



## **Blewett report needed to go further: AMAG**

The Australian Made, Australian Grown Campaign (AMAG) today reiterates its call for tougher food labelling laws, following the release of the Final Report of the Review of Food Labelling Law and Policy.

While welcoming the panel's three country-of-origin labelling recommendations, AMAG Chief Executive, Ian Harrison, insists they need to be extended even further so consumers are given clear and consistent information to make informed choices with.

"The term 'Made in Australia' should not be allowed to be used in a qualified claim such as 'Made in Australia from local and imported ingredients' as shoppers find this confusing. Food products which don't meet the full criteria set out in the Australian Consumer Law should be labelled with an alternative claim, for example 'packaged in' or 'blended in'," Mr Harrison says.

"Likewise, a food product should not be able to carry the 'Australian made' claim when it contains mainly imported ingredients which have simply been mixed or blended, seasoned, cured or homogenised here. Processes such as these should not be classed as substantial transformation."

"We are in the process of amending the AMAG Code of Practice to exclude these processes from the definition of substantial transformation – the Government should do likewise with the Food Standards Code. Then consumers can be sure the major or characterising ingredient has been sourced locally and the product made or grown here."

### **INTERVIEW OPPORTUNITY**

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**About Australian Made, Australian Grown:** AMAG is a not-for-profit organisation that raises awareness of genuine Australian goods carrying the green and gold Australian country of origin logo. The AMAG is the most trusted and recognised country of origin symbol for Australia and can now be found on more than 10,000 products sold here and around the world. [www.australianmade.com.au](http://www.australianmade.com.au)