



General Circular

30 September 2015

General Circular 03/2015

An important update from the NSW Food Authority (Food Authority) for all licensed meat retailers in NSW.

Country of origin labelling for unpackaged raw meat

As part of the Federal Government reform to Country of Origin Labelling (CoOL) laws in 2013, the Food Standards Code was extended to include the requirement for unpackaged raw retail meat at the point-of-sale to be labelled with country of origin.

The labelling requirement must be followed by anyone who sells pork, beef, veal, lamb, hogget, mutton or chicken and applies whether the meat is supplied fresh, frozen, filleted, minced, pickled, cured, marinated or cooked.

Meat retailers can make a CoOL declaration by labelling the display ticket of each cut or piece, or by using a single sign option which was developed in an effort to reduce compliance costs for businesses.

What do I need to do now?

For now, it's business as usual. Be aware though that this requirement has been introduced and the Food Authority will work with you to ensure you have access to the necessary information to ensure compliance.

Revised guidelines, supporting materials and templates are currently being developed and audit officers will visit each NSW licensed retail meat business in the first half of 2016 to talk through what is required, answer your questions and provide you with a toolkit of all the information you need to implement the necessary requirements.

Tell me more...

A fact sheet *Country of origin labelling for unpackaged raw meat* has been developed to help you understand what you need to do. This includes information on how to correctly label your meat to declare its country of origin and incorporates images showing the correct vs. incorrect positioning when using the single sign option to make a declaration. It also answers commonly asked questions regarding the sale of imported meat and meat products with marinades and vegetables.

Download the factsheet:

www.foodauthority.nsw.gov.au/Documents/industry_pdf/Factsheet_COOL_unpackaged_meat.pdf

Please direct any enquires to NSW Food Authority Consumer & Industry Helpline at contact@foodauthority.nsw.gov.au, or phone on 1300 552 406.