

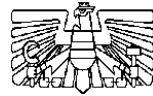
The Austrian way of agricultural marketing

AMA
MARKETING

Christina Mutenthaler-Sipek, CEO AMA-Marketing

What characterizes Austrian Agriculture?

- 01 Small-Scale, Family-Run Farms
- 02 High Proportion of Mountain Farming
- 03 Leader in Organic Farming
- 04 Focus on Sustainability & Environmental Protection
- 05 Wide Variety of Agricultural Products
- 06 Connection to Landscape & Tourism
- 07 Emphasis on Regional Origin & Quality



public body (since 01.07.1993)

- 01 Execution of market regulation
- 02 Handling of subsidies
- 03 Import-/export-quota
- 04 Market interventions
- 05 Market- and Price-Reporting
- 06 Cattle registration

AMA-law, BGBl.Nr. 376/1992 idgF



since 1. July 1995 fully owned subsidiary

- 01 Quality management
- 02 Information transfer/Public relations
- 03 Marketing/Promotion

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BUSINESS AREAS

- 01 **Quality assurance** and improvement of agricultural products through state seals of quality and origin
- 02 **Information** to consumers about the quality of food products
- 03 Implementation of **marketing activities** at home and abroad

Budget: 26 Mio. EUR

Employees: 85



PLATFORM

for food quality assurance

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50.000

producer agreements with
AMA Quality Seal farmers

5.000

licensees in the AMA
quality programme

Our quality seals

high quality – traceable origin – independent monitoring

TRADE



**AMA
QUALITY SEAL**



**AMA
ORGANIC SEAL**

DIRECTLY MARKETED MANUFACTURERS FOOD & BEVERAGE



**AMA
GOURMET
REGION**



26

AMA Guidelines



15

Expert Committees

INSPECTION SYSTEM

SELF-CHECKS

1

Checks to be carried out by the farmers/company itself

INDEPENDENT EXTERNAL INSPECTIONS

2

Monitoring by independent inspection bodies/laboratories approved by AMA Marketing

HIGH-LEVEL MONITORING

3

Systematic evaluation by AMA-Marketing staff and external experts

On average one AMA Quality Seal inspection takes place **every 20 minutes**

2024: **30.000 inspections**

What makes the AMA quality seal unique?

**We ensure and control the
whole value chain –
„from stable to table“**

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INFORMATION & MARKETING ACTIVITIES

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A detailed photograph of a kitchen counter filled with fresh ingredients. In the foreground, there are several thick slices of salmon on a wooden cutting board, garnished with a sprig of rosemary. Behind them, a yellow ceramic dish holds two pieces of roasted chicken. To the left, a head of cauliflower sits next to a mortar and pestle. In the center, a glass jar is filled with yellow pasta. To the right, a white bowl contains carrots and broccoli. Various other items like eggs, butter, and onions are scattered around, creating a rich, textured scene of fresh food.

INFORMATION & MARKETING ACTIVITIES

FOOD is valuable

- 01 Campaign gives insights from **stable to the table**
- 02 Filming took place on **family farms**
- 03 Real-life images are captured and viewers gain **insights into local agriculture**



WE INFORM ...
honestly, authentically, transparently.

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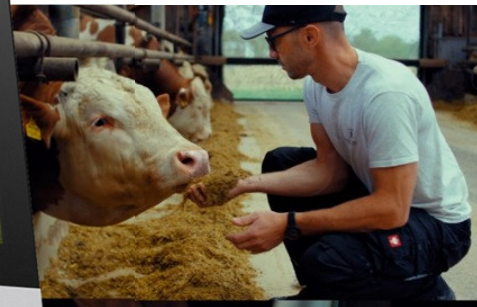
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TV-COMMERCIAL SPOT



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REACH

3.5 MILLION

PEOPLE PER MONTH



**PALMERS**

KONTROLLE

Geprüfte Qualität
AMA
GÜTESIEGEL
AUSTRIA

DAS HAT EINEN WERT.

AMA MARKETING

gewista

ENDLICH
WIEDER

GRILLEN

Gegrüßte Qualität
AMA
GÜTESIEGEL
AUSTRIA

Das hat einen Wert.

amainfo.at

AMA MARKETING



UP TO
1.5 MIO.
VIEWS PER CLIP



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90%

BRAND AWARENESS

1st PLACE

CREDIBILITY



THAT'S VALUE.

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THANK YOU
FOR YOUR ATTENTION.

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