



# News

June/July 2018

## “Best (act) Before” Country of Origin food labelling deadlines are enforceable

From 1 July 2018 food businesses must comply with labelling requirements set out by the Australian Government which aim to provide consumers with greater transparency on the origin of their food.

Originally introduced on 1 July 2016 as the Country of Origin Food Labelling Information Standard 2016 (Standard) the implementation of the Standard has been looming for some time, with many businesses using this transition period to ensure that their labelling is compliant. There are two types of country of origin labels which companies selling food in Australia must comply with, the standard mark and the country of origin statement.

### Standard mark

The standard mark is to be used for products that are grown, produced or made in Australia. The mark includes the kangaroo in a triangle logo, a bar chart which indicates the percentage of Australian ingredients and explanatory text which outlines whether the product is grown, produced or made in Australia and the percentage of Australian ingredients.

### Country of origin statement

When a standard mark cannot be used, this statement provides a clear indication of where the product is produced, grown or made.

The Australian Government's [business.govt.au](http://business.govt.au) website is a great resource to assist companies in understanding and implementing the new labelling requirements. The Australian Competition & Consumer Commission has also released multiple useful guides for businesses found here:

<https://www.accc.gov.au/publications/country-of-origin-food-labelling>

<https://www.accc.gov.au/consumers/groceries/country-of-origin>

<https://www.accc.gov.au/business/advertising-promoting-your-business/country-of-origin-claims/country-of-origin-food-labelling>

Source: CBFCFA Newsletter, issue 8, 16 May 2018

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**Made in Vietnam with  
at least 50%  
Australian ingredients**



## Country of Origin food labelling



### To label or not to label?

While most food products will need to comply with the new Standard, there are some exceptions. The guidelines advise that a label is not required for:

- Foods not for human consumption (for example: pet food, bird food)
- Foods sold in restaurants, cafes, take-away shops or schools
- Foods sold at fund-raisers
- Foods sold in the same premises in which they have been made and packed (for example: a bakery that sell their food products exclusively at the shop-front of the facilities where the products were made and packed will not need a standard mark for their food products)

In addition, the “standard mark” is optional for non-priority foods which include:

- Seasonings
- Confectionery
- Biscuits and snack food
- Bottled water
- Soft drinks and sports drinks
- Tea and coffee
- Alcoholic beverages



If you have any further questions please do not hesitate to contact our colleagues in Australia:

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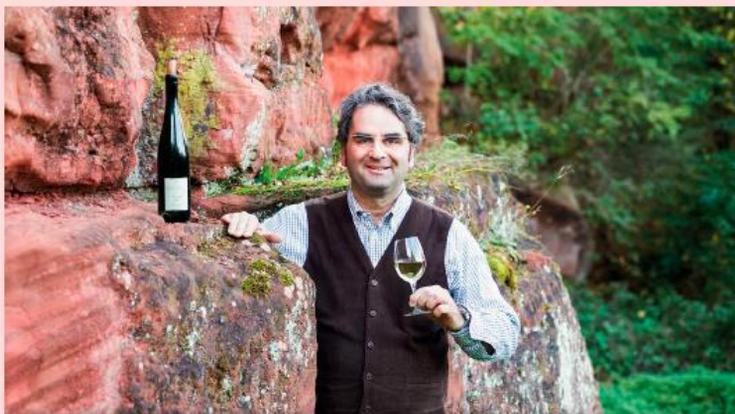
Source: CBFCFA Newsletter, issue 8, 16 May 2018

## Weingut im Zwölberich – A winery dedicated to biodynamic quality



The **Zwölberich Winery** is a family business with rich tradition: founded in 1711 in the lower Nahe region, 25 years ago the winery dedicated itself entirely to the Biodynamic way of grape growing. The combination of craft, passion and consistent adherence to the Demeter Farm Standard allows us to produce ecologic, high-quality and particularly special wines in harmony with nature.

Only two of the 58 German Demeter wineries are located in the Nahe region, which provides us with its special natural benefits: From all epochs of Earth's formation a great diversity of soils remained on small areas. This makes it possible to grow different grape varieties close to each other in little land parcels and to produce various, highly individual wines.



### Contact:

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**ZWÖLBERICH**  
*biologisch-dynamische Wein- & Spirituosenherstellung*





## LCL Reefer Consolidation Service Hamburg - Hong Kong



### Starting frequency: Fixed monthly service ex Hamburg up to Hong Kong

The food & beverage logistics controlled LCL Reefer Container offers the following advantages:

- Possibility to consolidate orders coming from Germany and Austria in the same container to Hong Kong
- Suitable for smaller LCL-shipments and therefore a cost-saving alternative to air freight service
- Cost-effective, by avoiding underutilized FCL-shipments
- Dedicated service for wines, chocolates, pastries and other temperature-sensitive products
- 100% protection against extreme variation of temperature and condensation

### Constant temperature control:

- Temperature controlled trucking
  - Consolidation at temperature controlled warehouse in Hamburg
  - Temperature controlled ocean freight (+ 15° up to + 18° C)
  - Deconsolidation at our temperature controlled warehouse in Hong Kong
- uninterrupted cool chain door-to-door



If you have any further questions please do not hesitate to contact our colleagues in Hamburg or Hong Kong:



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## Introducing our colleagues around the world - Spotlight on: FBLOG Malaysia NELSON FOO!



### 1. When did you start working for FBLOG and what is your job function?

**Nelson:**

To be exact it was August 2010 when I received an irresistible offer from Mr. Thorsten Drunagel, Regional Director SEA. Now I am business development manager for food & beverage logistics.

### 2. What have you experienced/learned working in FBLOG and what do you enjoy most about your job?

**Nelson:**

My family had a business that was deeply involved in the wine business, where I learned a lot about the product F&B. We were also involved in the transportation of fine foods with specific temperature requirements which make the job very interesting. Especially the food tasting part is enjoyable as well as connecting with my customers on a friendly and personal basis.

### 3. If you had to describe the FBLOG team in Malaysia in three words, which would they be?

**Nelson:**

Dedicated, committed and most importantly C.V.A.S – Customized Value Added Services. Customer's problems become our problems, which ultimately gives them the sense of assurance and security when shipping with a. hartrodt Malaysia.

### 4. Where do you see the potential for FBLOG in Malaysia now and in the future?

**Nelson:**

Honestly speaking the F&B market in Malaysia is rather small and mostly controlled by the prominent players. However the market is growing at a slow pace and we - a. hartrodt Malaysia – are offering specialized C.V.A.S, working hard to be recognized in this niche market.



*F.l.t.r.: Nelson Foo and Nils Hansen (Assistant Sales Manager)*

### 5. What do you see yourself doing in the next few years at FBLOG?

**Nelson :**

Well, not only being here at work but as well at eating and drinking occasions as I realized a while back already that socializing is vital in the F&B sector, where people have fun together and simultaneously doing good business together as well.

### 6. Last and most important question to someone working in the F&B industry - What is your favorite drink and food?

**Nelson:**

Wine of course, just like in the saying “no wine, no life”. When wine is paired well with the right food it will enhance both, the flavors of the food and the wines also. We should eat the food and drink the wine that we love, share it with someone we love which is to me the ultimate love affair with wine. German beers as well have now become one of my favorites after working with a. hartrodt as German company for several years. I for example love the beers from Weihenstephan, Beck's, etc. They all are really S D C – Super Damn Cool.....

If you have any further questions please do not hesitate to contact food & beverage logistics Malaysia!

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