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Australian Made Campaign Supports Producers, Retailers through Down Economy

20 February, 2009 (San Francisco, CA) - Australian gourmet food producers are receiving more support in 2009 from Australian trade organizations to ensure their unique products remain in the US marketplace.

Non-profit, Australian Made, Australian Grown will increase its support of quality Australian food companies as they get a foothold in the world's most competitive consumer market. Activities include brokering group marketing deals with retailers, group advertising, tradeshow support and providing marketing and public relations support for these unique products.

"Although the grocery market is well placed during economic downturns, with more people entertaining and cooking at home, we feel that it is especially important to support retailers so Australian products remain an attractive, viable option for buyers," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown campaign.

Australian Made, Australian Grown will be sponsoring promotions across the US throughout 2009 at supermarkets including Andronico's (Bay Area), Food Emporium (New York), Bristol Farms (Los Angeles), and Foodland (Hawaii).

Companies must meet a number of quality and manufacturing guidelines to qualify for the AMAG country-of-origin logo, which was established in 1986. The presence of the green-and-gold kangaroo logo on consumer product packaging symbolizes that the product is genuinely Australian.

"The Australian Made, Australian Grown logo clearly identifies products and produce as Australian. It is a registered mark in both Australia and the US. Retailers can be reassured that when they stock this logo they are buying products and produce that reflect Australia's clean and green environment and its very high standards for food safety," says Ian Harrison, Chief Executive of the Australian Made, Australian Grown campaign.

Products that are licensed to use the logo include: Cobram Estate olive oils, Vic Cherkoff's DownUnder Sauces and Splashes, award-winning cheeses from King Island Dairy, Waterwheel Waterthins and Twists, Australis Foods – You Can Bake It range and Australian Veggie Gourmet's all-natural dips and pesto.

For more information on the promotional activities Australian Made is involved with visit www.australianmade.us.

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