

Australian Made Campaign issues a reminder to buy Aussie this Easter

Written by Catherine Sekulovski

18 March 2015. The Australian Made Campaign is reminding consumers to look for the 'Australian Made, Australian Grown' logo this Easter, and support the production of fresh and tasty produce and high quality products like fish, lamb and chocolate in Australia.



“Consumers can look for the green-and-gold kangaroo to be sure what they are buying is genuinely Aussie,” Australian Made Campaign Chief Executive, Ian Harrison said.

“By purchasing locally made and grown products and produce this Easter, consumers can enjoy the best Australia has to offer, but importantly, by backing Aussie farmers and manufacturers, they can help ensure it remains to be offered for generations to come.”

The Australian Made, Australian Grown logo is Australia’s registered country-of-origin trade mark for the full range of Australian products and produce. A strict set of rules govern use of the logo, which is used by more than 2000 businesses and can be found on more than 15,000 products Australia-wide.

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Consumers can look for the logo in-store or when shopping online, and can verify products using the online product directory at www.australianmade.com.au/products .

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

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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 2000 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