



Seafood country of origin labelling in your hospitality business

If you serve seafood dishes in a restaurant, café or other hospitality business, you must tell customers where it comes from.

From 1 July 2026 hospitality businesses must show the country of origin for seafood on their menus and signs.

This is called 'country of origin labelling' and tells your customers if the seafood in your dishes is Australian, imported or a mix of both. This helps customers decide what to order.

Businesses that must follow these rules:

- restaurants
- pubs and clubs
- cafes
- food trucks
- takeaways and fast-food venues
- market stalls selling ready-to-eat food

What you must do:

The seafood origin must be clear where your customers can see it before ordering, such as menus, menu boards, online menus or a clear sign in your business.

You must label each dish on the menu with a single letter to show where the seafood in the dish comes from.

To do this, businesses must use the AIM model:

- **A - Australian:** All seafood in the dish is from Australia.
- **I - Imported:** All seafood in the dish is from outside Australia.
- **M - Mixed:** The dish has both Australian and imported seafood.

You also need to include a legend to show what each letter stands for.

Penalties may apply if the rules are not followed.

More information is available at [Labelling seafood in your hospitality business | business.gov.au](https://www.business.gov.au/labelling-seafood-in-your-hospitality-business)

If you have questions about the new seafood country of origin labelling laws, please contact Consumer Protection at seafoodcool@lgirs.wa.gov.au

Department of Local Government, Industry Regulation and Safety

www.lgirs.wa.gov.au

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