



The Australian Made Campaign

31 MARCH 2016

MEDIA RELEASE

The Australian Made Campaign welcomes progress on changes to food labelling laws

The Australian Made Campaign, the not-for-profit organisation that administers and promotes Australia's green-and-gold 'Australian Made, Australian Grown' logo, today welcomed the Federal Government's announcement that State and Territory Ministers have agreed to support use of the logo in a new country-of-origin labelling scheme for food products.

Under the new system, all food products made or grown in Australia will carry the iconic kangaroo logo, along with a bar chart showing what proportion of the ingredients come from Australia.

Australian Made Campaign Chief Executive, Ian Harrison, said the new food labelling scheme had the potential to greatly improve clarity and consistency for Australian consumers and recognised the announcement as an important milestone for the logo.

"The Australian Made Campaign welcomes the endorsement by the State and Territory Ministers of the Federal Government's proposed new country-of-origin food labelling scheme," Mr Harrison said.

"More transparent food labelling will give shoppers a better understanding of the provenance of their purchases and provide Australian farmers and manufacturers with a much-needed leg up."

"Furthermore, widespread use of a symbol incorporating the Australian Made, Australian Grown logo should further boost the logo's strong connection to Australia, and with that, the sales of great Aussie goods in the domestic and global marketplaces," Mr Harrison said.

There is still work to be done to finalise the food labelling reforms before they can officially commence as planned on 1 July 2016. Business will then have two years to transition their food labels to the new arrangements.

For more information visit

<http://www.industry.gov.au/industry/IndustrySectors/FoodManufacturingIndustry/Pages/Country-of-Origin-Labeling.aspx>

--ENDS--

NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ian Harrison, is available for interview and vision opportunities. Please contact us if you would like to schedule a time.

MEDIA CONTACT

Catherine Sekulovski, Media and Communications Officer



The Australian Made Campaign

P: +61 3 9686 1500 / +61 422 071 256

E: catherine@australianmade.com.au

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The green-and-gold Australian Made, Australian Grown (AMAG) logo is the only registered country-of-origin certification trade mark for the full range of genuine Australian products and produce.

It has been helping Australian consumers, farmers, processors and manufacturers for thirty years. It does this by helping businesses to clearly identify to consumers that their products are Australian. At the same time it provides consumers with a highly recognised and trusted symbol for genuine Aussie products and produce. It does both of these things in conjunction with a campaign encouraging consumers to look for the logo when shopping.

The AMAG logo can only be used on products that are registered with the not-for-profit organisation Australian Made Campaign Limited. The strict set of rules governing the logo's use also require that it must always be used with one of five descriptors; 'Australian Made', 'Australian Grown', 'Product of Australia', 'Australian Seafood' or 'Australian' (for export use only). To use the logo goods must meet the criteria set out in the Australian Consumer Law as well the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 2500 businesses are registered to use the AMAG logo, which can be found on some 15,000 products sold here and around the world.

Australian Made Campaign Limited is located at Suite 105, 161 Park Street, South Melbourne, VIC 3205.

www.australianmade.com.au