



## MEDIA RELEASE

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### 90 PERCENT OF SOUTH AUSTRALIANS PREFER BUYING LOCAL

The majority of South Australians have a preference for buying local produce and products rather than imported goods, according to a recent consumer survey.

SA Great recently secured the services of local agency, Jam Advertising, to conduct the survey as part of a 'creative overhaul' of its Buy SA campaign.

Chief Executive of SA Great, Judy Potter, said the result findings clearly illustrated that given the choice, South Australians would prefer to invest their money into local goods.

"The findings were no surprise to me," Ms Potter said. "We have some of the highest quality produce in the world right here on our doorstep.

"The produce coming from regional South Australia and Adelaide is some of the best in the world.

90% of respondents believed South Australian products to be of a world class standard and of the highest quality.

Ms Potter said the Buy SA campaign encouraged South Australians to think local wherever possible.

"We really want consumers to realise that in order for South Australia to compete with its interstate counterparts and on a global level we have to keep our money within the state rather than putting money in other pockets," said Ms Potter.

"The campaign has taken a new strategic direction in 2008 in order to encourage more South Australians to buy local."

SA Great has developed a new television commercial as well as radio, press and outdoor advertisements to spread the message of the Buy SA campaign with a new tag line '**Buy South Australian – Its Better For You**'.

Ms Potter said buying local products created jobs and boosted our state economy.

"The Buy SA campaign sends a clear message that buying local is better for everyone in the state," Ms Potter said.

"From the person that picks the fruit to the person that packs it to the person that sells it, it really does benefit the future of our state.

"If you are unsure if a product is South Australian make sure you ask the shop attendant or alternatively visit [www.buysouthaustralian.com.au](http://www.buysouthaustralian.com.au)".

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