



**Australian Chicken Meat  
Federation (ACMF) Inc**

## **MEDIA ALERT**

**FOR IMMEDIATE RELEASE**

**DATE: Thursday 9 April 2009**

### ***The Food Farm Pavilion – Chicken Myths Busted!***

*Come and see for yourself at the Poultry Module at The Sydney Royal Easter Show*

The Australian Chicken Meat Federation (ACMF) and the Australian Egg Corporation (AECL) are teaming up to help educate consumers on the two separate industries, the vital role they both play in the Australian economy and busting widely popular myths.

Located at the Food Farm in the White Pavilion, ACMF are showcasing the difference between meat chickens (broilers) and egg chickens (layers) as a reminder to consumers that these are two very different breeds of chickens bred for two very different purposes.

The chicken we eat comes from specially bred meat chickens that have been selectively bred over the past 60 years to be highly efficient at converting feed into meat.

Modern egg chickens (layers) are bred for their capacity to produce a large number of high quality eggs, where as meat chickens grow at a faster rate than layers.

Visitors to the stand can see same-age meat chickens and egg chickens side by side.

If you have questions during or after the show you can also call the Chook Infoline – 1300 4 CHOOKS (1300 424 665) or visit the ACMF website [www.chicken.org.au](http://www.chicken.org.au).

#### **Did you know?**

- All chicken meat sold in Australia is produced in Australia
- Chicken is a family meal packed with protein, low in fat and nutrient rich
- Chicken meat comes from specially bred meat chickens
- Meat chickens are not raised in cages
- Chickens are not genetically engineered or modified
- No hormones are used in chicken production
- Chicken is the most environmentally sustainable farmed meat

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

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