



## **M E D I A   R E L E A S E**

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### **BUY SOUTH AUSTRALIAN. IT'S BETTER FOR YOU**

SA Great has recently launched the newest phase of its 'Buy SA' campaign to encourage South Australian consumers to choose local produce and products over interstate and imported goods.

The Buy SA campaign has undergone a 'creative overhaul' in 2008 and aims to spread the message that buying local feeds the state economy, creates more jobs and is a healthier option for all South Australians.

SA Great CEO, Judy Potter, said South Australians have access to some of the highest quality produce right on their doorstep yet were often unaware of the other benefits of buying local.

"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.

"Take a locally grown apple – it takes a person to pick the fruit, a person to pack it and then a person to sell it. This creates jobs and really boosts our state economy.

SA Great recently secured the services of local agency, Jam Advertising, to conduct a consumer survey to find out what South Australians really thought of local produce and products.

Ms Potter said 90 percent of survey respondents preferred buying South Australian goods.

"90 percent of the people we surveyed also believed South Australian products to be of a world class standard and of the highest quality," Ms Potter said.

"The results show that if given the choice, consumers would prefer to invest their money into local goods.

"The new campaign has been developed to spread this message and to further encourage consumers to think local wherever possible. It is a real call to action for all South Australians."

SA Great has developed new press, television, radio and outdoor advertisements to launch the new campaign all based around the new tag line '**Buy South Australian – Its Better For You.**'

"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)" Ms Potter said.

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