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MEDIA RELEASE

Australian Made welcomes inquiry into country-of-origin labelling

The Australian Made Campaign has welcomed the announcement that the House of Representatives Agriculture and Industry Committee is conducting an inquiry into country-of-origin labelling for food this year.

“The announcement of this inquiry into country-of-origin food labelling is very important and we are thrilled it will be conducted within the House of Representatives structure, the seat of Government,” Australian Made Campaign Chief Executive, Ian Harrison, said.

Mr Harrison said the fact that it was referred by such senior Ministers as Barnaby Joyce (Agriculture) and Ian MacFarlane (Industry) added considerably to that weight.

“The Australian Made Campaign has submitted comment to and appeared before a number of Senate Committees on country-of-origin labelling in recent years and certainly will again with this inquiry,” Mr Harrison said.

“Our intention is that the food labelling requirements under Australian Consumer Law will fall into line with the more stringent rules for using the Australian Made, Australian Grown logo. This would be well received by consumers because of the recognition and trust the logo enjoys.”

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

“The Australian Made Campaign does not support the use of qualified claims such as ‘Made in Australia from imported and local ingredients’ unless the product meets the full ‘made in’ test, and has previously proposed that regulations be introduced to make it harder for food products which have a high imported component to pass the ‘substantial transformation’ test,” Mr Harrison said.

“Clarifying the concept of ‘substantial transformation’ and specifying processes which, by themselves, do not satisfy this test, would close some of the existing loopholes surrounding the use of the words ‘Australian Made’ for food products.”

-ENDS-

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.

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ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for genuine Australian products and produce.

The AMAG logo supports growers, processors and manufacturers in Australia by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping; it has been doing this since its introduction by the federal Government in 1986.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. 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). 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. More than 1900 businesses are registered to use the AMAG logo, which can be found on more than 10,000 products sold here and around the world.

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

www.australianmade.com.au