



## The Australian Made Campaign

7 MARCH 2016

### **MEDIA RELEASE**

#### **Australian Made reminds shoppers to hunt for Aussie Easter products and produce**

As chocolate manufacturers ramp up production and seafood suppliers prepare for a surge in demand, the Australian Made Campaign is reminding shoppers to look for the green-and-gold kangaroo logo this Easter, if they want to be sure what they are buying is genuinely Australian.

“The Australian Made, Australian Grown certification trade mark is a quick and easy reference tool shoppers can rely on if they want to buy products made and grown in Australia,” Australian Made Campaign Chief Executive, Ian Harrison said.

The logo can be found on more than 15,000 products, which are also listed on the online product directory at [www.australianmade.com.au](http://www.australianmade.com.au).

Mr Harrison says the quality and safety standards for food production in Australia are some of the most stringent in the world and are part of the reason Australian food producers have earned themselves such stellar reputations.

“If value for money is a key factor in your purchasing decision, Australian farmers, fishermen and manufacturers can deliver,” Mr Harrison said.

“Whether you’re visiting a supermarket, chocolatier or fishmonger this Easter to buy food for home or gifts to give, the green-and-gold kangaroo logo is the best way to identify products with all the great characteristics that come from being ‘genuine Aussie’.”

**--ENDS--**

#### **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. It does this 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.

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 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)