

The Australian Chook - Your Everyday Choice



Australian Chicken Meat
Federation (ACMF) Inc

Chicken is a versatile and delicious choice - ready to grill, barbecue, roast, stir fry, microwave, poach or sauté - and plays an important part in the many international cuisines that now make up our Australian diet.

WHICHEVER WAY YOU LOOK AT IT, THE BENEFITS OF CHICKEN STACK UP, YET THERE ARE SOME URBAN MYTHS THAT NEED TO BE BUSTED....

When you're buying a plump chicken breast do you opt for one that declares it is 'hormone free'? If so, you are among the 66% of the population who believe the myth that hormones or steroids are added to Australian Chickens to make them grow larger. No added hormones or steroids have been used in chicken meat production for forty years. The practice is banned.

So why is the Australian chicken bigger and plumper than it used to be? It's not hormones, antibiotics or genetic modification that are making chickens larger - the truth is far less dramatic. It's improved strains of chickens developed over generations by choosing to breed only from the largest and strongest birds, together with excellent farm management and quality feeding regimes.

Antibiotics are however used to maintain the good health of chicken flocks but their use does not expose consumers to antibiotics since it does not result in any antibiotic residues in chicken meat.

Here's another myth to bust - the chicken you eat is not genetically modified! All chickens in Australia are produced using traditional breeding methods. As there are no genetically modified (GM) chickens in Australia, consumers are not eating GM food when eating chicken meat.

Some people are concerned that some ingredients of livestock feed may come from GM plants, such as soybean meal or corn. As animals break down their food when they digest it, the composition of meat from chickens fed GM feed is the same as that of chickens fed non-GM feed. However in recognition of consumer concerns the three largest Australian chicken meat processors committed to source non-GM ingredients for all feed when commercially viable.

Excellent sources of information on chicken meat, endorsed by the chicken meat industry include www.chicken.org.au and **1300 4 CHOOKS** (1300 424 665) customer information line, available from 9:00am - 5:00pm EST.

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For further information call the customer information line 1300 4 CHOOKS (1300 424 665) or visit us at www.chicken.org.au