



The Australian Made Campaign

25 MAY 2020

MEDIA RELEASE

Australian Made and Primex unite for Australian agriculture

The Australian Made Campaign (AMCL) is pleased to announce its alliance with Primex Field Days, forming a new relationship to support and further promote the growth of the Australian agriculture sector.

Traditionally held at Casino in the Northern Rivers of NSW, Primex Field Days is one of Australia's most diverse Agricultural events, aimed at bringing city and rural communities together to showcase sustainable Australian primary production and food.

Australian Made Campaign Chief Executive, Ben Lazzaro, said "Australian Made is delighted to welcome Primex Field Days on board. The demand for quality Australian Made agricultural machinery and clean green produce is continuing to grow, and Primex Field days allows exhibitors and attendees to participate in this growth."

Mr Lazzaro continued, saying "Primex Field Days has helped to shape the success story that Australian agriculture has become today, and the inclusion of the Australian Made logo, will only enhance this story."

Evolving from a localised event to one of the country's leading primary industries expos, Primex Field Days hosts more than 400 exhibitors and is attended by over 25,000 visitors each year.

Bruce Wright, Director of Primex Field Days, said, "We are thrilled to be partnering with the Australian Made Campaign to continue to support Australia's local farming community in our world-class 'food bowl'.

"Primex supports Australian agricultural manufacturers and producers on both a national and international level. Being one of Australia's largest agricultural and primary industry events is what sets us apart from other events."

With the current restrictions posed by COVID-19, Primex field days have adopted a virtual event business strategy, with the next physical show planned for 10-12 September 2020.

"We have all had to modify and rethink how we go about business due to COVID-19. This year we are excited to launch Primex's Online Business Hub, a first for any field days event. The 'virtual expo' is designed to support all of our stakeholders and help local producers connect and do business."

Primex's Online Business Hub will run through to June, with visitors able to attend at primex20.mapyourshow.com.

For more information on Primex, please visit www.primex.net.au. To find authentic Aussie products online, please visit www.australianmade.com.au.

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NOTE TO MEDIA

Australian Made Campaign Chief Executive, Ben Lazzaro, 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 more than 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 2700 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 Level 4, 111 Coventry Street, Southbank, VIC 3006.

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www.australianmade.com.au