

## AUSTRALIA FRESH RELAUNCHES IN ICONIC GREEN AND GOLD

Horticulture Australia’s ‘Australia Fresh’ export program relaunched in September 2012 incorporating the iconic green-and-gold Australian Grown logo, offering the horticultural industry a powerful marketing tool both within and outside Australia.

The logo is central to the branding used overseas at export market development activities such as international trade shows.

Horticulture has historically been domestic-centric, but production in Australia is on the rise and the Australia Fresh program aims to support industries and producers in their efforts to expand their markets overseas.

Horticulture Australia launched the new Australia Fresh logo and program in Hong Kong at Asia Fruit Logistica, the biggest fruit and vegetable show in Asia.

Australia Fresh program directors invited buyers to the event and made introductions to co-exhibitors, which included both industry bodies and exporters.



“The Australian Grown logo is a great marketing tool at international shows like Asia Fruit Logistica,” Australia Fresh Program Director Agnes Barnard, said.

“Many of our buyers know and equate Australia with quality produce. Our clean, green image and high food safety standards are a given, but to assure our buyers that the produce we promote is actually grown in Australia, we use the Australian Grown logo. The colours are very Australian and the kangaroo is an Australian icon – it sells.

“We also recognise the importance of using consistent messaging and imagery to make our presence known in export markets, and the Australian Grown logo is well recognised in Asia, which is a priority region for our industry bodies and producers.



“We see Australia Fresh as an opportunity for disparate Australian horticulture groups to present a united, nationwide approach to our market.

“The process of exporting can also be quite daunting and we want to provide a platform for industry organisations to get started, if they haven’t already.”

## ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

Australian Made, Australian Grown is a registered certification trademark and can only be used on products that are registered with the not-for-profit organisation Australian Made, Australian Grown (AMAG). The AMAG logo must always be used with one of four descriptors; Australian Made, Australian Grown, Product of Australia or Australian Seafood only. To use the logo goods must meet the criteria set out in Australian Consumer Law as well as AMAG’s own more stringent Code of Practice. More than 1700 businesses are registered to use the Australian Made, Australian Grown logo, which can be found on more than 10,000 products sold here and around the world.