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## SEAFOOD SERVICES AUSTRALIA TEAMS UP WITH AMAG

THE Australian Made, Australian Grown (AMAG) Campaign is proud to officially welcome Seafood Services Australia (SSA) as a Campaign Partner.

SSA is dedicated to enhancing the profitability, international competitiveness, sustainability and resilience of the Australian seafood industry.

AMAG Chief Executive Ian Harrison says the new partnership will further strengthen the promotion of Australian seafood.

“Most Australian consumers have a preference for local seafood but cannot readily identify where the seafood they buy is sourced,” Mr Harrison says.

“We are delighted to be working with SSA in order to help our local seafood producers build their profile, in both domestic and international markets, so that consumers can more easily find the abundant range of great tasting Australian seafood that’s on offer.”

SSA is excited to be joining other leading businesses and service organisations, adds SSA Managing Director Ted Loveday.

"Australia produces world class seafood that is fresh, tastes great, is sustainably produced and good for your health. However, Australian producers are under increasing competition and need to have their product strongly identified in the market place," Mr Loveday says.

"94% of Australians recognise the AMAG logo and 85% trust it over any other country of origin labels - end of story. The AMAG logo clearly brands and labels Australian seafood."

SSA joins other leading Australian service organisations Aurora Community Channel, Croc Media, Qantas and Roy Morgan Research and major brands Coles, Bev Marks, Blue Scope Steel, Forty Winks, Harvey Norman (Furniture and Bedding), Purely Australian and Woolworths as Campaign Partners.

### INTERVIEW OPPORTUNITY

Ian Harrison, Chief Executive, Australian Made, Australian Grown Campaign

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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)