



## FOOD HOTEL ASIA (FHA), SINGAPORE, APRIL 2010

### Event Overview

The best of what Australia has to offer was on show at the recent Food and Hotel Asia (FHA) trade show held in Singapore.

The show attracted over 50,000 visitors including 2,545 exhibitors from 63 countries and regions across the globe. This was the 17<sup>th</sup> edition of the biennial show which started in 1978 and has become a one-stop sourcing platform for Asia's growing food and hospitality industries.

More than 140 Australian food and beverage companies were showcasing fine Australian products to the rest of the world during the show from April 20-23, 2010.

### Promotion Overview

This was the first time that the Australian Made, Australian Grown (AMAG) Campaign has had an official presence. AMAG is a not-for-profit organisation dedicated to raising awareness of genuine Australian products and produce around the world. Currently more 10,000 products carry the iconic green and gold Australian Made logo.

Australian products continue to grow in popularity in Asia, the clean green nature of Australia's products seem to resonate well in the local Singapore and greater Asian markets. Nine of AMAG's licensees had a presence at the show and all received great feedback about their unique Australian products.



### GOLDEN EGG FARMS

Golden Egg Farms' range of liquid egg products has long had a presence in the Asian market. According to Golden Egg Farms their advantage in the industry is the high quality of raw egg that they produce. The perception of freshness of Australian products and certification from AMAG has given Golden Egg Farms an edge in the Asian market.

### TASMANIAN HONEY COMPANY

The organisation already has a presence in the Asian market where their raw leatherwood honey, known for its health benefits, has already gained quite a number of loyal customers.

According to Tasmanian Honey, Australian made products are seen as 'inherently good' in the Asian market and they predict that their market in Asia will continue to expand.

## 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.

### **BON APPETIT – POUCHED BABY FOOD PRODUCERS**

Bon Appetit reported a lot of interest in their new, innovative product at the FHA show. Their low salt, organic range of baby food products is unique to the Asian market where unprocessed foods are seeing an increase in demand.

Australian products and food processing techniques are highly regarded worldwide according to Bon Appetit, and they see this as their edge into market entry in Asia.

Bon Appetit is currently sourcing distributors.

### **PASSAGE FOODS**

Passage Foods are one of Australia's leading producers of exotic recipe bases and condiments.

Their range has long been a hit in Australian supermarkets and is now gaining a following in Asia.

Their products, which are gluten and preservative free have seen them create a name in the food services industry right around the world.

Passage Foods have become the first company to create a curry paste in a non-chilled tube.

### **CHOCOLATE GROVE**

The unique range of chocolate products produced by Chocolate Grove attracted a lot of attention at the FHA Asia show. Chocolate coated Lemon Myrtle seemed to be particularly popular.

Already having a presence in Asia, Chocolate Grove is using their association with the Australian Made Campaign to further increase their reach into the market and have already reported increased interest from distributors in Vietnam, Indonesia and Japan.

### **RICE CUBE**

The Rice Cube is good old fashioned Australian know-how at its best. The clever little patented device allows the user to make sushi and rice products in a distinctive square shape.

Rice Cube was using their association with the Australian Made Campaign at the FHA show to unlock important distribution deals with retailers in Asia.

### **BUYERS CHOICE – ORGANIC HEALTH FOOD BARS**

The popularity of the Buyers Choice stand at the FHA show again showed the popularity of organic, unspoiled products in the Asian market.

Buyers Choice has reported a lot of interest from Hong Kong, Indonesia and Malaysia in stocking their products.

According to Buyers Choice the greatest benefit of their involvement with AMAG is the assistance in getting involved in large trade shows like FHA.

### **CLARENCE RIVER FISHERMAN'S CO-OP**

One of Australia's leading providers of quality fish and seafood products was at FHA to unlock distributors for the Asian market.

According to Clarence River 'a product is only as good as your environment' and the pristine ocean of Western Australia helps them to provide clean, green Australian seafood.

They report that the iconic green and gold AMAG logo was crucial to the amount of enquiry they had regarding their product at FHA 2010.

### **COBRAM ESTATE OLIVE OIL**

Cobram Estate has had a long term partnership with AMAG which has been vital in helping them to expand their distribution into the US and Asia.

In what is a highly competitive industry Cobram Estate products are gaining a loyal following in parts of Asia, particularly China.