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## **MEDIA RELEASE**

### **Australian Made supports the call for collaborative, consistent branding of food in export markets**

The Australian Made Campaign today welcomed comments made by Fortescue Metals Chairman, Andrew Forrest, at the Bao Forum for Asia on China's Hainan Island this week, calling for Australia's food and agriculture sectors to work together more closely to promote their products using a 'Brand Australia' strategy.

"The power of consistent branding, both here and overseas, cannot be overstated," Australian Made Campaign Chief Executive, Mr Harrison said.

Mr Harrison said the already well-established Australian Made, Australian Grown logo should form part of the food labelling system envisaged by Mr Forrest, to provide consumers in markets everywhere with better surety of the true origin of the food they are purchasing.

"The iconic green-and-gold kangaroo logo has been clearly identifying Australian produce in export markets for 30 years with great success, so there is a pivotal role for the symbol to play in any 'Brand Australia' strategy," Mr Harrison said.

"Australia enjoys a strong reputation internationally for its clean, green environment and high standards for the production of food, so it makes sense to place a strong emphasis on promoting the Australian brand and defending the authenticity of food supplied from this country."

**--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)