

Media Alert



6 October 2004

MEDIA ALERT

Event: **Launch of *HomeGrown* initiative by Minister for Agriculture Warren Truss**

- ***HomeGrown* is an initiative devised by Australian agricultural industries to address the issue of country of origin food labelling and provide Australian consumers with absolute confidence that food products are from Australian farms and 100 per cent Australian**

Venue: **Westfield Chermside Shopping Centre
cnr Gympie and Hamilton Roads
Chermside, Brisbane**

- **Fresh Food area outside the Coles Supermarket on Level One**

Date: **7 October 2004**

Time: **9:00am**

Further information: **John Lamont, APL Media Manager – 0418 697 595**