



## 2007 CONSUMER SURVEY—ATTITUDES TOWARDS AUSTRALIAN GROWN FOOD



Australian consumers want to buy fresh and processed foods grown in Australia, according to research conducted by Roy Morgan Research for the Australian Made, Australian Grown Campaign and released in July 2007.

Key findings include:

- 89% of consumers believe it to be 'very important' or 'important' that the fresh food they buy is Australian
- 82% of consumers believe it is 'very important' or 'important' that the processed food they buy is Australian
- 74% of consumers say that one of the reasons for buying Australian Grown is to 'support local farmers, fishermen and businesses'
- The most common reason for buying imported rather than Australian is that 'Australian produce not available' (46%).

During February 2007 Roy Morgan Research conducted a small round of research in Australia to focus on consumers' perceptions of the meaning of the logo and response to the logo being used on fresh produce.

The research built on findings found in late 2006 and assisted in understanding the implications of launching an Australian Grown descriptor.

Key findings included:

- 75 % of consumers would like to see the logo used on fresh produce
- 79% would like to see the logo used on canned foods
- 98% believe the logo means 'Australian'

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.