



## PRESS RELEASE

### Who we are

AMA-Marketing was commissioned with the promotion of agricultural marketing in 1995 in the course of Austria's accession to the EU. It is professionally competent, solely committed to quality, transparent, neutral and trustworthy.

Its legally defined main tasks are:

- To promote sales of agricultural products within the domestic, internal and global markets.
- To develop and implement various quality programmes for food. These include the AMA Quality Seal, the AMA Organic Seal and other national labelling schemes.
- To provide objective and factual information about raw materials for food production and the food itself.

AMA-Marketing sets new standards in quality, transparency and the controlled origin of agricultural products. Visible signs of this are the AMA Quality Seal and the AMA Organic Seal. They represent officially recognised criteria, the highest quality, Austrian origin and strict controls.

AMA Export marketing provides information in the export markets about alpine agriculture and quality products as a part of the AMA Quality Seal and the AMA Organic Seal. Transparent communication is a must. That's exactly what we do.

The AMA Export marketing team also offers:

- Networking platform
- Marketing and events
- International trade fairs and tastings
- Online content - image, video and text

### Enquiries:

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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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