

Mānuka Label Claim Evidence Map

Use before artwork approval or mass printing.

Artwork revision: Market: Product / lot:

Proposed wording	Claim type	Evidence required	Owner	Status
Australian Mānuka	Origin / product	Origin chain	Supplier	OPEN
MGO 250+	Analytical	Batch result	Lab / supplier	OPEN
Monofloral	Floral source	Defined evidence	Supplier / lab	OPEN
AMHA Mark	Private mark	Licence + approved use	Licensee	OPEN
Organic	Voluntary claim	Certification / basis	Brand / supplier	OPEN
Health wording	Health claim	Regulatory + scientific review	Brand	BLOCKED
250 g / 500 g	Net quantity	Fill / measurement control	Packer	OPEN

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Destination review and final artwork gate.

Artwork control	Status	Evidence / reviewer	Decision
Exact wording frozen	Yes / No	Copy matches evidence	
Australia origin review	Pass / Open	Country-of-origin basis	
MGO batch link	Pass / Open	Report ID / lot	
Floral-source review	Pass / Open	Definition + evidence	
Private mark licence	Pass / N/A	Licence + packaging approval	
Health claim review	Pass / N/A	FSANZ / market review	
Destination label review	Pass / Open	Importer / regulator	
Final artwork status	GREEN / AMBER / RED	Approver + date	

RED / AMBER material front-of-pack claims should not move to mass print.