



Australian Chicken Meat Federation (ACMF) Inc

***** MEDIA RELEASE *****

Nutrition Week: 10 – 16 October 2010

CHICKEN COMES OUT ON TOP AUSSIES LOVE THEIR CHICKEN – AND FOR GOOD REASON

A recent survey has shown that Australians rate chicken as the healthiest meat type, with 53 percent of respondents ranking it as a healthier option than beef, pork or lamb.¹

“Chicken breast has the lowest level of saturated fat of all commonly eaten meats.² It is also high in protein and a good source of vitamins and minerals, making chicken an excellent and healthy choice at meal times,” said Dr Andreas Dubs, Executive Director of the Australian Chicken Meat Federation’s (ACMF).

In the same survey, nearly 60 percent of people also rated chicken as the best value for money meat option.

“It is hardly surprising that over the last 40 years, chicken has become a far more important part of our diets, replacing beef as Australian consumers’ meat of choice³.”

“Almost 90 percent of us are eating chicken at least once a week, and 60 percent of us eat chicken two or more times a week,” said Dr Dubs.

Just about all chicken meat available for purchase in Australia is locally grown, and all chickens are free to roam on the floor of large sheds. In addition, free range or organic chickens can roam outside areas for part of the day. No chickens in Australia are reared using added hormones or steroids.

The chicken meat industry is keen to ensure that all the facts are clearly and easily accessible to consumers. Its website www.chicken.org.au provides the facts and a chook infoline is also available (1300 4 CHOOKs, i.e. 1300 424 665) to answer consumer queries.

Key facts about chicken meat:

- Over half of Australian consumers nominate chicken as the **healthiest** meat
- Nearly 60% of Australian consumers nominate chicken as the **best value for money** meat option
- Chickens farmed by the Australian chicken meat industry are **never kept in cages**, whether conventional, free-range or organic.
- **No growth hormones or steroids** are used in chicken farming in Australia.
- Almost all chicken meat sold in Australia is locally produced.*

* Except for some small amounts found in imported canned products (e.g. chicken soup) and some frozen cooked meat that comes from New Zealand.

-- ENDS --

For more information or to arrange an interview with Dr Andreas Dubs please call:

Justine Mackay Publicis Life Brands T: (02) 9006 2944 M: 0412 960 099 E: justine.mackay@publicislifibrands.com.au	Damien Butler Publicis Life Brands T: (02) 9006 2942 M: 0425 339 280 E: damien.butler@publicislifibrands.com.au	Dr Andreas Dubs Executive Director ACMF M: 0432 925 933 www.chicken.org.au
--	---	--

About the Australian Chicken Meat Federation

The Australian Chicken Meat Federation (ACMF) is the peak body of Australia's chicken meat industry, representing both growers and processors. Its members are the five State Chicken Meat Councils (NSW, VIC, QLD, SA and WA), the Australian Chicken Growers' Council and the Australian Poultry Industries Association.

ACMF aims:

- To promote and represent the interests of the chicken meat industry
- To conduct and support research on behalf of the industry
- To liaise with the Australian and state governments on behalf of the industry, as the industry representative body recognised by the Australian government
- To inform and educate the public, chicken meat retailers and suppliers on the nutritional benefits, food standards, animal welfare and animal health requirements relating to Australian chicken meat.

¹ *McCrindle Research, 2010*. The survey was conducted by McCrindle Research nationally among 1000 respondents across a representative sample.

² Nutrient and fat content figures based on stir-fried (cooked) lean chicken breast meat compared with stir-fried cuts of beef, lamb and pork. Source: Food Standards Australia New Zealand. NUTTAB 2006: Online database of Nutritional Composition of Australian Foods. Canberra, 2006.
<http://www.foodstandards.gov.au/nuttab2006/>

³ Australian commodities, Vol 17 No 1, March Quarter 2010, Australian Bureau of Agricultural and Resource Economics (ABARE). www.abare.gov.au