



Australian Government

From **1 July 2026** hospitality businesses will be required to use the AIM model to label their **seafood**



Learn how the new country of origin food labelling works at **business.gov.au/seafoodlabels**



Legends must be available on menus and/or display boards.

A

Use an A to indicate the seafood is from **Australia**

I

Use an I to indicate the seafood is **imported**

M

Use an M to indicate the seafood is of **mixed** (Australian and imported) origin

