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MEDIA RELEASE



Logo helps get local products and produce into export markets

The network of overseas businesses using the famous green-and-gold Australian Made, Australian Grown (AMAG) logo to boost the Asian sales of their imported Australian products and produce has grown, with the announcement that Benelux Flowers and Food Private Limited has become licensed to use the AMAG logo.

Benelux Flowers and Food supplies produce to some of the biggest retailers in Asia, including NTUC Supermarkets, Cold Storage and Tesco.

The Singaporean based importer of fresh food will use the famous logo on its Australian imports to differentiate them in the marketplace.

“We are thrilled to be licensed to use the famous Australian Made, Australian Grown logo on the fresh produce that we import from Australia and distribute widely throughout Singapore and Malaysia,” Benelux Flowers and Food Managing Director, Linda Ong, said.

“Asian consumers appreciate Australian products and produce, because they come from an environment of high quality, health and safety standards.”

Department of Foreign Affairs and Trade statistics show export volumes grew by 6 per cent in 2012/2013 and the good news is that consumer demand for Australian goods is increasing in key export markets, particularly in the Asian region.

Shoppers are looking for the AMAG logo to readily identify those goods as authentic, and Australian Made Campaign Chief Executive, Ian Harrison says local growers and manufacturers should be leveraging that fact.

“The green-and-gold kangaroo logo has been helping Australian businesses succeed in export markets for almost three decades,” Mr Harrison said.

“Research has shown that the AMAG logo carries significant weight overseas, with studies finding that Australian products carrying the logo in export markets were more likely to increase sales than Australian products not carrying the logo.

“Also, in most situations Aussie products can command a premium in the marketplace. This is one of the reasons distributors are so interested in stocking products carrying the AMAG logo.

“Australian Made looks forward to working with Benelux to grow the quantity and volume of great Australian produce being sold in Singapore and Malaysia,” Mr Harrison said.

To find out how to access the AMAG logo visit www.australianmade.com.au, or call 1800 350 520.

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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.

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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 1800 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