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MEDIA RELEASE

AUSTRALIAN MADE REJECTS GREENS' COUNTRY OF ORIGIN REFORMS

The Australian Made Campaign does not back the 2013 Competition and Consumer Amendment (Australian Food Labelling Bill) proposed by the Greens Party to address country-of-origin labelling laws.

"Australian Made cannot support the Bill in its current form," Australian Made Chief Executive Ian Harrison said.

The reasons are as follows:

- The Bill creates a separate and inconsistent set of country of origin labelling requirements for some food products (products partly or fully processed in Australia) as distinct from other food products (fully imported foods) and all other categories of product. Australian Made believes this will increase rather than reduce confusion for consumers as well as businesses, when labelling should be simple and consistent.
- Australian Made does not see the value in banning the claims 'Australian Made' or 'Made in Australia' in favour of the exactly equivalent terms 'Australian Manufactured' or 'Manufactured in Australia'.
- The Bill does not appear to cover packaged food which is grown (as opposed to processed) in Australia.
- Where products cannot meet the criteria for 'Grown in Australia', 'Product of Australia' or 'Manufactured in Australia', the Bill proposes only one allowable claim – 'Packaged in Australia'. Australian Made believes that a wider range of alternative claims should be allowable for products such as pickles processed in Australia from imported vegetables.
- Australian Made does not support the use of qualified claims such as 'Made in Australia from imported and local ingredients'.

"On the positive side, Australian Made supports the proposal that food may be labelled in a way that highlights significant ingredients, e.g. 'Manufactured in Australia from Australian milk' for chocolate, as long as all the requirements for a 'Made in Australia' claim are met," Mr Harrison said.

"We also support - and in fact originated - the proposal to draw up regulations to clarify the concept of 'substantial transformation' and to specify processes which, by themselves, do not satisfy this test."

The Australian Made, Australian Grown (AMAG) logo is the registered certification trade mark that labels a product as authentically made or grown in Australia.



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.

MEDIA CONTACT

Catherine Miller, Media and Communications Officer

P: +61 3 9686 1500 / +61 422 071 256

E: catherine.miller@australianmade.com.au

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

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 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