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MEDIA RELEASE

New food labelling requirements to support Australian Grown produce

The Australian Made, Australian Grown Campaign (AMAG) has welcomed the decision by Food Standards Australia New Zealand (FSANZ) to formally approve the proposed extension of country of origin labelling to unpackaged beef, sheep and chicken meat in Australia.

AMAG has been campaigning for tougher food labelling laws for some time now, including submissions to the independent review of food labelling law and policy in 2010/11 which prompted FSANZ's decision.

AMAG Chief Executive, Ian Harrison, said such an extension would be a big win for consumers and industry alike.

"Consumers want to be given clear and consistent information in order to make informed choices and this extension is another step towards more coherent country of origin labelling for all food products", he said.

Research¹ demonstrates that Australians have a clear preference for buying Australian Grown produce.

The vast majority of Australians (89%) feel very strongly that the fresh food they buy is Australian and an equally significant proportion (82%) are as avid that the processed food they buy is Australian as well.

The Australian Grown logo is the best way for producers and retailers to leverage this sentiment and the impact of the decision to extend the range of produce required to carry country of origin labelling.

"A staggering 94% of shoppers recognise the logo and 85% of shoppers trust the logo over any other country of origin branding such as flags, maps and pictures of animals," Mr Harrison said.

"Consumers consciously look for the logo to authenticate produce as Australian.

"We encourage producers and retailers to use the logo aggressively at point-of-sale, placing it clearly and visibly on products and promotional materials to assist shoppers in making their purchase decisions."

To find out more or register to use the AMAG logo visit www.australianmade.com.au or call 1800 350 520.

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The **Australian Made, Australian Grown Campaign** is the not-for-profit organisation that administers and promotes authentic Australian goods carrying the Australian Made logo. More than 1700 businesses are registered to use the Australian Made logo which can be found on over 10,000 products sold here and around the world. Find out more at www.australianmade.com.au.

¹ Roy Morgan research



INTERVIEW AND VISION OPPORTUNITIES

AMAG Chief Executive Ian Harrison is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

Catherine Miller, Media and Communications Officer

P: +61 3 9686 1500

E: catherine.miller@australianmade.com.au