

**AUSTRALIAN CHICKEN MEAT
FEDERATION INC.**

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AUSSIE QUALITY AT HEART OF THE MATTER

Australian chicken preferred as industry heightens consumer awareness

Did you know that all chicken meat you eat is produced in Australia? ¹ No fresh or frozen chicken is imported. Surprised ?

Then you join 68% of Australians who believe some or all chicken is imported, or are simply unaware of the origin of their chicken meat. Despite this perception, recent research showed that 94% of consumers, if given the choice, would prefer to buy Australian chicken over imported chicken.²

The Australian Chicken Meat Federation (ACMF) Executive Director Dr Andreas Dubs said he could understand consumers' confidence in Australian chicken given the industry's consistently high standards of production and processing – not to mention quality and taste.

“Not all consumers know the origin of chicken meat sold in Australia, but most feel reassured when told that all chicken sold here - in supermarkets, butchers, restaurants or takeaways - is locally produced,” Dr Dubs said.

Interestingly, the possibility of importing chicken meat concerns 88% of Australian consumers for several reasons. Ninety-four percent (94%) cited lack of confidence in the health and hygiene standards of processing in overseas countries, 92% are worried about the threat of disease including avian influenza, 88% are concerned about freshness and 85% are concerned about animal welfare standards overseas.

Reference 1: With the exception of a very small amount of chicken in imported canned products such as soup.

Reference 2: Commissioned by The Australian Chicken Meat Federation and conducted by Galaxy Research from a national sample of 1,100 respondents aged 16 years and older (Weekend Omnibus 18-20 August)

“With the importance and value grocery buyers place on the origin of food, the chicken meat industry wants to make sure that consumers are aware that all chicken meat is produced locally and to Australia’s strict food safety and animal welfare standards,” Dr Dubs said.

“We want to give easy access to the public to information about chicken meat and the industry behind it. The Chook Infoline 1300 4 CHOOKs (1300 424 665) and the website on www.chicken.org.au are two convenient places where consumers can get answers to these questions.”

SOME FURTHER KEY FINDINGS OF THE ACMF RESEARCH

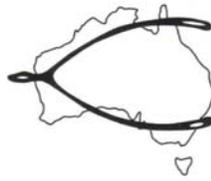
- While most Australians believe all fresh chicken is domestically grown there is less certainty about frozen chicken products.
 - Overall 44% of adults incorrectly believe that some or all frozen chicken we eat is imported
 - 20% are uncertain
 - Only 36% are correct in believing that all frozen chicken products are locally grown
- 70% of Australians are very or extremely concerned about the potential importation of frozen or chilled raw chicken meat

These findings are particularly pertinent at a time when ACMF and other stakeholders are preparing submissions to Biosecurity Australia in response to the Draft Chicken Meat Import Risk Analysis (IRA) report. The report proposes changes to the quarantine requirements to allow the importation of chicken meat under certain well defined conditions.

This release was prepared by Reed Weir Communications on behalf of the Australian Chicken Meat Federation.

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

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GALAXY RESEARCH HIGHLIGHTS – CHICKEN IMPORTATION

*Galaxy Research from a national sample of 1,100 respondents aged 16 years and older -
Weekend Omnibus 18-20 August 2006*

THE FACTS

- 68% of Australian consumers incorrectly believe that **fresh or frozen** chicken is currently imported into the country or are unaware of its origin
- 44% of Australians believe that some or all of the **frozen** chicken we eat is imported
- Only 36% are correct in believing that all frozen chicken products are grown locally
- 44% of Australian consumers would be **extremely** concerned over the importation of chicken meat. Of these the highest percentage of respondents, 56%, fall into the 50+ years of age category
- There is an overwhelming preference among Australian consumers for locally grown chicken. More than nine in ten (94%) prefer to buy Australian chicken over imported chicken
- A key factor in favour of locally grown chicken is the confidence of consumers in the quality of the chicken meat produced in Australia. The following are the major concerns regarding imported chicken meat cited by those surveyed:
 - 94% would be concerned about the poor health and hygiene standards where the birds are processed overseas
 - 92% would be concerned about the threat of avian flu or other exotic diseases
 - 91% cite contamination from pesticides and other chemicals as a concern
 - 88% would be concerned over the freshness of the products
 - 85% would be concerned over the lack of animal welfare standards applying to overseas chicken farms