



1 JULY 2016

MEDIA RELEASE

New country of origin food labels are here

Australia's new country of origin food labelling laws come into effect today, helping Aussie consumers find out more about their food.

The Australian Made Campaign's (AMCL) famous Australian Made, Australian Grown (AMAG) kangaroo logo will feature on most new labels, along with a bar chart showing what proportion of the ingredients come from Australia. It'll give shoppers a better understanding of how much of their food is sourced locally.

The new system is compulsory for all food products produced for sale in Australia. Consumers will gradually start to see the new labels roll out, with a two year phase-in period to allow companies to redesign, reprint and apply the new labels before the 30 June 2018 deadline, when the new system will become mandatory.

Companies will still be allowed to sell products with the existing labels after 1 July, 2018 providing the labels were applied before the cut off date.

"A tighter system for food labelling, coupled with a better understanding of that system by consumers, will give Aussie shoppers more confidence in what they are purchasing and provide Australian farmer and manufacturers with a much needed leg up," Mr Harrison said.

AMCL believes the widespread use of the AMAG logo will also strengthen the logo's connection to Australia and help boost sales of genuine Aussie goods in domestic and export markets. Exported food is not required to carry the new labels so businesses wanting to use the AMAG logo on their products can do so under a licence with AMCL.

Shoppers will also continue to see the AMAG logo on all other types of Aussie products with AMCL to continue administering and promoting the logo as a voluntary country of origin certification trade mark.

More information

For more information on AMCL's voluntary certification scheme for all products except food sold in Australia, visit www.australianmade.com.au/for-business.

For more information on the Australian Government's new mandatory country-of-origin labels, visit www.foodlabels.industry.gov.au. Businesses should also visit www.business.gov.au/foodlabels.

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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.

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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. 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