

08 MAY 2014

MEDIA RELEASE

Australian Made appears before Senate Committee on food labelling



The Australian Made Campaign appeared before the House of Representatives Standing Committee on Agriculture and Industry today, to give evidence to the committee's inquiry into the country-of-origin labelling of food.

The Australian Made Campaign is the not-for-profit organisation that administers Australia's registered certification trade mark for country-of-origin, the green-and-gold Australian Made, Australian Grown (AMAG) kangaroo logo.

Australian Made Campaign Chief Executive, Ian Harrison, and Compliance and Policy Manager, Lisa Crowe made recommendations to the committee on how food labelling laws could be improved, to build greater consumer confidence in the labelling of Australian products and produce.

"Research clearly shows that consumers have a preference for food products that are made and grown in Australia," Mr Harrison said.

"An effective country-of-origin labelling system, trusted and understood by consumers, will strengthen this important asset for Australia's food growers and processors.

"This will help combat the number of companies attempting to mislead consumers regarding their products' true country-of-origin," Mr Harrison said.

The Australian Made Campaign has appeared before a number of Senate Committees on country-of-origin labelling in recent years.

"Today we again recommended that the regulations under Australian Consumer Law fall into line with the more stringent rules for using the Australian Made, Australian Grown logo, thereby eradicating some of the loopholes that currently exist," Mr Harrison said.

"Food products with high levels of imported content which undergo simple processing in Australia cannot use the green-and-gold Australian Made logo, and neither should they be able to claim that they were manufactured here under Australian Consumer Law.

"Consistent food labelling laws would provide consumers with greater certainty in the choices they make at the checkout, and support growers and manufacturers of genuine Aussie products," Mr Harrison said.

Other recommendations included clarification of the concept of 'substantial transformation', specification of processes which, by themselves, do not satisfy this test, and the disallowance of qualified claims for products which do not satisfy this test.

"We are thrilled that this inquiry is being conducted within the House of Representatives structure – the seat of Government – because there is great potential for positive changes to be made," Mr Harrison said.

The Standing Committee will be hearing from organisations throughout today in Canberra and tomorrow in Sydney.

-ENDS-

[Program: Thursday, 8 May 2014: Public Hearing on Country of Origin Food Labelling](#)

[Program: Friday, 9 May 2014: Public Hearing on Country of Origin Food Labelling](#)



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 1900 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