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MEDIA RELEASE

Australian Made calls for mandatory country-of-origin labelling across all food products

The Australian Made Campaign is renewing its call for mandatory country-of-origin labelling across all food products, after Food Standards Australia New Zealand (FSANZ) revealed that this information would remain optional on a small range of unpackaged foods.

FSANZ was originally instructed to develop a proposal to extend country-of-origin labelling across all primary food products for retail sale as part of the Government's response to the Review of Food Labelling Law and Policy in 2011. However, this week FSANZ made public that mandatory country-of-origin labelling would not be extended to unpackaged foods not already covered by the standard, including game meats, poultry other than chicken, eggs and cheese.

Australian Made Campaign Chief Executive, Ian Harrison, said he was disappointed that the proposal had been scrapped, arguing that extending the country-of-origin labelling requirements to all foods would have reduced consumer confusion and promoted confidence in the system.

"Food labelling requirements should be clear, straightforward and above all consistent – all food, packaged or unpackaged, should be required to carry a country-of-origin label," Mr Harrison said.

"Why should fresh chicken, for example, have to carry a country-of-origin label, but not duck or quail? Why should sliced ham have to carry a country-of-origin label, but not sliced cheese?"

"Consumers want to be able to buy with confidence, and a big part of this is knowing where their food comes from," Mr Harrison said.

According to Mr Harrison, the impact on producers would be minimal, and some major retailers are already labelling these unpackaged foods voluntarily.

The Australian Made Campaign has called for mandatory country-of-origin labelling across all food products in numerous submissions, including to the current House of Representatives inquiry into food labelling.

Australian Made Campaign submissions can be found at
<http://www.australianmade.com.au/resources/submissions/>.

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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 2000 businesses are registered to use the AMAG logo, which can be found on some 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