



# New Seafood Origin Labelling Regulations

The Australian Government has introduced new labelling requirements for seafood products to ensure consumers are informed of the origins of the product they are purchasing or consuming.

These laws take effect from July 1, 2026 and require hospitality businesses to use the “AIM” model to label their seafood.

This labelling method uses a single letter to show where the seafood in a dish comes from:

- A** if the seafood is from **Australia**
- I** if the seafood is **imported**
- M** if the seafood has **mixed origins**  
(the dish includes both Australian and imported seafood).

For mixed dishes, you can choose to label each individual seafood ingredient with an **A** or **I** instead.

Fildes Food Safety has designed a range of labels that help to ensure businesses meet the requirements of these new laws.

THIS PRODUCT

AUSTRALIAN ORIGIN

IMPORTED ORIGIN

MIXED ORIGIN

■ \_\_\_\_\_

■ \_\_\_\_\_



**Permanent**  
#75355 | \$20.00

**Permanent**  
#75540 | \$20.00

**Permanent**  
#75550 | \$20.00

**Permanent**  
#75560 | \$20.00