



PRESS RELEASE

AMA Quality Seal

The AMA Quality Seal is the officially recognised quality label for agricultural products in Austria. It represents the highest quality, Austrian origin and strict controls. It is based on precise criteria which are set out in guidelines.

The guidelines are reviewed and approved by the responsible Federal Ministry. They are monitored by independent inspection bodies. The AMA-Marketing quality system is secured by contracts, as each farmer and participant agrees to comply with the guidelines and allow inspections. Thus, the AMA guidelines involve the entire food chain – “from farm to fork”.

The AMA Quality Seal provides reliable information about:

- **Excellent quality:**
Strict guidelines define requirements that go beyond what is legally required in many areas. From animal feed (pastus[⊕]), animal health and hygiene to quality and sensor technology – everything is checked for the highest quality. Because only healthy animals deliver the best quality milk and meat.
- **Traceable origins:**
The red-white-red AMA Quality Seal guarantees the traceable origin of the product from Austria. This is monitored from milking onwards in the case of milk and from birth onwards in the case of meat.
- **Independent monitoring:**
A multi-stage monitoring system ensures the highest quality in Austrian farming: self-monitoring by the farms, regular external audits by independent state-accredited auditors and inspection monitoring by AMA-Marketing.

Alongside the AMA Quality Seal, there is the AMA Organic Seal for the protection of organic foods.

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AMA-Marketing GesmbH is the Austrian platform for quality, sales promotion and communication of agricultural products and food. It awards the AMA Quality Seal and the AMA Organic Seal in recognition of excellence in the food industry. Its duties are regulated by law. Financing is provided through agricultural marketing contributions from farmers, European Union funding and licence holder fees.

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