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MEDIA RELEASE

ViCSPA joins the Australian Made Campaign

The Victorian Certified Seed Potato Authority (ViCSPA) has joined the Australian Made Campaign (AMCL) as a proud 'Campaign Associate' as part of its strategy to increase brand awareness and promote the Australian Made, Australian Grown message.

ViCSPA provides seed potato certification in Victoria, South Australia and northern New South Wales and plays an important role in the production of high quality seed stocks for the Australian potato industry.

Certified seed potatoes underpin the multi-million dollar national potato industry, including the increasing export market.

ViCSPA General Manager, Doctor Nigel Crump, said that by becoming an Australian Made Campaign Associate it allowed for more opportunities for their growers and members.

"One of the main reasons we wanted to join AMCL was to drive brand awareness of Australian grown certified seed potatoes that will ultimately facilitate market access and trade opportunities overseas which is important to our industry," Dr Crump said.

"As an Australian Made Campaign Associate, ViCSPA can promote the fact that they support Australia's growers and farmers and the goods they produce. It's about giving them that extra backing and reinforcement that we're in their corner. Our association with the Australian Made Campaign complements our existing systems that provide complete traceability of all certified seed stocks to the origin of production."

AMCL Chief Executive, Ian Harrison, has welcomed ViCSPA on board, commending the organisation for its role in providing quality certified seed potatoes to the industry and leveraging the marketing power of the Australian Made, Australian Grown (AMAG) logo.

"We choose to buy locally grown food products because we know that what we are putting into our bodies has been grown to high quality, health and safety standards in our clean, green environment," Mr Harrison said.

As an Australian Made Campaign Associate, ViCSPA promotes the AMAG logo to its stakeholders and members as a marketing tool to help differentiate and provide quality assurance.

--ENDS--



The Australian Made Campaign

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.

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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.

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 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