



INCONSISTENT LABELLING LAWS NEED TO BE ADDRESSED

The Australian Made, Australian Grown Campaign (AMAG) today welcomes the findings by The Australia Institute which show Australia's labelling laws continue to cause confusion among consumers.

AMAG recommended to the Federal Government in both the Review of Food Labelling Law and Policy and the Senate inquiry into the new Australian Consumer Law (ACL), that it needed to "tighten up" the criteria products need to meet in order to use the claims 'Made in Australia' and 'Australian Made'.

"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 unclear. 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'," AMAG CEO Ian 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 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 ACL. Then consumers can be sure the major or characterising ingredient has been sourced locally and the product made or grown here."

Mr Harrison also says the claim 'Australian Owned' can be misleading as it is often intentionally used by businesses trying to distract consumers from where the product was actually made or grown.

"That's why the AMAG logo is so important. It is a clear marker by which consumers can judge a product's origin. Research shows us that it is recognised by 94% of consumers and more importantly it is trusted by 85% over any other country-of-origin identifier such as flags, maps or pictures of animals," Mr Harrison says.

"And that's what consumers are seeing in our latest advertising campaign about Australian made furniture and bedding products and in our previous campaigns promoting Australian grown produce and exports - that the products and produce have been made or grown here, by Australians and to Australia's high standards."

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