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MEDIA RELEASE

AUSTRALIAN MADE SUBMISSION TO THE SENATE COMMITTEE ON FOOD LABELLING

Food labelling laws need an overhaul, Australian Made Campaign Chief Executive says.

The Australian Made Campaign today appeared before the Senate Rural and Regional Affairs Committee hearing into the Competition and Consumer Amendment (Australian Food Labelling Bill) 2012, to address country-of-origin labelling laws.

Australian Made acknowledged the shortcomings in the current labelling regime and welcomed the opportunity to stimulate discussion on the issue, but rejected the proposed Bill as providing an acceptable alternative to the system in place.

“The proposed Bill is a step in the right direction, but misses the mark on some very important issues, including substantial transformation, which is all about where products are made,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“For consumers to be able to make educated decisions about the food they purchase, that information must be made available.”

At the hearing today Australian Made called for the definition of ‘substantial transformation’ to be restricted so that it is more difficult for products with high imported content and minimal processing to pass themselves off as Australian.

“At present, the rules for using the Australian Made, Australian Grown logo on food products are more stringent than the rules applied by the ACCC,” Mr Harrison said.

“We are calling on the Government to follow the Australian Made Campaign’s lead, to make it easier for consumers to identify genuine Aussie products and to build greater consumer confidence back into Australia’s food labelling system.”

The Australian Made, Australian Grown (AMAG) logo is the registered certification trade mark that labels a product as authentically made or grown in Australia.

NOTE TO MEDIA

Australian Made Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The Australian Made, Australian Grown (AMAG) logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. It does this in conjunction with a campaign encouraging consumers to look for the logo when shopping. The strict set of rules governing the logo’s use also require that it must always be used with one of five descriptors; ‘Australian Made’, ‘Australian Grown’, ‘Product of Australia’, ‘Australian Seafood’ or ‘Australian’ (for export use only). The



AMAG logo is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

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