



## **Australian Made, Australian Grown Campaign urges retailers to support Australian grown**

The Australian Made, Australian Grown Campaign is calling on all supermarkets and green -grocers to help our local growers and consumers by clearly and correctly labelling Australian grown produce.

“Australians have a clear preference for buying Australian grown produce - they can do so with confidence because of our clean, green environment and high standards. It’s also great tasting. It is in everyone’s interests that our retailers clearly show the origin of the produce they sell,” AMAG Chief Executive Ian Harrison says.

“The entrance of imported apples into the marketplace and the damage and destruction of crops by recent flooding is putting great pressure on our local growers,” Mr Harrison says.

“Now is the time for retailers to get behind them by clearly and correctly labelling produce in store so that consumers know where the produce comes from when making their purchase decisions.”

“The major retail chains already use the Australian Grown logo extensively, because it works in the marketplace. The independent retailers are urged to consider doing likewise.”

### **INTERVIEW OPPORTUNITY**

Ian Harrison, Chief Executive, Australian Made, Australian Grown Campaign

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**About Australian Made, Australian Grown:** AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. [www.australianmade.com.au](http://www.australianmade.com.au)