

FOR IMMEDIATE RELEASE



NEW RESEARCH SHOWS HIGH AWARENESS OF AUSTRALIAN MADE LOGO AND AUSSIE FOODS

Los Angeles, CA. (14 October, 2009) - Results of new and groundbreaking research on supermarket promotions -- commissioned by Australian Made, Australian Grown Campaign (AMAG) -- has found awareness of products from Downunder has grown significantly in California since the Campaign's launch in the United States, four years ago.

The 2009 research was conducted by Horizon Consumer Science and surveyed 425 grocery shoppers who regularly shop at Andronico's or Bristol Farms. Shoppers were screened for suitability outside the grocery stores and then were interviewed in person.

The research tracked AMAG promotions in Los Angeles and San Francisco, which began in 2005. It found awareness of the Australian Made logo had increased from 9% to 27% in Los Angeles and from 11% to 53% in San Francisco.

Recall of Australian made products was also very high amongst shoppers (75%) which indicates the strong awareness of Aussie products in California.

"This shows that our commitment to promoting quality Aussie foods and beverages is paying off. Not only has the Australian Made logo been well received with 75 % of shoppers believing it successfully captures the positive impressions of Australia but Aussie products are also extremely well regarded by American consumers. They are considered unique, of high quality, produced with care and craftsmanship," said Ian Harrison, AMAG Chief Executive.

AMAG's promotions ran in the first quarter of 2009 and included price specials, product sampling and country-themed displays. They ran in two high-end grocery chains; Andronico's in San Francisco and Bristol Farms in Los Angeles.

Products for sale, some of which included cheeses, wine, beer, olive oils, honey, salts and condiments were from Australia's top producers. AMAG licensed products meet strict country of origin criteria to be able to carry the AMAG logo.

In Los Angeles, familiarity of the Australian Made logo (27%) was not too far behind those logos which enjoy an obvious proximity advantage such as USA (51%), Canada (44%) and Mexico (39%).

"Interestingly, in San Francisco, the Australian Made logo (34%) boasted similar familiarity as the logos for Canada (36%) and Mexico (30%) which is a major achievement. Of course the familiarity of the Made in USA logo was higher at 60% which you would expect," said Mr. Harrison.

"The Australian Made promotions were shown to enhance the positive consumer perceptions of Australian made goods and were held in high regard by American shoppers. We will definitely continue our promotions in the U.S. so Americans can continue to get a true taste of Australia's best," said Mr. Harrison.

####

About The Australian Made, Australian Grown Campaign

Australian Made, Australian Grown is a not-for-profit campaign promoting and administering the famous green and gold kangaroo logo which is used to certify genuine Aussie products. The logo is now found on more than 10,000 products sold in Australia and around the world. Only products that are registered with AMAG and which meet the country of origin criteria determined in AMAG's strict Code of Practice may carry the logo. For more information about AMAG and promoting Australian made and grown to the world, visit www.australianmade.us and australianmade.com.au

Available for Interview

Ian Harrison, Chief Executive of the Australian Made, Australian Grown Campaign

CONTACT - Brooke George – Crocmedia Public Relations
brooke@crocmmedia.com / 323 382 0102