

For immediate release  
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### **Media Release:**

## **Australian Made, Australian Grown helps shoppers through 'Made in' maze**

Shoppers have the right to know where the products and produce they buy comes from but, as studies show, they are baffled by Australia's current labelling laws.

Australian Made, Australian Grown Chief Executive Ian Harrison says the Australian Made logo is a certification trademark which provides shoppers with a very recognisable and trustworthy solution to the maze of different country of origin labels and criteria products must meet.

"When you see the Australian Made logo with the words 'Australian Made' written underneath it, it means the product has actually been made here and 50% or more of the cost of making it has occurred here too," Mr Harrison says.

"It doesn't mean the product has just been assembled here or packaged here," he says.

"The community is concerned about Australia's labelling laws and for good reasons. The Federal Government needs to show leadership and make these laws tighter, clearer and more consistent.

"We have amended our rules to exclude some processes from the definition, so when you see the Australian Made logo on products you can be confident they meet the strict rules we have in place and have been made in Australia."

The Australian Made logo has been helping shoppers identify and businesses promote locally made and grown products for 25 years now. Research shows it is recognised by 94% of shoppers and trusted by 85% over any other country of origin identifier like flags, maps and pictures of animals.

The Australian Made logo can also be used with the words 'Product of Australia' - meaning nearly all ingredients and processes are Australian—and 'Australian Grown' - wholly grown in Australia.

**— ENDS —**

**Interview Opportunity** Australian Made, Australian Grown Chief Executive Ian Harrison

**Images** [www.australianmade.com.au/image-gallery/](http://www.australianmade.com.au/image-gallery/)  
High resolution images available on request

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