



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

**\*\*\* MEDIA RELEASE \*\*\***

Wednesday, 23 July 2008

### ***ACMF Response to Jamie Oliver's Fowl Dinners***

The Australian chicken meat industry does not doubt the honourable intentions that drive Jamie Oliver and we agree with him that it is desirable for the public to understand where our food comes from and how it is produced. "Where we disagree is in the methods used to shock consumers, demonstrating practices that have little relevance to what happens in our industry", says Dr Andreas Dubs, Executive Director of the Australian Chicken Meat Federation. "We advocate a clear and rational process, not a show that is aimed to entertain and shock rather than provide factual and clear information."

Dr Dubs says "It is by no means true that what is clearly a show that is focused on the UK industry can easily and directly be applied to the Australian scene." All chicken sold in Australia is produced in Australia. All meat chickens are farmed and processed in accordance with Australian animal welfare codes of practice developed jointly by governments, animal welfare organisations and the chicken meat industry.

All farming methods used to produce meat chickens in Australia respect the animal welfare codes of practice. No meat chicken is ever raised in a cage. Variations from conventional farming methods are reflected in different specific labels with the main ones being free-range and organic.

The different farming systems offer a choice to consumers to select the type of chicken that best meets their requirements and expectations. Jamie Oliver is calling for transparency: we already have transparency, with clear labeling of chicken as free-range or organic where this applies.

Dr Dubs emphasises: "The industry is keen to ensure that consumers are fully informed and our website and our information hotline are specifically aimed at providing consumers with information about how chicken is produced."

We encourage consumers to visit the website ([www.chicken.org.au](http://www.chicken.org.au)) or to call the Chook Infoline on 1300 4 CHOOK (1300 424 665) to gain a full understanding of the care provided to chickens by Australian chicken farmers rather than being unduly influenced by Jamie Oliver's shock tactics.

---

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

Dr Andreas Dubs Executive Director Australian Chicken Meat Federation Inc. M: 0432 925 933 <a href="http://www.chicken.org.au">www.chicken.org.au</a>	Ms Emma Norgrove or Jasmine Kaur Reed Weir Communications Pty Ltd T: (02) 9436 2088 E: <a href="mailto:emma@reedweir.com">emma@reedweir.com</a>
---	--