

Australia and New Zealand launch SmartFacts to revolutionise on-shelf product transparency

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In a major step toward digital transformation in the food and grocery industry, the Australian Food and Grocery Council (AFGC), the New Zealand Food & Grocery Council (NZFGC), and global barcode standards leaders GS1 Australia and GS1 New Zealand have officially launched SmartFacts – a cross-industry initiative to introduce standardised digital labelling on consumer products across both countries.

SmartFacts enables consumers to simply scan a GS1-powered QR code on product packaging using their smartphones to instantly access a suite of trusted product data. This includes nutritional information, allergen declarations, company details, and other essential attributes – all delivered in a consistent and accessible format.

By harmonising digital labelling across the food and grocery sector, SmartFacts aims to reduce consumer confusion, increase product transparency, and ultimately build long-term trust in brands. The consistent QR code system ensures a user-friendly

experience while encouraging consumer engagement through reliable, real-time data access.

"SmartFacts represents a new era of digital transparency for our sector," said Tanya Barden, CEO of AFGC. "Consumers today expect easy access to accurate product information and this initiative delivers exactly that in a format that is simple, secure, and standardised."

Beyond the customer experience, SmartFacts is also a strategic tool for regulatory advocacy. By demonstrating how digital labelling can streamline compliance processes and provide transparent, standardised product information, the initiative lays the groundwork for modernising food regulations in Australia and New Zealand.

"Digital labelling has the potential to reduce the compliance burden on businesses while giving regulators and consumers the clarity they need," said Katherine Rich, CEO of NZFGC. "It's a win-win."

At the heart of SmartFacts is consumer empowerment. The initiative enables shoppers to make better-informed purchasing decisions, with easy access to product data that is verified, comprehensive, and up to date.

As the rollout continues, the partners behind SmartFacts plan to expand adoption across supermarkets, brands, and manufacturers, making digital labelling the new normal for product transparency in Australasia.