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## MEDIA RELEASE

### Pick Australian Grown this Valentine's Day

The Australian Made Campaign is reminding consumers about the benefits of buying Australian Grown flowers this Valentine's Day.

Millions of bunches of flowers are imported into Australia each year from all over the world, but there's nothing like a locally grown bouquet, according to Australian Made Campaign Chief Executive, Ian Harrison.

The not-for-profit organisation administers and promotes the green-and-gold Australian Made, Australian Grown kangaroo logo shoppers can find on Australian flower sleeves in florists and retailers nationwide.

"Australia grows some of the most unique and beautiful flowers in the world," Mr Harrison said.

"The Australian Made Campaign is encouraging consumers to look for the kangaroo logo this Valentine's Day and ask their florists which Australian options are available to them."

Many of the flowers on sale this Valentine's Day will be travelling from as far as Africa and South America.

"Australian Grown flowers are cultivated in the local climate and typically travel less than 100km\* from farm to florist, so buyers can enjoy exceptional shelf life," Mr Harrison said.

Mr Harrison says another great reason to buy Australian Grown flowers is to support local farmers and communities.

"When it comes to purchase decisions, country of origin should always be factored in – if consumers are aware there is a choice to be made, they can make informed decisions," Mr Harrison said.

To find out more about the Australian Made Campaign visit [www.australianmade.com.au](http://www.australianmade.com.au).

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\*[www.australianflowerindustry.com.au](http://www.australianflowerindustry.com.au)

[HIGH RESOLUTION IMAGES AVAILABLE TO DOWNLOAD HERE](#)





*Caption: Roses from Australia's largest fresh cut rose company, Grandiflora, waiting to be shipped to florists around the country*  
[www.grandiflora.com.au](http://www.grandiflora.com.au)

#### **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.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years.

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 Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. Almost 2500 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](http://www.australianmade.com.au)