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MEDIA RELEASE

AUSTRALIAN MADE WELCOMES NATIONAL FOOD PLAN

The Australian Made Campaign has welcomed Australia's first National Food Plan.

"We welcome the National Food Plan's focus on exporting into Asia, and in particular the importance of branding Australian products in those marketplaces," Australian Made Campaign Chief Executive, Ian Harrison, said.

"It is very pleasing to see Ministers Ludwig and Emerson recognise the important role that the Australian Made, Australian Grown logo can play in building the Australian brand in Asia.

"The logo has been used extensively in export markets around the world for all of its 27 years and is readily identified with Australia – and its clean, green environment and high health and safety standards – which is exactly what you want a country-of-origin symbol to do, particularly in Asia."

"The logo is well-placed to provide the platform for growing food exports into the Asian region," Mr Harrison said.

The AMAG logo is a registered certification trademark in the USA and China, with registration pending in the Republic of Korea and Singapore. This means that Australian exporters have a symbol which can be used on their genuine Aussie products in those countries, that both establishes the authenticity of those products and is legally protected under the local legal systems. Applications for seven other Asian countries are contemplated in 2013/2014.

About the Australian Made, Australian Grown (AMAG) logo:

- The green-and-gold AMAG logo is Australia's registered country-of-origin certification trade mark for genuine Australian products and produce.
- The logo was introduced as a certification trade mark by the Federal Government in 1986 and is promoted and administered today by the not-for-profit Australian Made Campaign Ltd (AMCL), under formal agreement with the Federal Government.
- The Federal Government introduced the 'Australian Grown' descriptor in 2007, using the AMAG logo as branding.
- The 'Australian Seafood' descriptor was introduced for the AMAG logo in 2011.

The National Food Plan can be viewed via <http://www.daff.gov.au/nationalfoodplan>.

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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.



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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 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 1750 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