



## **NEW “AUSTRALIAN MADE, AUSTRALIAN GROWN” CAMPAIGN OFFERS GREEN MARKETING OPPORTUNITIES**

**April 28, 2008 (CHICAGO, IL)** – The kangaroo label that signifies Australia's new country-of-origin marketing campaign for the US foodservice industry is green – fitting, the Aussies say, for a campaign that highlights Australia's credentials as a pioneer in food safety and sustainable fishing and agriculture.

The US's fourth-largest supplier of value-added foods kicks off an “*Australian Grown*” campaign in Chicago at the National Restaurant Association's annual industry show in May, part of a broader “*Australian Made, Australian Grown*” campaign aimed at foodservice operators, retailers and consumers. Australian Made Australian Grown (AMAG) is a not-for-profit body that licenses products and produce to carry the kangaroo label as a symbol that they are genuinely Australian.

“Demand for natural, organic products is high among US consumers, and there are real concerns about unsafe imported goods, so it's a good time for Australia to promote its many minimally processed foods and rigorous livestock and seafood traceability,” says Mark Berwick, food and beverage team leader for the Australian Trade Commission, the government export agency partnering in AMAG's US campaign.

### **Foodservice promotions**

AMAG hopes to entice US foodservice operators to leverage Australia's “clean, green” message by taking part in such activities as industry tours Down Under; promotions highlighting Australian foods in US restaurants; and collaborations with Australian chefs active in US foodservice. AMAG also plans a public relations campaign; participation in trade shows and retail promotions; and consumer outreach in Los Angeles, Houston, New York, Chicago and other US cities.

In 2006, the top five Australian food exports to the US were: meat US\$1.59 billion; wine US\$864 million; dairy US\$139 million; seafood US\$112 million; and horticulture (citrus and macadamia nuts) US\$60 million, according to Austrade. Australia is the United States' largest source of imported beef and second-biggest wine importer.

To reduce the carbon footprint from freighting the green goods, the Australian Government, Australian producers and US distribution partners have begun actively reconfiguring the Australia – US supply chain, consolidating a large number of diverse products into fewer containers, Berwick says.

Grass-fed beef and lamb, Wagyu beef and biodynamic wine are among the products chefs will feature in the Australian Grown Pavilion at the NRA show. Coopers beer, produced in an “eco-brewery,” rock lobster from one of the world's first certified sustainable fishing grounds and

edible Hibiscus flowers also feature, says pavilion head chef, Jon-Antony, an Australian who works at Chicago's Table Fifty-Two restaurant.

### **“Mod Oz” on menu**

As awareness grows of Modern Australian Cuisine, or “Mod Oz” – May's *Food & Wine* named Sydney the sixth best restaurant city in the world, while US restaurant consulting firm, Andrew Freeman & Co., identified a culinary “Aussie invasion” of olive oil, honey and seafoods as a trend in 2008 – more chefs are seeing value in offering diners distinct Down Under products, says Jon-Antony, who has introduced Yellingbo olive oil and a natural, edible floral garnish called Wild Hibiscus Flowers in Syrup to Table Fifty-Two's menu.

One convert is Kim Shambrook of Chicago catering company, Bespoke Cuisine, who is hosting a May 19 “Australian Grown Mod Oz” cooking class led by Jon-Antony for the public.

“People know Mexican food, Asian cuisine, French – but it's not often I get to introduce them to a totally new cuisine, and when I mention Mod Oz, it gets their attention,” says Shambrook. “Working with unusual flavors, like the indigenous Australian wattleseed spice, gives me a point of difference as a caterer.”

Another point of difference is price, according to Berwick. As a weakened US dollar pushes many European goods beyond the grasp of American foodservice and retail buyers, they're turning to premium Australian foods as affordable alternatives, he says, citing the spike in exports of Australian olive oil to the US from 660 pounds in 2001 to nearly 6.6 million pounds in 2006.

## Did You Know?

Australia has more organically-farmed land than any nation, according to the International Federation of Organic Agriculture Movements

The macadamia nut is indigenous to Australia and was introduced to Hawaii

Australia has some of the world's oldest grape vines

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