - ❖ Warning statements on labels must be written with
 - Type size of 1.5 mm minimum for a small package
 - Type size of 3.0 mm minimum for any other package

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- ANZ Food Standards Code 1.2.2 – Information requirements
 - Name of food
 - ❖ The name of the food is the prescribed name (if applicable)
 - ❖ Otherwise, a name or description sufficient to indicate the true nature of the food and any other words the Code requires
 - Lot identification
 - ❖ Not required for small packages sold in a bulk package where the bulk package has a lot identification
 - Name and address of supplier
 - ❖ The name and business address in either Australia or NZ of the supplier is required

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- ANZ Food Standards Code 1.2.4 – Statement of ingredients
 - A statement of ingredients must list each ingredient in the food for sale unless the food for sale is contained in a small package
 - Ingredients are to be listed by their common, descriptive or generic name
 - Ingredients must be listed in descending order of ingoing weight
 - Flavouring substances must be listed as ingredients using a specific name or description

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- ANZ Food Standards Code 1.2.5 – Date marking of food for sale
 - Labels require a Best Before Date
 - ❖ ***best-before date***, for a food for sale, means the date up to which the food for sale will remain fully marketable and will retain any specific qualities for which express or implied claims have been made, if the food for sale remains in its intact package during its storage
 - Date marking is not required if the Best Before Date of the food is 2 years or more after the date it is determined
 - Packed on date or a manufacturer's or packer's code can be used in addition to the Best Before Date

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- ANZ Food Standards Code 1.2.6 – Directions for use and storage
 - If specific storage conditions are required to ensure that the food will keep until the best-before date—a statement of those conditions should be on the label

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- ANZ Food Standards Code 1.2.7 – Nutrition, health and related claims – this part of the standard is very proscriptive and complex and care needs to be taken before making any nutrition content claims or health claims
 - Claims are not be therapeutic in nature
 - Nutrition content claims can only be made about properties of food in Schedule 4 section 3 (S4-3)
 - A health claim must not be made unless the food meets the Nutrient Profiling Scoring Criterion (NPSC – edible oil < 28) and the health claim complies with S4-4 (high level) or S4-5 (general level)

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- ANZ Food Standards Code 1.2.8 – Nutrition information requirements
 - A Nutrition Information Panel (NIP) is required on the label of a packaged food
 - A NIP must contain:
 - ❖ Number of servings in the package
 - ❖ Average quantity of food in a serving (g or mL)
 - ❖ Unit quantity of food (100 g or mL)
 - ❖ For a serving and a unit quantity of food
 - ✓ Average energy content (kJ or kJ and kcalories)
 - ✓ Average quantity of protein, carbohydrate, sugars, saturated fatty acids
 - ✓ Average quantity of sodium (mg)
 - ✓ The format of a NIP must be as specified in S12-2
 - Voluntary declaration of fatty acids in edible oils and edible oil spreads
 - ❖ If a claim requiring nutrition information is made in relation to the poly- or monounsaturated FA content of an edible oil or an edible oil spread, the nutrition information panel may list the minimum or maximum amount of the following in a serving and a unit quantity of the food for saturated, poly- and monounsaturated fats

Nutrition Information Panel

NUTRITION INFORMATION		
Servings per package: (insert number of servings)		
Serving size: g (or mL or other units as appropriate)		
	Quantity per Serving	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	kJ (Cal)
Protein, total	g	g
—*	g	g
Fat, total	g	g
—saturated	g	g
—**	g	g
—trans	g	g
—**	g	g
—polyunsaturated	g	g
—**	g	g
—monounsaturated	g	g
—**	g	g
Cholesterol	mg	mg
Carbohydrate	g	g
—sugars	g	g
—**	g	g
—**	g	g
—**	g	g
Dietary fibre, total	g	g
—*	g	g
Sodium	mg (mmol)	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	g, mg, µg (or other units as appropriate)

Note * indicates a sub-group nutrient

Australian Consumer Law

- The Australian Consumer Law rules for businesses are:
 - Be honest and clear
 - ❖ Businesses must give truthful information about their products, services and prices
 - ❖ You can't mislead or deceive customers/consumers
 - Respect consumer rights
 - ❖ Businesses must follow the rules on refunds, repairs or replacements
 - ❖ You can't refuse a refund just because it's against a store policy
 - Fair contracts
 - ❖ A contract offered by a business should be easy to understand. It shouldn't include unfair terms or hidden fees
 - Compliance with Australian Consumer Law includes
 - ❖ Product labelling requirements
 - ❖ Substantiation of product claims including product quality, provenance and certification (eg organic etc)
 - ❖ Product safety including food safety

Fair Trading Provisions

- Olive producers are required to observe good production and marketing practices for olive products and not engage in conduct that breaches any relevant fair trading and food laws.
- Such conduct includes, but is not limited to the following examples:
 - Adulteration
 - Misrepresentation about source of products, composition, grade, contents or the like
 - Misleading or deceptive labelling
 - Meaningless descriptions or labelling
 - Misleading or deceptive packaging
 - Misleading or deceptive promotion or advertising
 - Any other labelling breaches

Enforcement and Penalties

- The Australian Consumer Law is administered and enforced jointly by the Australian Competition and Consumer Commission (ACCC) and the State and Territory consumer protection agencies, with the involvement of the Australian Securities and Investments Commission (ASIC) on financial services matters.
- The maximum Consumer Protection Provisions (CPP) for false or misleading and unconscionable conduct, pyramid selling and breaches of certain product safety provisions is \$1.1m for corporations and \$220,000 for individuals.
- In the past, several Australian olive producers and importers have been involved in high profile ACCC actions involving false and misleading conduct – take note!

AOA Product Labelling Guidelines

- To assist olive producers in meeting labelling regulations, the following AOA product labelling guides for EVOO, Flavoured Olive Oil and Table Olive products are available for download from the AOA website:

<https://australianolives.com.au/labelling-information/>

- *'Australian Product Label Guide: EVOO'* (AOA August 2020)
- *'Australian Product Label Guide: Flavoured Olive Oil'* (AOA August 2020)
- *'Australian Product Label Guide: Table Olives'* (AOA September 2020)



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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 packaging.
- 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#accc-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 text 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.



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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/nac/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 512-3.

NUTRITIONAL INFORMATION

(500ml package)

Serving size 15ml - 33 Servings

	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

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.

BACK LABEL



Product
Description/Story

Nutritional
Information
Panel
(NIP)

Ingredients

Storage Information

Best Before Date

Batch No. XXXX

Company
contact details



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.

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 (BBB) declared on the label. The statement of those conditions shall be of equal or greater prominence as the BBB.

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 BBB is determined from the lowest value derived from Rancimat[®] (INDUCTION time), Pyrophenol (a PPP) and 1,2 Diacylglycerols (DAGs) testing, whereby:

- IND hours - predicted BBB = months.
- PPP % predicted BBB = (17-PPP%)/(7/12) months.
- DAG % predicted BBB = (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 BBB'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.

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 Code General Standard for the Labelling of Pre-packaged Foods (Code 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)

www.australianolives.com.au

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Australian Standard for Olive Oil

EVOO Limits: AS5264-2011®

- Free Fatty Acid (FFA) %m/m: ≤ 0.8
- Peroxide Value (PV) meqO₂/kg oil: ≤ 20.0
- Absorbency in UV K232: ≤ 2.50
- Absorbency in UV K270: ≤ 0.22
- Absorbency in UV delta K: ≤ 0.01
- **Pyropheophytins a (PPP)* %: ≤ 17
- **1,2 Diacylglycerides (DAGs)* %: ≥ 35
- Median of Defects (MeD): $= 0.0$
- Median of Fruitiness Attribute (MeF): > 0.0

EVOO (fresh & well processed):

OliveCare® Benchmark:

- Free Fatty Acid (FFA) %m/m: ≤ 0.4
- Peroxide Value (PV) meqO₂/kg oil: ≤ 12.0
- Absorbency in UV K232: ≤ 2.00
- Absorbency in UV K270: ≤ 0.18
- Absorbency in UV delta K: ≤ 0.01
- *Pyropheophytins a (PPP)*: 1% increasing by 6%-8% pa
- *1,2 Diacylglycerides (DAGs)*: 90% decreasing by 20%-25% pa
- Median of Defects (MeD): $= 0.0$
- Median of Fruitiness Attribute (MeF): > 0.0

OliveCare Labelling Best Practice Checklist



OliveCare Signatory declaration of product labelling

As part of OliveCare® compliance requirements, all participants are now required to complete the following product labelling declaration.

Please forward a copy of each of your current product labels (front and back) to:
olivecare@australianolives.com.au

Note: Olive product labelling guides and standards can be downloaded from the AOA website at:
<https://australianolives.com.au/labelling-information/>

1. What is the nature of your business? (please tick all options that apply)

- ☐ Olive producer (branded product)
- ☐ Bulk sales only (un-branded product)
- ☐ Retail sales of own brand olive products
- ☐ Trader of private branded olive products (produced by others)
- ☐ Other

Please provide details: _____

2. E-commerce: Do you use on-line sales platforms for your products? (please tick all options that apply)

- ☐ Don't have on-line sales platform, website or social media account
- ☐ Website store using PayPal® or manual credit card payments
- ☐ Shopify® eCommerce website
- ☐ Wordpress® WOO eCommerce enabled
- ☐ Squarespace® eCommerce enabled
- ☐ Facebook® store or marketplace
- ☐ Instagram® or other social media website
- ☐ Listing on third party stockists eg Farmhouse
- ☐ Other

Please provide details: _____

3. What branded olive products do you produce? (please tick all options that apply)

- ☐ Extra virgin olive oil (EVOO) products
- ☐ What do you do with out of date or otherwise non-EVOO grade olive oil?
Please provide details: _____
- ☐ Flavoured olive oil products:
 - ☐ Infused method
 - ☐ Agravato (co-processed) method
- ☐ Table olive products
 - ☐ Table olives (whole, de-stoned, sliced or flavoured)
 - ☐ Table olives (stuffed)
 - ☐ Paste or Tapenade
- ☐ Olive leaf products (teas, extracts)
- ☐ Skin care products (soaps, moisturising cream, lip balm).
- ☐ Other olive products?

Please provide details: _____

4. Which of the following Country of Origin Labelling (CoOL) compliance logos do you use on your olive products? - mandatory since July 2018 (please tick all options that apply)



- ☐ Product of Australia (with kangaroo and content 100% bar)
- ☐ Grown in Australia (with kangaroo and content 100% bar)
- ☐ Made in Australia from at least x% Australian ingredients (with kangaroo and content x% bar)
- ☐ Packed in Australia from at least x% Australian ingredients (no kangaroo, with content x% bar)
- ☐ Other country of origin statement eg Product of Spain

Please provide details: _____

5. Which of the following AOA / OliveCare® Trade Mark logos do you apply to your certified olive products? - optional but highly recommended for signatories (please tick all options that apply)



- ☐ Certified Australian Extra Virgin Olive Oil®
- ☐ Certified Australian Flavoured Olive Oil™
- ☐ Certified Australian Agravato Olive Oil™
- ☐ Certified Australian Table Olives™
- ☐ Made with Australian Extra Virgin Olive Oil™
- ☐ Imported Olive Oil Certified by the AOA as compliant with ASS264-2011
- ☐ Other logo

Please provide details: _____

6. Do you use / promote the following logo's on your on-line sales platforms? (please tick all that apply)

- ☐ Yes we display Country of Origin Logos (CoOL) on our on-line sales platforms
- ☐ Yes we display AOA / OliveCare® certification logo's on our on-line sales platforms
- ☐ Yes we display AIOA or other olive competition award logo's on our on-line sales platforms
- ☐ Yes we display Organic Certification logo's on our on-line sales platforms
- ☐ Other logos displayed

Please provide details: _____

7. How do you determine the appropriate Best Before Date (BBB) for your olive products? - BBBs are mandatory (please tick all that apply)

- ☐ Use the BBB 'rule of thumb' of 2 years- the maximum allowable under the Australian Standard
- ☐ BBB is the date on the OliveCare® compliance certificate
- ☐ BBB is established by 'Freshness Testing' (PPP,DAGs,IND) or other objective methods (FFA, FAP)
- ☐ BBB is established through experience (eg use of retained samples)
- ☐ Other method

Please provide details: _____

8. What Batch (Lot) Number system do you use on your olive product labels? - Batch (Lot) Numbers are mandatory (please tick all that apply)

- ☐ The year and tank / barrel number
- ☐ The laboratory test report number
- ☐ Grove identification number and year
- ☐ Production schedule number (eg sequential number from a processing record)
- ☐ Other method

Please provide details: _____

9. Do you always include the following information on your labels? - Mandatory (please tick all that apply)

- ☐ Name of the food (front label) - with reference product standards
- ☐ Net Contents (front label) - ml / L for liquids, g/kg for solids
- ☐ Ingredients list (back label) - in order of most % to least %
- ☐ Nutrition Information Panel (back label) - as per FSANZ guide
- ☐ Storage information (back label) - also include instructions for opened product (if different eg refrigeration)
- ☐ Company contact details (back label) - for consumer enquiries and product recall

10. Do you include the following information on your labels? - Optional (please tick all that apply)

- ☐ Product tracking / anti-fraud technology
- ☐ QR Code - linking consumers to additional product information and producer videos
- ☐ Product description - eg style, sensory attributes - based on expert sensory assessment
- ☐ 'Credence' or 'Premium' claims - eg Select, Ultra-Premium - only if there is some justification
- ☐ Olive cultivar(s) - only if varieties are certified
- ☐ Year of harvest - useful guidance on freshness for consumers
- ☐ Competition awards - only to be applied to winning product batches
- ☐ Organic certification - must be from a government approved certifier
- ☐ Processing method eg cold extracted
- ☐ Provenance claims - only if all olives used are sourced from the declared / state / region / district
- ☐ Drained Weight - for table olives provides consumers with useful serve size information
- ☐ Bar Code - if required by retailer
- ☐ Other

Please provide details: _____

OliveCare® Signatory Name: _____

Date: _____

Your Brand(s): _____

Your website(s) / Sales Platforms: _____

Your Social Media _____

Note: OliveCare® Best Practice Checklists are available on the AOA website in the OliveCare® Members Area at: <https://australianolives.com.au/olivecare-members-area/>