

G'DAY USA 2009

Event Overview

The annual promotion of all things Australian recently captured the imaginations of American consumers with the January 2009 G'Day USA celebration showcasing the best of Australia through a wide range of events and promotions. The celebration has become the largest foreign country promotion in the US with more than 15,000 participants last year.

Promotion Overview

As part of the month long celebration, the Australian Made, Australian Grown Campaign (AMAG) was again heavily involved in promotions of Australian products and produce in selected specialist food and beverage retail stores as well as the major winter Fancy Food Show held in San Francisco.

The Fancy Food show, sponsored by AMAG, attracted food and wine trade contacts, executive chefs, caterers, large distributors, small specialty importers and trade media from across the U.S., while special in-store displays and demos promoted Australian products and produce in San Francisco's renowned Andronico's Market, Bristol Farms in Los Angeles and The Food Emporium in New York.

The promotions were further strengthened by the US focused AMAG website, www.australianmade.us, which includes product information and details of where to get the products featured in our promotions and which are licensed to carry the AMAG logo. Products promoted included beer, cheeses, olive oil, tuna, macadamia nuts and muesli, meats, seafoods and specialty sauces.



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.