



PRESS RELEASE

Our activities

Natural foods from the Land of the Alps inspire confidence thanks to their monitored quality and guaranteed origin. AMA-Marketing brings the full variety to life:

- **International trade fair presence**
The AMA-Marketing stand offers trade visitors the opportunity to get to know natural agricultural products from the Land of the Alps. AMA Export Marketing provides information about alpine agriculture.
- **Field trips**
Experience the Land of the Alps in person (with all your senses). Bespoke trade visits can be organised to farmers and processors where there is specific interest in Austrian products.
- **POS activities (currently paused due to COVID-19)**
AMA-Marketing promoters present natural specialities from the Land of the Alps at the POS – tailored to the respective market.
- **Talks**
International talks on alpine agriculture can be requested.
- **Blogger cooperations**
Agricultural production in the Land of the Alps is explored in cooperation with food bloggers in the relevant export market.
- **Art project: RAU**
Impressive photos and short films show farming and life in the mountains as it is: rough, hard, honest – and yet fulfilling.
- **Giro del Cibo**
On the search for the perfect pairing, Austrian cheese sommelier chose the best alpine products to go with the Italian aperitifs. These were presented in Rome.
- **EU co-financed projects**
AMA-Marketing implements projects that are co-financed by the EU.

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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.

Agrarmarkt Austria Marketing GesmbH

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