



The Australian Made Campaign

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MEDIA RELEASE

Nothing says 'I love you' like Australian Grown flowers this Valentine's Day

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

Each year more than 8 million roses are imported into Australia from all over the world, but nothing can beat a locally grown bouquet, according to Australian Made Campaign Chief Executive, Ian Harrison.

Shoppers just simply need to keep their eyes open for the Australian Made, Australian Grown kangaroo logo which can be found 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."

"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.

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*www.australianflowerindustry.com.au

Companies supplying Australian Grown flowers this Valentine's Day

Floraco: <http://www.floraco.com.au/>

Grandiflora: <http://www.grandiflora.com.au/>

TNB Tulips: <http://www.tnbtulips.com.au/>

Knight's Roses: <http://www.knightsroses.com.au/>



Caption: Australian Grown roses from Floraco.

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.

The AMAG logo supports growers, processors and manufacturers in Australia 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; it has been doing this since its introduction by the federal Government in 1986.

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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 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