



## The Australian Made Campaign

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### MEDIA RELEASE

#### **Australian Made Campaign welcomes research that shows consumers want 'Australian made'**

The Australian Made Campaign (AMCL) has welcomed the latest research from Colmar Brunton which reveals 'Australian made' has moved to the third most looked for statement on product labels, the first 2 both being price related.

AMCL Chief Executive, Ian Harrison says it proves that Australian consumers want to buy genuine Aussie produce.

"The finding that an 'Australian made' claim ranks second behind price factors in the information shoppers are looking for clearly establishes that shoppers want to know where their food is coming from and where their products are made. Primarily they want to buy Australian made and Australian grown," Mr Harrison says.

"The Australian Made, Australian Grown logo provides that immediate connection and gives Australian consumers confidence and trust that what they are buying is in fact from Australia."

Recent changes to country of origin food labelling in Australia will make discovery of provenance much easier for shoppers and will give them a better understanding of how much of their food is sourced locally.

The Government system, which features the Australian Made, Australian Grown kangaroo logo along with a bar chart and statement showing what proportion of ingredients come from Australia, will feature on most food products produced for sale in Australia. Consumers will gradually start to see the new labels roll out over the two year phase-in period.

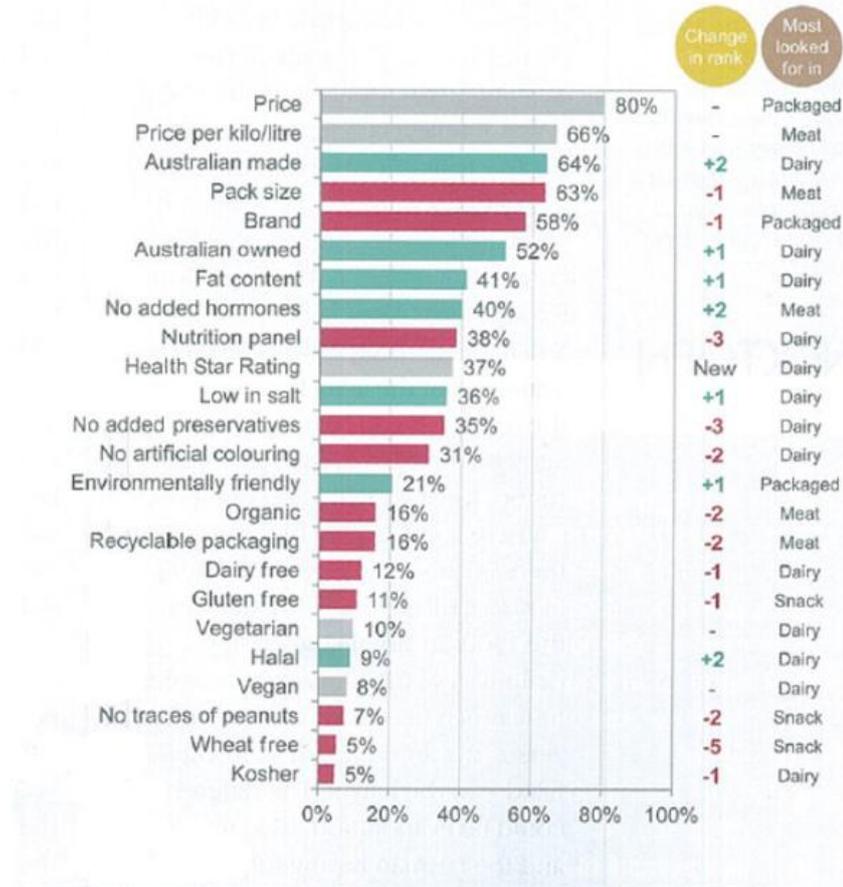
"Shoppers buying local products and produce will continue to enjoy great quality while giving opportunities to Australian manufacturers and farmers," Mr Harrison said.



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## Information respondents look for on-pack

Total shoppers (n=446)



SP5A. Thinking about your regular grocery shop, what do you look for on pack when choosing from the following grocery categories? Base: total shoppers (n=446)

--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

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## The Australian Made Campaign

### 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](http://www.australianmade.com.au)