

Woolworths commences roll out of Country of Origin labelling

Monday, 24 October, 2016: From this week Woolworths customers will begin to see new Country of Origin labelling on a variety of Fresh Cut products in stores across Australia.

The move comes ahead of the mandatory deadline set by the Australian Government of July 2018, with 25 Woolworths own brand products to carry the new label by the end of next month.

The new labelling is part of the Government's Country of Origin labelling Scheme and includes products that are 100% Australian through to products that include a percentage of Australian sourced ingredients.

Woolworths Head of Sustainability, Adrian Cullen, said; "Woolworths is a long-time supporter of Australian-made and grown products with 100% of our fresh meat and 96% of fruit and vegetables sourced from Australia. We believe the new labelling reforms are great news for our customers.

"We are working closely with our suppliers in Australia and overseas to ensure our products will carry the new Country of Origin labelling ahead of the deadline."

Country of Origin labels will make it clearer where an item has been produced, grown, made or packed, and will include the addition of an Australian Made kangaroo logo.

"We know our shoppers love to buy Australian products. This system will make it easier to find Australian made products, and understand what percentage of the ingredients are from Australia," added Adrian.

The very first Woolworths own brand fresh produce to include Country of Origin labelling includes 120g and 280g Spinach and 120g Red Leaf mix.

For further information please contact the **One Green Bean** on (02) 8020 1839.

Ends