



Launch of food and beverage labelling
guide for export to China

Webinar: February 2021



AFGC: Representing the industry

For 25 years the Australian Food and Grocery Council have represented a large and varied cross section of Australia's food and grocery manufacturers.





Food and Grocery: State of Industry 2018-19



\$127.1bn
Total turnover
(+4.6%)



31.4%
AFG turnover
as % of manufacturing



274,835
Employment¹
(+0.7%)



39.6%
Regional
employment for 2019

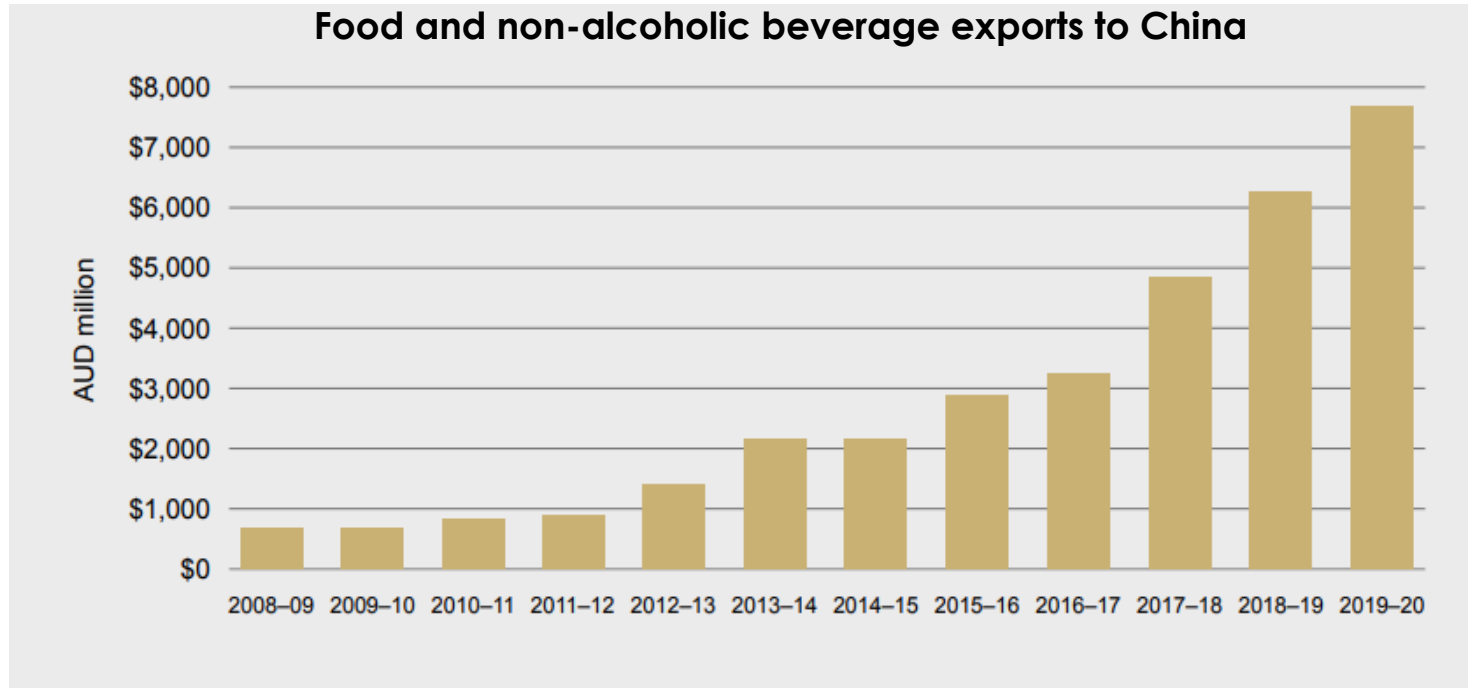
\$38.3bn
Exports
(+11.5%)



\$36.8bn
Imports
(+10.1%)



Food and Beverage exports to China



Source: Australian Bureau of Statistics





Launch : Food and Beverage Labelling Guide for Exports to China



Access the report from:
www.afgc.org.au



Acknowledge support



Australian Government
**Department of Agriculture,
Water and the Environment**



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THANK YOU

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Peloris Global Sourcing Pty Ltd

Food and Beverage Labelling Guide for Exports to China

www.peloris.com.au

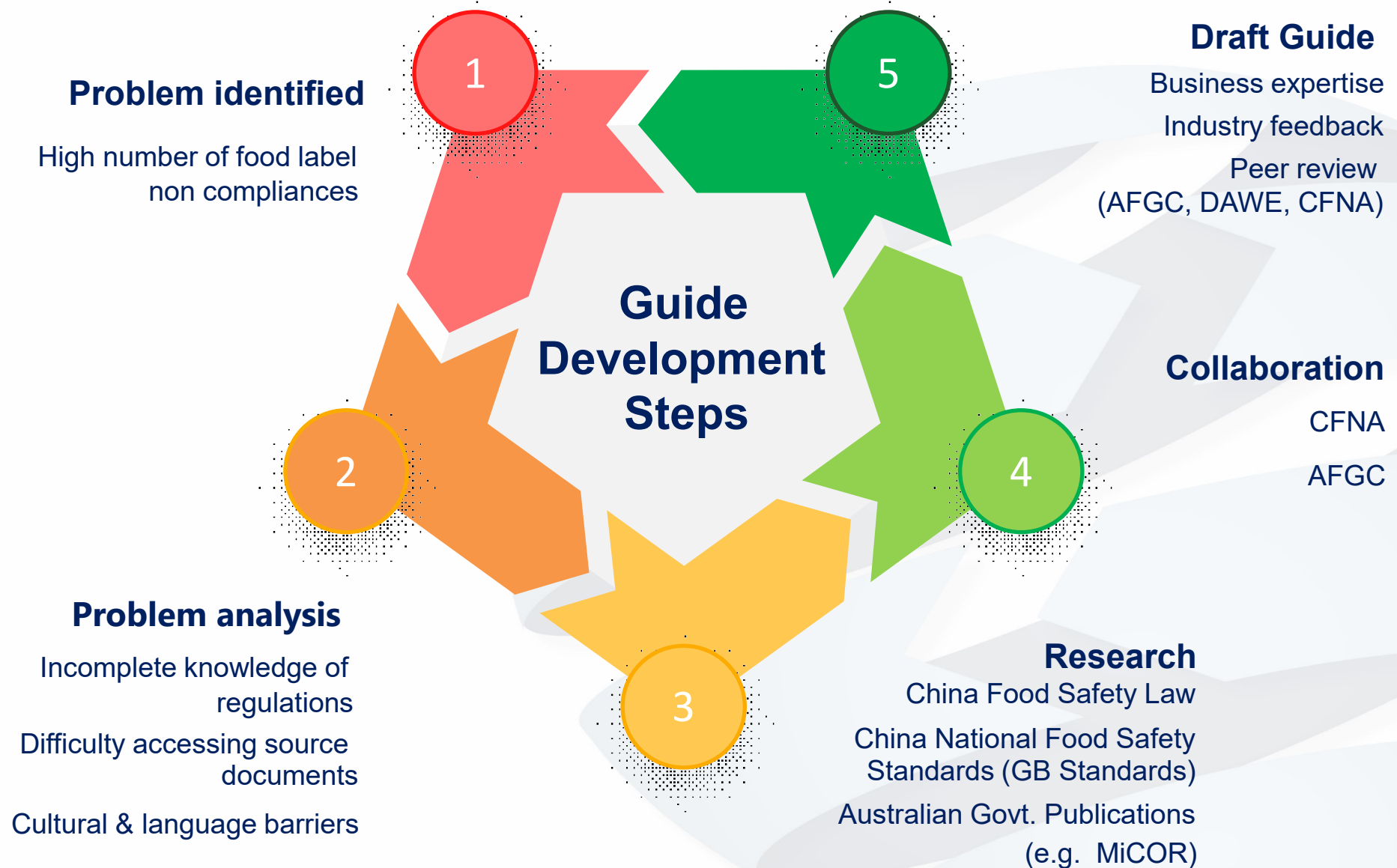
Background

- ❑ Operating since 2012
- ❑ Specialise in fresh food exports
- ❑ Specialise in fresh food exports (e.g. dairy, seafood)
- ❑ Largest exporter of fresh milk to China
- ❑ 100% import compliance record



Key Achievements

- ❑ Appointed Executive Council Member of CFNA
- ❑ First importer integrated with GACC online system
- ❑ One of three importers selected for GACC fresh milk import pilot
- ❑ Author of AFGC China Export Industry Guide
- ❑ Premier's NSW Export Award winner



- ❑ Strictest Food Safety Law ever enacted
- ❑ Applicable to both domestic and imported foods
- ❑ Should be first point of reference for all exporters



GB Standards

- ❑ GB7718-2011 General Rules for the Labelling of Prepackaged Foods
- ❑ GB28050-2011 General Principles for Nutrition Label of Prepackaged Foods
- ❑ GB13432-2013 Prepackaged Special Dietary Food Labels

Basic Principles

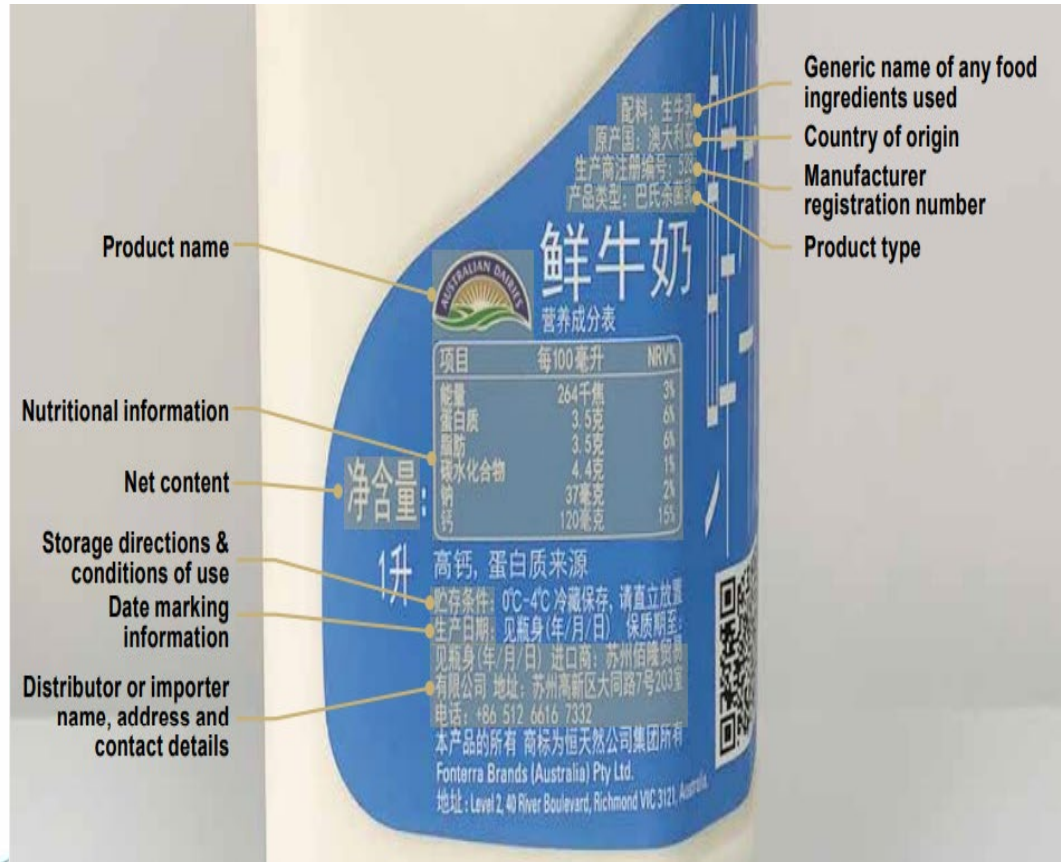
- ❑ Legibility
- ❑ Understanding
- ❑ Accuracy
- ❑ Completeness

Exceptions

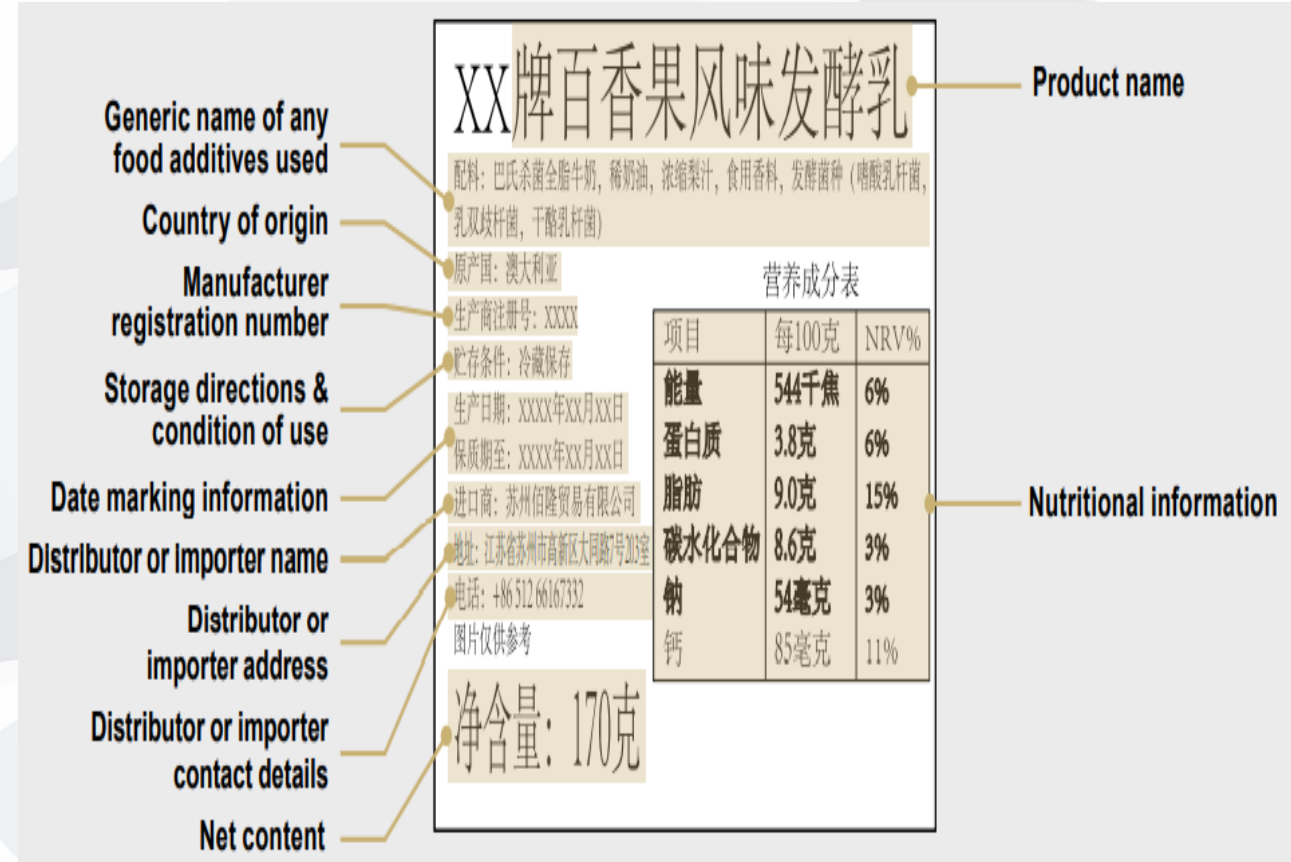
- ❑ Cross Border eCommerce pathway (CBEC)
- ❑ Specific food categories
- ❑ Small product packs
- ❑ Optional label declarations

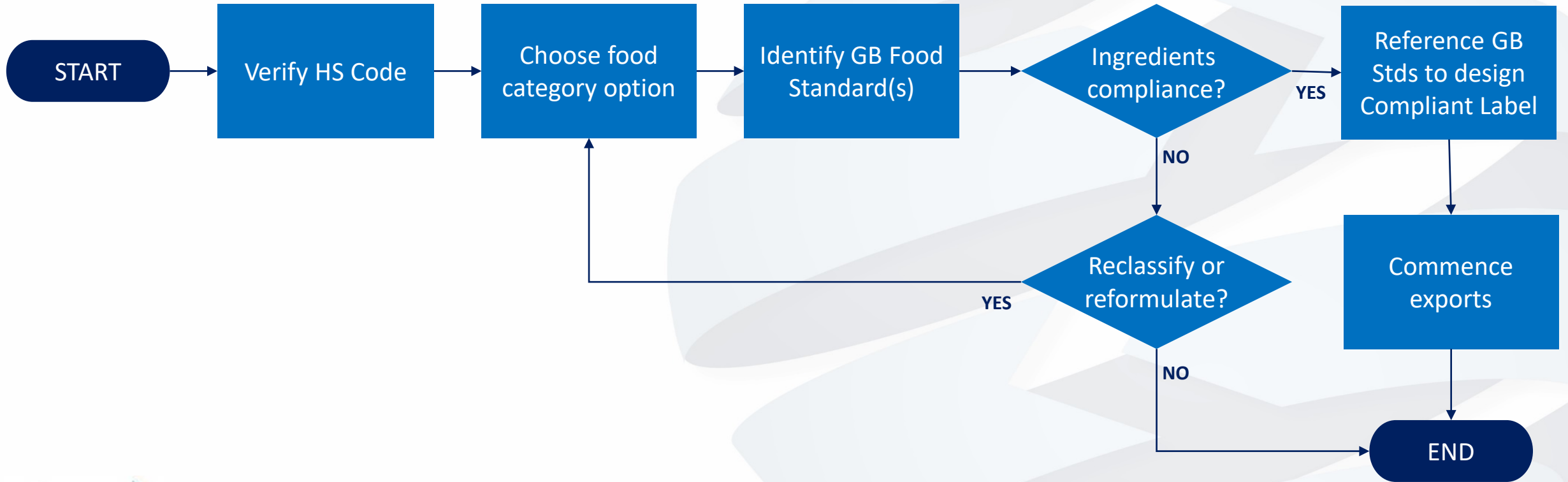
Label Declaration	Mandatory	Optional	Exception
Name of food	✓		
List of ingredients & Nutritional Information Panel	✓		List of ingredients can be excluded if unit largest surface area is less than 10cm ²
Net weight and configuration	✓		
Importer and/or distributor name, address and contact details	✓		
Date of manufacture and date of minimum durability (use by)	✓		Use By date can be excluded for foods where this cannot be determined
Conditions for storage	✓		Can be excluded if unit largest surface area is less than 10cm ²
Food production license number (where required)	✓		Can be excluded if unit largest surface area is less than 10cm ²
Irradiated foods	✓		Can be excluded if unit largest surface area is less than 10cm ²
Genetically modified foods	✓		Can be excluded if unit largest surface area is less than 10cm ²
Nutrient components and weight (for diet foods and supplements for infants & babies)	✓		
Batch identification		✓	
Instructions for use		✓	
Allergies		✓	

Example of China compliant product label
(applied during production)



Example of China compliant overlay label
(applied after production & prior to import clearance)



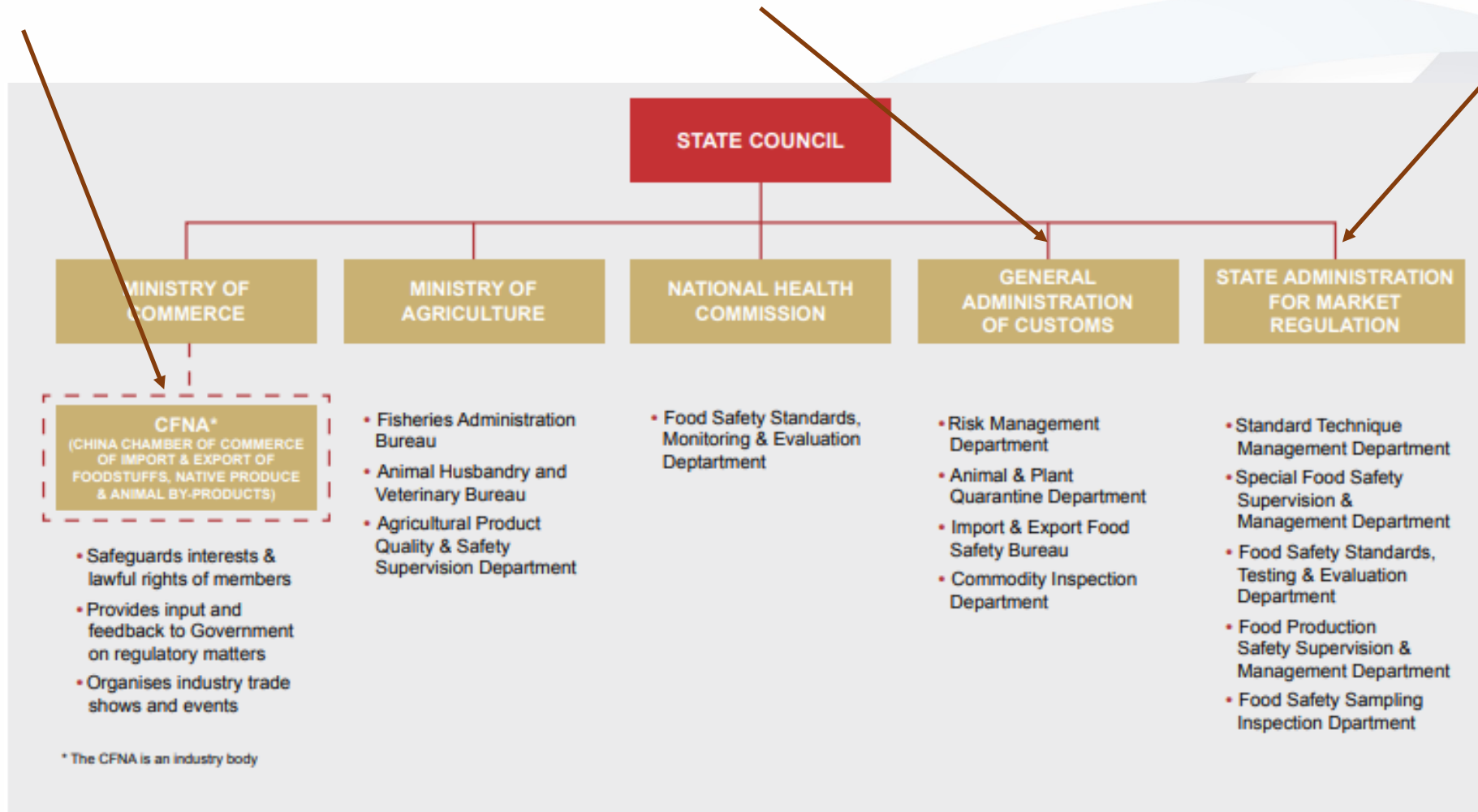


The China food import regulatory bodies are outlined...

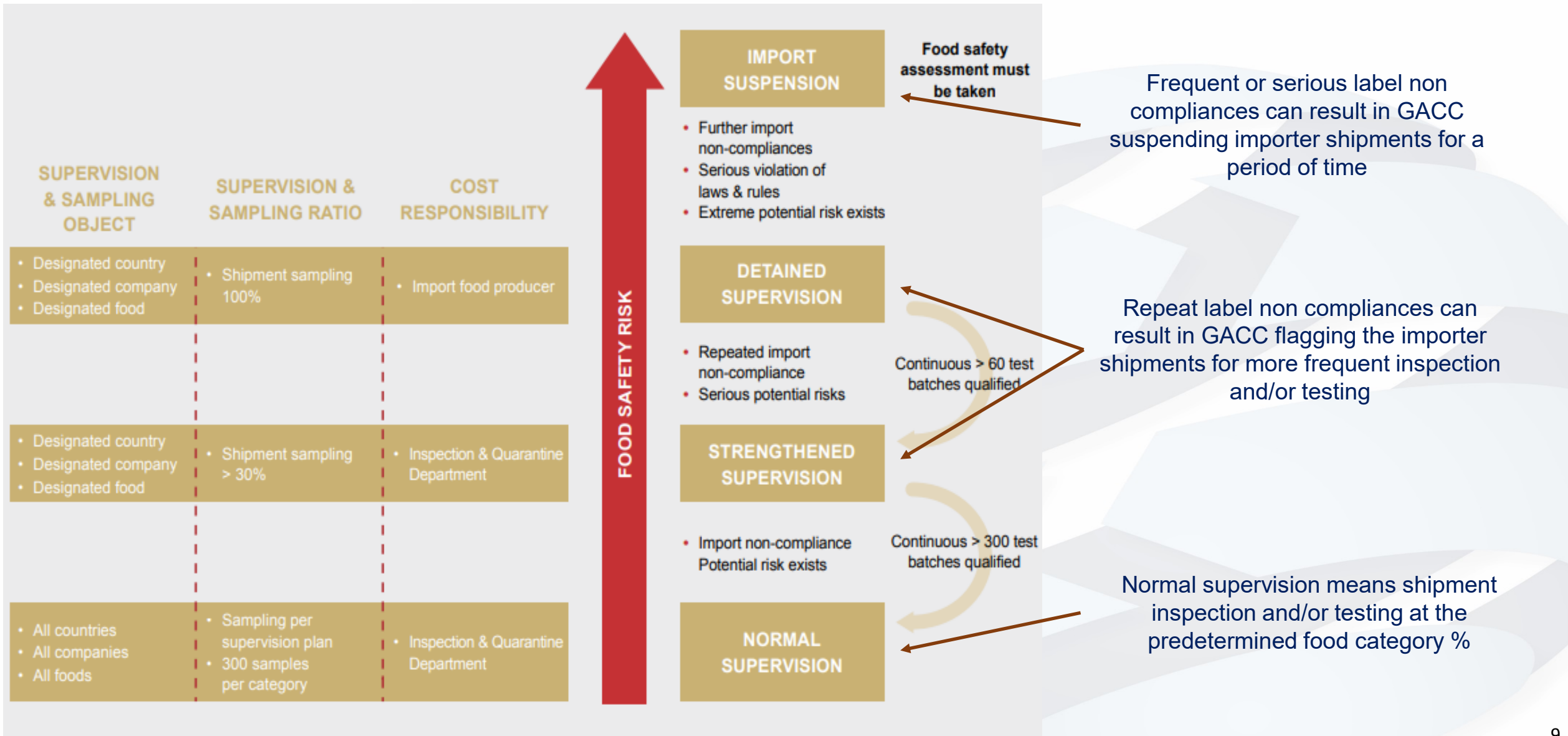
CFNA represents the interests and rights of Chinese importers & exporters

GACC regulates the safety of food imports & exports

SAMR regulates the safety of food (domestic & imported) within China



Enforcement of food import non compliance is covered...



Key 'watch outs' are highlighted...

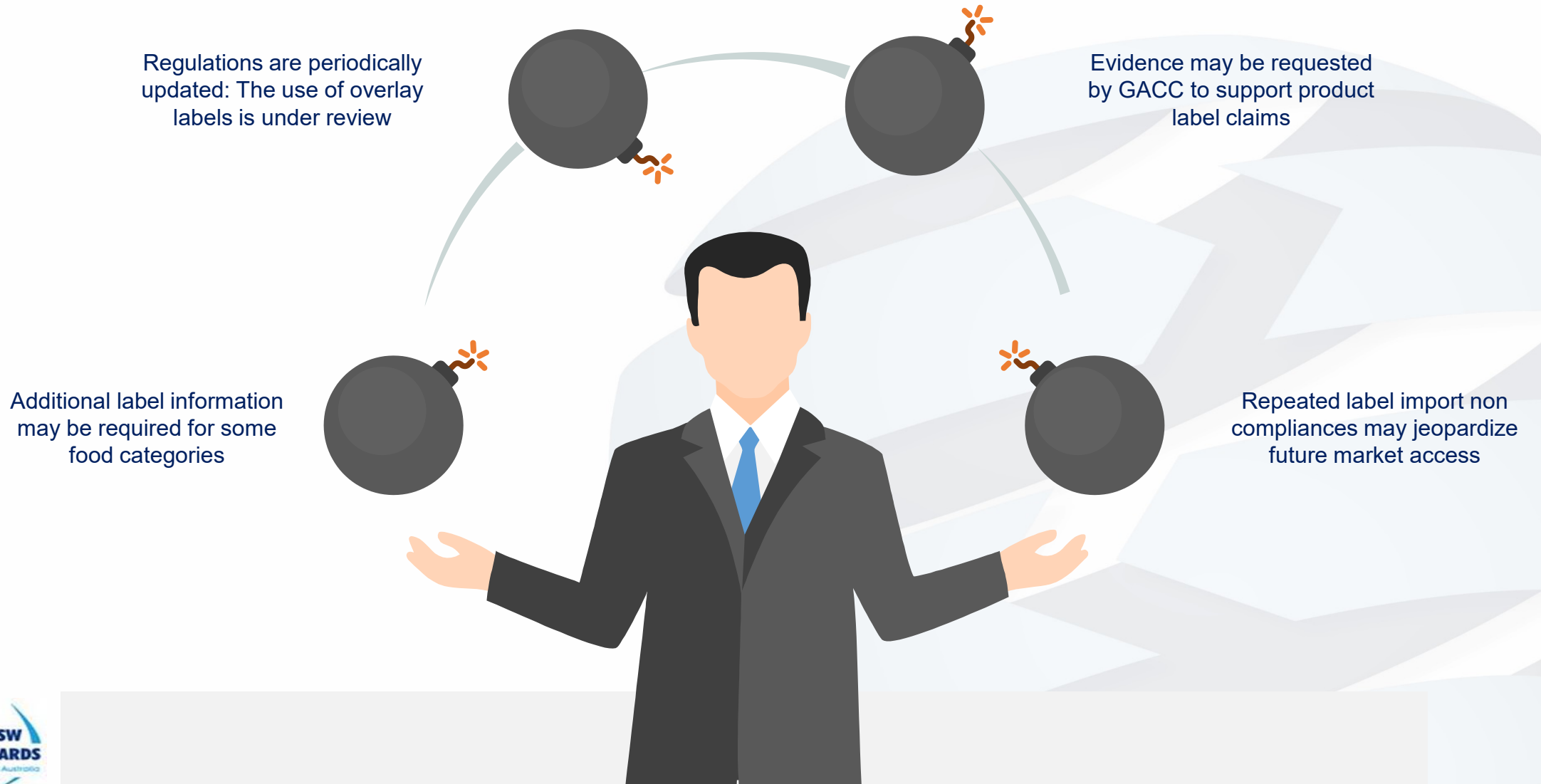


FIGURE 8 – Examples of product claims that would require validation



1. Difficult to quantify
2. Proof of certification required
3. Enterprise must have China-approved organic certification
4. Health claims are not allowed unless approved for import as a health product





Thank you

We welcome any questions?

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