

Appendix Two – Extra Virgin Olive Oil Label Guidelines

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The Ministry of Primary Industries (MPI) requires by law that packaged food products are labelled correctly. The rules for product sold via retail in New Zealand come via legislation called the Australia New Zealand Food Standards Code (ANZFS). Weights and measures and fair trading-type regulations have also been considered in preparing this document. Some Olive NZ-specific aspects are included to provide extra detail to assist consumers.

Below is an example of labelling detail for extra virgin olive oil - all the data is required unless it is shown in *italics*, in these cases it is optional. The format for Nutrition Information Panel (NIP) format is prescribed in legislation.

Product Name - (*Insert brand*) EXTRA VIRGIN OLIVE OIL Note: Must be near net volume and is usually on front.

Net Volume - e.g. 200 mL / 250 mL / 500 mL. This text must be at least 2mm high for NZ, and with space before mL. If the oil is sold in Australia, text must be at least 2.5mm if bottle is over 120mm tall or 3.3 mm if over 230mm.

Country of Origin (CoO) - *Region (optional). Product of New Zealand. (Although not mandatory for NZ, a CoO is strongly recommended. If the product is sold in Australia, need a CoO but also add text box around the statement).*

*Could include an extra **Product Description**; suggestions for **How to Use** the oil and correct **Storage Information**. For example: "This medium style, fruity and herbaceous oil is pressed mainly from classic Italian and Greek olive varieties. Ideal to serve with breads, drizzle over salads, meats, vegetables and pasta, or stir into soups, dressings and marinades. To protect the oil quality, store in a cool, dark place out of direct sunlight."*

Ingredients - *Extra Virgin Olive Oil (optional statement, as only one ingredient so is covered by product name).*

Nutrition Information - If you do not have full nutrition analysis for your oil, the following figures are acceptable.

NUTRITION INFORMATION		
Servings per package: 17 (<i>for 250 ml</i>) 34 (<i>for 500 mL</i>)		
Serving size: 15 mL (1 tablespoon)		
	Avg Quantity per Serving	Avg Quantity per 100 mL
Energy	520 kJ 125 Cal	3400 kJ 830 Cal
Protein	0 g	0 g
Fat, total	14 g	92 g
- saturated	1.8 g	12 g
- trans	0 g	0 g
- polyunsaturated	1.4 g	9 g
- monounsaturated	10.7 g	71 g
Carbohydrate	0 g	0 g
- sugars	0 g	0 g
Sodium	0 mg	0 mg

Claim - *"Source of Monounsaturated fat" if use exact NIP above (needs $\geq 40\%$ fat as mono and $\leq 28\%$ sat + trans)*

Best Before - DD/MM/YY or MM/YY (18 months or up to 2 years from processing date). Note: 2 years shelf life is the maximum allowed for the Olives New Zealand Certification Programme

Processing Date - DD/MM/YY or MM/YY (*take a mid-harvest date or in the case of blends: if the blend contains different varieties that have been separately pressed over a period of 3 months, use the middle month as the month of pressing; if they have been separately pressed over 2 months, use the last month*)

Batch Code - XYZ123 (*combination of characters that help tracing of bottle to batch in which it was processed*)

Supplier business name and physical street address - *Add telephone number; email and / or web site if you wish*

All care has been taken in preparing the above guidelines however Olives New Zealand will not accept responsibility should any of the data become out of date or incomplete. You must take responsibility for ensuring that your label meets the current requirements.

For further information go to: <https://www.mpi.govt.nz/food-safety/labelling-and-composition/>