



The Australian Made Campaign

13 FEBRUARY 2015

MEDIA RELEASE

Push to support local flower growers this Valentine's Day

This Valentine's Day retailers and consumers are being encouraged to show their love in more ways than one, by purchasing Australian-grown flowers, and supporting local flower growers.

"Australia's clean, green environment is well-suited to growing beautiful fresh flowers, but many consumers simply assume that the fresh flowers they are buying have been picked locally, when in fact there is a increasing amount being imported," Australian Made Campaign Chief Executive, Ian Harrison said.

Millions of flowers are flown into Australia each year.

"Imported flowers are unlikely to last as long as Australian-grown flowers, because of the distance they have to travel to get to buyers and the fact that they have been grown in a different climate.

"The challenge for consumers is to identify the local product, and in the absence of any country-of-origin labelling requirements, that can be difficult. The smart growers of course use the 'Australian Grown' logo, which consumers know and trust.

"We are encouraging retailers and consumers to buy Australian-grown flowers this Valentine's Day, and enjoy them for longer, knowing that they have supported a local grower and purchased a high quality Aussie product."

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NOTE TO MEDIA

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

MEDIA CONTACT

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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 the full range of 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.



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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 2000 businesses are registered to use the AMAG logo, which can be found on some 15,000 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