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## **MEDIA RELEASE**

### **AUSTRALIAN MADE APPLAUDS SENATE COMMITTEE RECOMMENDATIONS ON FOOD LABELLING**

The Australian Made Campaign today applauded the Senate Committee for Rural and Regional Affairs for its recommendations to Government on food labelling laws, following an inquiry into amendments to the laws in a Bill drafted by the Greens party in 2012.

“If implemented, these recommendations will make it easier for consumers to identify genuine Aussie products and build greater confidence back into Australia’s food labelling system,” Australian Made Campaign Chief Executive Ian Harrison said.

#### **The Committee’s recommendations:**

1. The Bill as drafted should not be passed
2. The Government should consider developing a more effective country of origin (CoOL) framework (including a more effective definition of 'substantially transformed'), which better balances the interests of consumers, primary producers and manufacturers
3. The Government should consider creating a ‘negative list’ for processes that do not satisfy the ‘substantial transformation’ test
4. The Government should develop a public education campaign for new CoOL guidelines.

Australian Made supports all four recommendations.

“It is encouraging that our voice has been heard and our suggestions have been taken onboard,” Mr Harrison said.

At the hearing for the inquiry in February this year Australian Made rejected the proposed Bill as providing an acceptable alternative to the system in place, called for the definition of ‘substantial transformation’ to be restricted, and encouraged the use of a ‘negative list’ for processes that do not satisfy the ‘substantial transformation’ test (putting Australian Consumer Law on par with the rules for using the Australian Made, Australian Grown [AMAG] logo).

“Our hope is that the Government will act on these recommendations swiftly, to make it more difficult for products with high imported content and minimal local processing to pass themselves off as Australian,” Mr Harrison said.

“In the meantime, consumers should look for the green-and-gold AMAG logo when they shop to be sure they are buying genuine Aussie products and produce.”

**--ENDS--**

#### **NOTE TO MEDIA**

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



## **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 genuine Australian products and produce.

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 1700 businesses are registered to use the AMAG logo, which can be found on more than 10,000 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)

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