



WINTER FANCY FOOD SHOW, US JAN 2010



Event Overview

With Austrade's withdrawal from the show at fairly late notice, AMAG took on the task of coordinating Australian presence at the show and designed the pavilion which featured the AMAG logo.

Promotion Overview

AMAG provided financial support to five companies to participate in the San Francisco show.

The Australian Made Pavilion featured foods including gluten-free baking mixes from **Australis Food Group**, single origin cheeses from **Yarra Valley Dairy**, native honey from the **Tasmanian Honey Company**, unique pickles from **Three Three's** and New World olive oils from **Cobram Estate**.

With the introduction of stricter Country of Origin Labelling (COOL) requirements in the USA in 2008, the AMAG logo is a mark of assurance of Australia's clean and green environment and its very high standards for food safety.

ABOUT THE AUSTRALIAN MADE, AUSTRALIAN GROWN LOGO

The AMAG logo is a registered certification trade mark used to assist consumers identify Australian made and grown products. The logo is recognised by 94% of Australian consumers and trusted over any other country of origin identifier for Australia by 85%. It can be found on more than 10,000 locally made or grown products that are sold here and around the world.

The organisation is not-for-profit and raises awareness of genuine Australian goods by using the iconic country of origin logo. The AMAG logo was introduced in 1986 by the Australian Government.