



The Australian Made Campaign

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MEDIA RELEASE

Australian Made reminds shoppers to 'hop to it' and buy Aussie this Easter

The Australian Made Campaign is encouraging all shoppers to have an 'eggscellent' time this Easter by celebrating Australian products and produce.

Whether visiting a supermarket, chocolatier or fishmonger, shoppers should look for the green-and-gold kangaroo logo this Easter, if they want to be sure what they are buying is genuinely Australian.

"The Australian Made, Australian Grown logo is a quick and easy reference tool shoppers can rely on if they want to buy products made and grown in Australia," Australian Made Campaign Chief Executive, Ian Harrison said.

The logo can be found on some 20,000 products, which are also listed on the online product directory at www.australianmade.com.au.

Mr Harrison says the quality and safety standards for food production in Australia are some of the most stringent in the world and are part of the reason Australian food producers have earned themselves such stellar reputations.

"And if value for money is a key factor in your purchasing decision, Australian farmers, fishermen and manufacturers can deliver," Mr Harrison said.

--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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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 2600 businesses are registered to use the AMAG logo, which can be found on some 20,000 products sold here and around the world.

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