



The Australian Made Campaign

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MEDIA RELEASE

Australian Made, Australian Grown logo to be incorporated into proposed new country-of-origin food labels

The Australian Made Campaign has welcomed the Government’s proposed new country-of-origin labelling system for food, which will for the first time incorporate a bar chart showing what proportion of ingredients come from Australia, and will also include – for those products made and grown in Australia – the Australian Made, Australian Grown kangaroo logo.

“We welcome the Government’s initiative to help consumers quickly and easily identify great Aussie products,” Australian Made Campaign Chief Executive, Ian Harrison, said.

“The Australian Made Campaign contributed significant input during the development of this proposal and looks forward to working with the Government to efficiently and effectively implement the new scheme.”

Mr Harrison said the iconic green-and-gold kangaroo logo had been helping farmers and manufacturers promote genuine Aussie products and produce for nearly three decades.

“The new system will help consumers make informed choices based on the ‘Australianness’ of products,” Mr Harrison said.

“Independent Roy Morgan Research surveys confirm the enormous levels of recognition and trust Australians have in the Australian Made, Australian Grown logo.”

“A greater number of growers and manufacturers using the logo will further strengthen its impact for the benefit of both consumers and producers,” Mr Harrison said.

The proposed new ‘contents symbol’ will be mandatory for most (but not all) food products and the roll-out will commence next year – following consultation with the States and Territories – with a phased implementation period for small business.

For more information visit

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

--ENDS--

[DOWNLOAD IMAGES HERE](#)

Mandatory labels

Made in country of origin claims



Grown in country of origin claims



Packed in statements



Packed in statements must also include a country of origin (inside in or grown in) claim

Providing additional information

Companies will be encouraged to provide information on the origin of significant ingredients where possible





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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.

The AMAG logo supports growers, processors and manufacturers in Australia 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; it has been doing this since its introduction by the federal Government in 1986.

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 2200 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