

Food Regulation Standing Committee Consultation: Policy guideline information requirements for prepackaged food sold online

Overview

Consumers are increasingly shopping for food online. The Australia New Zealand Food Standards Code requires most prepackaged foods to bear a label with certain mandatory information. However, there is currently no guidance or explicit requirements on what information must be provided to inform consumers' purchasing decisions when food is sold online.

Australia and New Zealand share a joint system for food labelling and composition which is overseen by Food Ministers. Food Ministers are responsible for developing food regulation policies in the form of policy guidelines, and to ensure stakeholder views are considered on appropriate policies.

The Food Regulation Standing Committee has developed a draft policy guideline on information requirements for prepackaged food sold online. This policy guideline intends to clearly establish Australian and New Zealand Food Ministers' expectations that consumers shopping online have access to necessary information to make safe and informed purchasing decisions.

A policy guideline is not a regulatory requirement. Policy guidelines need to be taken into consideration by Food Standards Australia New Zealand when developing or reviewing food regulatory measures. This policy guideline will be used to inform any future work on information requirements for prepackaged food sold online in the trans-Tasman food regulation system.

Why your views matter

The Food Regulation Standing Committee is seeking your feedback on a new policy guideline on information requirements for prepackaged food sold online.

We want to know your views on:

Whether you support developing a policy guideline on information requirements for prepackaged food sold online; and

The draft policy guideline on information requirements for prepackaged food sold online.

Your views will be used to inform Food Ministers' decisions on whether to develop a policy guideline on information requirements for prepackaged food sold online and the content of this policy guideline.

Please read the accompanying consultation document that provides context to the consultation, including what is being proposed and why. This can be found under the 'related' section at the bottom of this page.

You can submit your views through the online survey. The questions in the survey match the questions in the consultation document. A preview of the survey is available for download under the 'related' section at the bottom of this page.

Please provide evidence or examples wherever possible to support your comments. You can upload any supporting documents and evidence at the last question. If you do upload any documents, please indicate which question this document supports.

Although not mandatory, we encourage you to respond to all questions.

All submissions are subject to the [Freedom of Information Act 1982](https://www.legislation.gov.au/Details/C2018C00016) <<https://www.legislation.gov.au/Details/C2018C00016>> in Australia and the [Official Information Act 1982](http://www.legislation.govt.nz/act/public/1982/0156/latest/DLM64785.html) <<http://www.legislation.govt.nz/act/public/1982/0156/latest/DLM64785.html>> in New Zealand. There are grounds for withholding certain information, such as commercially sensitive information. Please indicate in your response if you consider there are aspects of your submission which contain commercially sensitive information.

Privacy, Confidential Information and Permissions

IMPORTANT INFORMATION

Privacy and your personal information

The Food Regulation Standing Committee (FRSC) invites you to share your views on the policy guideline on information requirements for prepackaged food sold online. This consultation is being facilitated by the Department of Health, Disability and Ageing (the Department) on behalf of FRSC.

Your personal information is protected by law, including the *Privacy Act 1988* (Privacy Act) and the Australian Privacy Principles, and is being collected by the Department, via Citizen Space, for the purposes of conducting a consultation process in relation to the draft policy guideline on information requirements for prepackaged food sold online. The Department will collect your personal information at the time that you provide a submission, unless you choose to make a submission anonymously, and you are not reasonably identifiable from the information provided in your submission.

If you consent, the Department may, at its discretion, publish part or all of your submission on the Department's consultation hub website. If your submission is published, the Department may identify you and/or your organisation as the author of the submission, if you consent to being identified. Please note that your email address will not be published and responses may be moderated to remove content that is inappropriate/offensive, or contains sensitive information.

Submissions which have been published on the Department's consultation hub can be accessed by the general public, including people overseas. Ordinarily, where the Department discloses personal information to an overseas recipient, Australian Privacy Principle (APP) 8.1 requires the Department to take reasonable steps to ensure that the overseas recipients does not breach the APPs. However, if you consent to the publication of your submission, APP 8.1 will not apply to this disclosure and the Department will not be accountable under the Privacy Act for any subsequent use or disclosure of the submission by an overseas recipient, and you will not be able to seek redress under the Privacy Act.

Note that if you do not consent to your submission being published, the Department will share your submission on an in-confidence basis with government agencies who are members of FRSC, including the New Zealand Ministry for Primary Industries, to enable analysis of submissions and provision of advice to Food Ministers. Name and email address will be removed from your submission prior to sharing with other government agencies who are FRSC members.

You should not include information in your submission about another individual who is identified, or reasonably identifiable. If you need to include information about another individual in your submission, you will need to inform that individual of the contents of this notice, and obtain their consent to the Department collecting their personal information.

You can get more information about the way in which the Department will manage your personal information, including our privacy policy, at <https://www.health.gov.au/resources/publications/privacy-policy> <<https://www.health.gov.au/resources/publications/privacy-policy>> . You can obtain a copy of the Department's privacy policy by contacting the Department using the contact details set out below. The Department's privacy policy contains information about:

how you may access the personal information the Department holds about you and how you can seek correction of it; and
how you may complain about a breach of

- the APPs; or
- a registered APP code that binds the Department; and
- how the Department will deal with such a complaint.

You can contact the Department by telephone on (02) 6289 1555 or freecall 1800 020 103 or by using the online enquiries form at www.health.gov.au.

Acknowledgement

By making a submission, you acknowledge that:

The giving of your consent is entirely voluntary

You are over the age of 18 years

You understand the purpose of the collection, use, publication or disclosure of my submission

You understand that copyright in the content of my submission will vest in the Commonwealth of Australia

Where relevant, you have obtained the consent of any individuals whose personal information is included in your submission, to the Department collecting this information for the purposes outlined in this notice

You understand that, where you have provided consent to your submission being published, the Department has complete discretion as to whether your submission, in full or part, will be published.

1 I consent to the Department collecting the information requested in Citizen Space about me, including any sensitive information, for the purposes indicated above.

☐

Yes I consent (*Required*)

2 Do you consent to your Submission being published on the Department of Health, Disability and Ageing's Consultation Hub website, and being accessible to the public, including persons overseas?

(Required)

Please select only one item

- ☐ Yes - Publish response, including both my name and organisation's name
- ☐ Yes - Publish response, without my name, but including my organisation's name
- ☐ Yes - Publish response without my name or my organisation's name
- ☐ No - I do not consent to the submission made by me being published on the Department's website

About You

3 What is your name?

Name *(Required)*

4 What is your email address?

Email address *(Required)*

5 If we require further information regarding your submission, can we contact you?

(Required)

Please select only one item

- ☐ Yes
- ☐ No

6 Are you answering on behalf of an organisation?

(Required)

Please select only one item

- ☐ Yes
- ☐ No

Organisation

An opportunity to provide any other information about your organisation you would like to provide.

7 What sector do you represent?

(Required)

Please select only one item

- ☐ Public health
- ☐ Industry
- ☐ Research/Academic
- ☐ Individual (Member of the public)
- ☐ Government
- ☐ Other

8 Which country are you responding from?

(Required)

Please select only one item

- ☐ Australia
- ☐ New Zealand
- ☐ Other
- ☐ Prefer not to say

If 'other', please specify your country.

9 Have you read the Consultation Paper: Policy guideline on information requirements for prepackaged food sold online

(Required)

Please select only one item

- ☐ Yes
- ☐ No

Background

Consumers are increasingly shopping for food online.

The COVID-19 pandemic drastically reshaped consumer behaviour including increasing online food purchases.

In 2024, New Zealand's annual grocery report (Commerce Commission New Zealand, 2024) highlighted that in 2019 online sales accounted for 2.91% of total sales from New Zealand's regulated grocery retailers (major supermarket chains). This increased to 6.76% in 2022 and in 2023 accounted for 6.15% of their total sales.

The Australian Bureau of Statistics reported that online food shopping in Australia rose from \$1,393 million in February 2020 to \$2,088 million in February 2021 and in February 2025 totalled \$3,181 million (Australian Bureau of Statistics, 2025). In submissions to the [Australian Competition and Consumer Commission's Supermarkets Inquiry](https://www.accc.gov.au/inquiries-and-consultations/supermarkets-inquiry-2024-25) <<https://www.accc.gov.au/inquiries-and-consultations/supermarkets-inquiry-2024-25>>, Coles reported that online sales had increased from 4% of overall sales in the 2019-20 financial year to 9.1% of overall sales in the first half of the 2023-24 financial year (Coles, 2024). Woolworths reported that 15% of their overall sales are made online, and this is the fastest growing part of their business (Woolworths Group, 2024).

A 2024 trans-Tasman online survey found that 78% of New Zealand and 83% of Australian customers shop online every month. Of these, 42% and 49% respectively buy groceries online (Interactive Advertising Bureau, 2024). A 2023 New Zealand online survey found that 13% of New Zealand households purchase food from online supermarkets in a typical week, and 30% of households purchased food from online supermarkets in the last 12 months (New Zealand Food Safety, 2024). A 2022 Australian online survey found that 47.9% of consumers reported shopping online for food at least sometimes, with 11.5% mainly buying groceries online (Appinio and Spryker, 2022).

There are no explicit requirements to provide information for prepackaged food sold online.

The Food Standards Code regulates the labelling and information requirements for food for retail sale in Australia and New Zealand (Food Standards Australia New Zealand, 2025). This includes which foods are required to bear a label and the information required on this label. The Food Standards Code does not outline the information that should be provided online by sellers when food required to bear a label is offered for retail sale online.

Under the Food Standards Code, when a food for retail sale is required to bear a label, the following information must be provided legibly and in English as part of or attached to the package:

Name that gives an accurate description of the food

Name and physical address of the New Zealand or Australian supplier

Ingredients list

Nutrition information panel

Information on characterising ingredients where applicable

A date mark for foods with a shelf life of less than 2 years

A lot/batch identification

Any specific food storage instructions/directions for use, if applicable

Allergen declaration, if applicable

Warning and advisory statements, if applicable

Statements that the food has been irradiated, genetically modified or contains cell cultured or cell-cultivated ingredients, if applicable.

There are additional labelling requirements for certain foods such as alcohol and special purpose foods. Food Ministers also encourage the use of the Health Star Rating on food labels (Health Star Rating unit, 2025).

Current labelling permissions extend to advertising of food irrespective of where that advertising is. Standard 1.2.1-23 of the Food Standards Code states that '*if this Code prohibits a label on or relating to food from including a statement, information, a design or a representation, an advertisement for that food must not include that statement, information, design or representation*'. This however does not address what information is expected to be provided for food sold online.

There are no policy guidelines on information requirements for food sold online

The trans-Tasman Food Regulation website currently has five policy guidelines or statements on food labelling. None of them relate to information for prepackaged food sold online.

The most relevant policy guideline is on food labelling to support consumers to make informed healthy choices (Australia and New Zealand Ministerial Forum on Food Regulation, 2020). It focusses on nutrition labelling aspects on the physical label but should also be considered for regulations on off label information. It outlines Ministers' expectations that food labels provide adequate information to enable consumers to make safe and informed food choices to support healthy dietary patterns recommended in the Dietary Guidelines.

There is inconsistency in information provided when food is sold online

Some small retailers and most major grocery retailers in Australia (Woolworths and Coles) and New Zealand (New World, Woolworths and Pak'n'save), offer online shopping. Groceries can also be purchased through third-party applications such as Milkrun, Uber Eats, and Doordash.

A 2022 study investigating more than 22,000 products sold online by major Australian supermarket retailers found that only around 50% of products displayed mandatory labelling information such as the Nutrition Information Panel and allergen declarations, while 34% of products displayed an ingredients list (Maganja D, 2023).

A 2023 study of more than 8000 alcohol products sold online by the two largest alcohol retailers in Australia found that only 0.1% had the mandatory pregnancy warning label visible on the main sales page (Pettigrew S, 2024).

FRSC recently published a background paper to inform this project (Food Regulation Standing Committee, 2025). It summarised a very small stocktake of the information provided for selected food sold online by major grocery retailers in Australia and New Zealand. The stocktake examined only four products at each retailer. It found that most of the mandatory label information was provided on the product page except for date marking information and lot identification (this is expected as these vary by individual product). There were some inconsistencies identified in the information provided such as supplier information and storage instructions, and in one instance the nutrition information panel was not provided.

Codex Alimentarius released relevant guidelines in 2024

The 2024 Codex Alimentarius *Guideline on the Provision of Food Information for Pre-packaged Foods to be Offered via E-commerce* outlines that information required on the physical label of prepackaged food shall also be provided on the product information e-page prior to the point of sale (Codex Alimentarius, 2024). The purpose of this guideline is to ensure consumers buying pre-packaged foods online have the information needed to make safe and informed choices, similar to the information they would find on the physical label of the food.

The Codex guideline makes an exception for lot identification and date marking as these relate to an individual product and cannot be practically provided on a generic product information e-page. This information still needs to be provided on the physical label, along with all required label information, when the product is delivered to the consumer. There is an option to provide a voluntary statement informing the consumer about the relationship between the date mark and the shipping date or point of delivery.

The guideline requires a statement on the product information e-page indicating that the consumer should check the label information on the physical product before consuming. The information provided on the product information e-page should be legible, in a language suitable to the consumer and be accessible to the consumer without a charge.

The guideline states that labelling exemptions for small units do not apply to these products when they are sold online unless allowed in specific circumstances by competent authorities. This is because the space limitations of a small package don't apply when information is provided online.

Information requirements for food sold online in other select jurisdictions.

Table 1 outlines regulations for information requirements for food sold online in the European Union, the United Kingdom, Canada and the United States of America.

Table 1: Other countries regulations for information for food sold online

Country	Regulations related to information for food sold online
European Union (European Parliament, 2011)	Regulation (EU) No 1169/2011 < https://www.legislation.gov.uk/eur/2011/1169/contents > mandates that all mandatory food information, except information on date marking, be available before purchase when food is sold online. This shall either appear on the webpage or through other appropriate means without extra cost to the consumer.
United Kingdom (Department for Environment, Food & Rural Affairs and Food Standards Agency, 2015)	Those selling food products online must make the required information available, for free, to the customer before they buy (except the durability and freezing dates) and when it is delivered to them. If the food will be sold non-pre-packed to the final consumer, all the information required for non-pre-packed foods must be provided. If the food will be sold pre-packed to the final consumer, all information required for pre-packed food must be provided.
United States of America (Department of Health And Human Services Food and Drug Administration, 2023)	The US Food and Drug Administration (FDA) mandates certain food labelling information on packaging. However, currently online grocery retailers aren't legally required to reproduce that information on their website when selling food online. In 2007 the FDA recommended in a "dear manufacturer" letter that the nutrition information presented online be similar to FDA's Nutrition Facts label requirements and that any claims made about food online should be consistent with FDA's current laws and regulations. In April 2023, the FDA issued a request for information to learn more about the content, format and accuracy of food labelling information provided through online grocery shopping platforms.
Canada (Government of Canada, 2023)	Canada's Food and Drug Regulations and the Safe Food for Canadians REgulation set out the mandatory information required on the physical label of most prepackaged foods and some non-packaged foods. The Safe Food for Canadians Act has broad prohibitions against false and misleading labelling that apply to food advertised or sold in Canada, including through e-commerce. There are no other requirements for what information should be provided for food sold online. In 2022 the Canadian government consulted on developing voluntary guidance for providing information for foods sold to consumers through e-commerce.

10 Are you aware of any other relevant background information that should be considered?

Please provide relevant links and references in your response.

Objective

In July 2025, the Food Ministers' Meeting agreed to the following problem statement regarding information for food sold online. This is based on the evidence summarised in this paper.

Problem statement

Consumers shopping for food online that is required to bear a label in Australia and New Zealand do not have consistent access to the same information as those shopping at a physical store. This is inconsistent with guidance from Codex Alimentarius and may limit the ability of consumers to make safe and informed choices when shopping for these foods online.

Consumers not having access to nutrition labelling information when shopping online was raised as a concern by submitters to FSANZ's 2025 call for information on nutrition labelling. There is no policy guideline in Australia or New Zealand on what information should be provided by sellers when food required to bear a label is sold online to inform FSANZ's consideration.

Desired outcome

Based on this agreed problem statement the following desired outcome is proposed:

Clarity on the information Australia and New Zealand Food Ministers expect to be provided for online retail sale of food required to bear a label. Consumers purchasing food in an online retail environment should have access to necessary information to make safe and informed purchasing decisions. Generally, this includes the mandatory food labelling information. These outlined expectations will be considered by FSANZ to inform any future information requirements for food sold online in the trans-Tasman Food Regulation System.

11 Do you agree with the problem as stated?

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternatives

Please provide reasons for your response including any evidence you may have.

12 Do you agree with the desired outcome?

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternatives.

Please provide reasons for your response including any evidence you may have

A policy guideline meets the desired outcome

FRSC propose to develop a policy guideline on information requirements for prepackaged food sold online to achieve the desired outcome. This consultation will inform the development and content of such a guideline and Ministers' decisions on whether to adopt the policy guideline.

A policy guideline is the established process in the Food Regulation system for Food Ministers to issue their policy expectations. Policy guidelines provide guiding principles for addressing significant food issues.

FSANZ must have regard to any written policy guidelines by Food Ministers when developing or reviewing food regulatory measures and variations of food regulatory measures. Policy guidelines need to be clear, comprehensive and consistent but should not be too prescriptive. A policy guideline does not trigger regulatory action.

Many consumers are shopping for food online. To ensure these consumers have access to the information needed to make an informed choice, the information requirements for prepackaged food sold online will likely need to be considered, including potentially through the future FSANZ work on nutrition labelling. A policy guideline on information requirements for prepackaged food sold online ensures that any future food regulatory measures are fit for purpose and met the expectations of Ministers.

Benefits of a policy guideline on information requirements for prepackaged food sold online are:

Sets clear policy expectations on information to be provided online when food required to bear a label is offered for retail sale online.

Promotes consistency with international guidance from Codex Alimentarius.

Inform any future work on information requirements for prepackaged food sold online. This could include the future work by FSANZ on nutrition labelling where concerns have been raised about nutrition labelling not being provided online.

Whilst not the primary purpose of a policy guideline, this could provide industry with guidance on what information they should provide online when selling food.

[We are seeking your views on the draft policy guideline](#)

FRSC has developed a draft policy guideline on information requirements for prepackaged food sold online for your feedback. This is provided in full on the next page and then by section (aim, context, scope and policy principles) with specific questions.

In line with the desired outcome, the policy guideline focuses on the provision of information required on the food label as this has been deemed as essential for safety and to inform consumers purchasing decisions. This does not limit other information being provided online to consumers.

The draft FRSC policy guideline is similar to the *Codex Guideline on the Provision of Food Information for Pre-packaged Foods to be Offered via E-commerce* (CXG 104-2024), adopted in 2024. They both refer to:

All information required on the physical label should be provided for prepackaged food sold online, except for date marking and lot identification.

Consumers should be encouraged to check the information on the physical label before consumption.

The information should be freely accessible to the consumer to inform their purchasing decision.

Legibility of the information.

Unlike the Codex guideline, the draft policy guideline does not specify that the information must be provided on the product information e-page. The policy guideline provides principle-based guidance that this information should be displayed prominently in connection with the food for sale online, so that this information is easily accessible and identifiable to consumers. This is to encompass the range of online platforms where food could be sold, such as webpages and applications, both now and in the future.

13 Do you support developing a policy guideline for information requirements for prepackaged food sold online?

Please select only one item

- ☐ Yes
- ☐ No

Please provide reasons for your response including any evidence you may have

14 Are you aware of any unintended consequences for developing a policy guideline for information requirements for prepackaged food sold online?

Please provide reasons for your response including any evidence you may have.

Draft Policy Guideline: Information requirements for Prepackaged Food Sold Online

AIM

The Australia New Zealand Food Ministers expect that consumers shopping for prepackaged food for retail sale online have access to necessary information to make safe and informed purchasing decisions.

CONTEXT

The Australia New Zealand Food Standards Code outlines the labelling and information requirements for food for retail sale in Australia and New Zealand. Most prepackaged foods are required to bear a label with certain information. Certain statements, information, designs or representations are prohibited from being on the food label. This prohibition also applies to an advertisement for the food.

Increasingly Australian and New Zealand consumers are buying food online. Unlike in physical retail environments, online consumers cannot assess the physical food product's packaging including the mandated food information on the label. This limits the effectiveness of food regulations intended to manage safety risks and encourage healthier, more informed consumer choices.

SCOPE

The policy guideline applies to food for retail sale required to bear a label in the Australia New Zealand Food Standards Code, when these foods are offered for sale online and a consumer does not have access to a physical product at point-of-sale. This includes foods, beverages, alcoholic beverages and special purpose foods.

OVERARCHING POLICY PRINCIPLES

Consumers purchasing food in an online retail environment should have access to the necessary information at point-of-purchase to make safe and informed decisions. Online retail environments are inherently different to physical retail environments, and information requirements may vary between them. Generally, information standards developed to manage food safety risks and promote healthy and informed choice should apply at point-of sale, regardless of where a consumer makes their food purchase.

Statements, information, designs or representations prohibited from being on a food label are prohibited online.

SPECIFIC POLICY PRINCIPLES

Food offered for sale online should be accompanied on the online platform with:

- the food safety, nutrition, and informed choice information necessary to enable an informed food purchase. This is expected to include the mandatory information required on a food label in the Australia New Zealand Food Standards Code, except for information that can vary by individual product or batch such as lot identification and date marking information.
- the Health Star Rating information when present on the food label.
- a statement that consumers should check the physical food label before consumption.
This information accompanying a food offered for sale online should be:
 - legible and available in English.
 - displayed prominently in connection with the food for sale online so that this is easily accessible and identifiable to consumers.
 - available without charge to a consumer prior to completing their purchase.

Foods sold online should bear a physical label with the mandatory information required in the Australia New Zealand Food Standards Code when delivered to the consumer.

15 Do you agree with the proposed aim for the policy guideline on information requirements for prepackaged food sold online?**Aim**

The Australia New Zealand Food Ministers expect that consumers shopping for prepackaged food for retail sale online have access to necessary information to make safe and informed purchasing decisions.

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternatives

Please provide reasons for your response including any evidence you may have

16 Do you agree with the proposed context for the policy guideline on information requirements for prepackaged food sold online?**Context**

- The Australia New Zealand Food Standards Code outlines the labelling and information requirements for food for retail sale in Australia and New Zealand. Most prepackaged foods are required to bear a label with certain information. Certain statements, information, designs or representations are prohibited from being on the food label. This prohibition also applies to an advertisement for the food.
- Increasingly Australian and New Zealand consumers are buying food online. Unlike in physical retail environments, online consumers cannot assess the physical food product's packaging including the mandated food information on the label. This limits the effectiveness of food regulations intended to manage safety risks and encourage healthier, more informed consumer choices.

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternatives

Please provide reasons for your response including any evidence you may have.

17 Do you agree with the proposed scope for the policy guideline on information requirements for prepackaged food sold online?**Scope**

The policy guideline applies to food for retail sale required to bear a label in the Australia New Zealand Food Standards Code, when these foods are offered for sale online and a consumer does not have access to a physical product at point-of-sale. This includes foods, beverages, alcoholic beverages and special purpose foods.

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternatives

Please provide reasons for your response including any evidence you may have.

18 Do you agree with the proposed overarching policy principles for the policy guideline on information requirements for prepackaged food sold online?**Overarching policy principles**

- Consumers purchasing food in an online retail environment should have access to the necessary information at point-of-purchase to make safe and informed decisions.
- Online retail environments are inherently different to physical retail environments, and information requirements may vary between them. Generally, information standards developed to manage food safety risks and promote healthy and informed choice should apply at point-of sale, regardless of where a consumer makes their food purchase.
- Statements, information, designs or representations prohibited from being on a food label are prohibited online.

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternative principles, additional principles or principles you think should be removed.

Please provide reasons for your response including any evidence you may have.

19 Should specific reference be made to providing the Health Star Rating information when present on the food label?

Specific policy principles

- Food offered for sale online should be accompanied on the online platform with:
 - the food safety, nutrition, and informed choice information necessary to enable an informed food purchase. This is expected to include the mandatory information required on a food label in the Australia New Zealand Food Standards Code, except for information that can vary by individual product or batch such as lot identification and date marking information.
 - the Health Star Rating information when present on the food label.
 - a statement that consumers should check the physical food label before consumption.
- This information accompanying a food offered for sale online should be:
 - legible and available in English.
 - displayed prominently in connection with the food for sale online so that this is easily accessible and identifiable to consumers.
 - available without charge to a consumer prior to completing their purchase.
- Foods sold online should bear a physical label with the mandatory information required in the Australia New Zealand Food Standards Code when delivered to the consumer.

FRSC wants to specifically seek your views on whether the guideline should encourage the display of the currently voluntary Health Star Rating information online when present on the label. The Health Star Rating is distinct to other voluntary labelling elements as this is actively encouraged to be provided by Food Ministers. However, Ministers may be considering whether to mandate the system soon if the final uptake target in November 2025 is not met.

Please select only one item

- ☐ Yes
- ☐ No

Please provide reasons for your response including any evidence you may have.

20 Do you agree with the other proposed specific policy principles?

Please select only one item

- ☐ Yes
- ☐ No

Please provide any proposed alternative principles, additional principles or principles you think should be removed.

Please provide reasons for your response including any evidence you may have.

21 Do you have any other feedback on the proposed policy guidelines?

Please provide reasons for your response including any evidence you may have.

Conclusion and Next Steps

FRSC is exploring a policy guideline on information for food sold online. This is to provide clear policy expectations on what information should be provided for food required to bear a label when this is offered for sale online.

This aims to ensure the increasing number of consumers shopping for food online have consistent access to similar information as those shopping at a physical store, to allow them to make safe and informed decisions. This is similar to the Codex *Guideline on the Provision of Food Information for Pre-packaged Foods to be Offered via E-commerce* (CXG 104-2024), adopted in 2024.

This policy guideline does not trigger a regulation but will be used to inform any future work on information requirements for prepackaged food sold online in the trans-Tasman Food Regulation system.

We are interested to hear your thoughts on whether you support developing this policy guideline.

Once we have received submissions from interested parties, we will consider the feedback that has been provided. We will use this to inform the development and content of the policy guideline and Ministers' decisions on whether to adopt the policy guideline.

22 Please provide any other comments or points for consideration that may not have been addressed in this consultation.

Please provide your response below.

23 Please upload any supporting documents for your responses. Please indicate which question each document supports and whether this information is publishable.

Please state what question/s the document/s upload supports and whether the documents are able to be published.

Please attach a copy of any documents you wish to include to this printout.

Please upload files in pdf format.

Please upload documents that are NOT to be published.