



MEDIA RELEASE
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Australian gifts that keep on giving for Valentine's Day

As shoppers take this time in February to shop for the people they love, the Australian Made Campaign is urging consumers to look for products certified with the iconic green and gold kangaroo and share the love with Aussie makers and growers.

Australian Made Chief Executive Ben Lazzaro said locally-made purchases are not only thoughtful, they can have wide-reaching benefits.

"When you buy Australian, not only do you get a product made to some of the highest standards in the world, you help to support local businesses, local makers and local families. It means the money you spend stays in the community and circulates through the local economy to create jobs and support infrastructure. The impact of your purchases can be huge," said Lazzaro.

[Roy Morgan research](#) found that more than four in five Australians say buying Australian-made products is important to them, citing supporting local jobs and industry, being socially responsible and supporting ethical practices as some of the top reasons for doing so.

Lazzaro said, "We've found shoppers are prioritising sustainable and environmentally friendly purchases, attributes inherent to many Aussie products. 80% of Australians associate the Australian Made logo with eco-friendly and sustainable, and 77% with clean and green."

Australian Made licensee [Sow 'n Sow](#) is a Queensland-based business producing eco-friendly gifts this Valentine's Day, including greeting cards with seeds for recipients to grow their flowers and recycled pots for plants.

Sow 'n Sow founder Michelle Brady said Valentine's Day is a great opportunity to support small independent businesses, as the holiday can be dominated by mass-produced, imported products that are likely to end up in landfill.

"When Australians purchase their gifts from a business like ours, they know they're supporting Australian-based employment and quality products that have a purpose and are ethical and environmentally friendly," said Brady. "We are really proud that we've kept our production local while keeping our products affordable and supporting Australian manufacturers and suppliers."

Sow 'n Sow is known for its flagship 'Gift of Seeds' cards, which are made from 100% post-consumer waste recycled paper and contain seeds to grow flowers, herbs, and native Australian varieties. Its cards feature illustrations from Australian artists and are made with locally sourced materials.

"Our products are the gifts that keep on giving, and we love that we can make them here. Carrying the Australian Made logo on our products highlights and celebrates this and makes it easy for shoppers to know that they're buying something locally made."

To find Australian Made gifts this Valentine's Day, look for the iconic Australian Made green and gold kangaroo, and visit www.australianmade.com.au - Australia's most extensive online directory of genuine Aussie products.

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[DOWNLOAD IMAGE](#)

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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 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 as the more stringent Australian Made, Australian Grown Logo Code of Practice. More than 4500 businesses are registered to use the AMAG logo, which can be found on thousands of products sold worldwide.

Australian Made Campaign Limited is located at Level 4, 111 Coventry Street, Southbank, VIC 3006.

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