



TREE OF LIFE SHOW 2009



Event Overview

Tree of Life is a major distributor in the US of natural organic, specialty, ethnic and gourmet food products to supermarket chains and independent stores. It has been in existence for over 30 years and supplies into the US, Caribbean and Canada.

Promotion Overview

AMAG supported four licensees at the Tree of Life Show in Texas from 4-6 June 2009.

A media release of AMAG's presence at the show was prepared and despatched to 44 media outlets in the US.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.