

Australian Government improves plant-based food labelling

02 February 2026 | News

Research by Food Standards Australia New Zealand (FSANZ) has found that consumers can accurately identify plant-based products



Research by Food Standards Australia New Zealand (FSANZ) has found that consumers can accurately identify plant-based products

The Australian Government will support the meat, dairy and plant industries by improving existing arrangements that deliver accurate and clear food labelling, ensuring consumers have an informed choice.

Research by Food Standards Australia New Zealand (FSANZ) has found that consumers can accurately identify plant-based products.

Following engagement, the Government will strengthen existing voluntary labelling guidelines by developing an Industry Code of Practice, led by the Alternative Proteins Council.

The voluntary Code will provide clearer guidance to plant-based producers by discouraging animal imagery, limiting meat-specific terminology, improving the prominence of plant-based qualifiers, and establishing a transparent complaints mechanism.

The Industry Code of Practice is the next step in ensuring the continued consistency and success of plant-based and alternative-protein labelling.

Minister for Agriculture, Fisheries and Forestry, Julie Collins MP, said, "Australian consumers should be able to identify both traditional and alternative protein sources clearly.

"That's why the development of an industry Code of Practice will improve existing voluntary labelling guidelines, and ensure produce is readily identifiable for Australian consumers."