

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

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MEDIA RELEASE

Feathers Will Fly in School Chook Challenge!

Did you know that more than two thirds of Australians believe that hormones are added to chicken or that chickens are genetically modified to make them grow fatter and plumper than they were 20 years ago?¹ Not true!

This is one of the myths the Australian Chicken Meat Federation (ACMF) addresses in its educational DVD for school children called *From Hatchery to Home*, an initiative to further educate students and teachers alike on important facts about where their food comes from.

Teachers are encouraged to get involved in the 2008 ***Bust a Myth or Highlight a Fact*** competition, open now till 20 October 2008, with winners announced 8 December 2008.

Following on from the successful launch of the *From Hatchery to Home DVD and Poster Competition* in 2007, ACMF is extending a challenge to schools across Australia to participate in a NEW competition, to learn more about the industry and also to gain a chance to WIN great prizes.

This year's competition encourages students to bust a myth or highlight a fact from the DVD. Participating students are encouraged to channel their creative side and embrace technology by submitting their work in a digital format.

Winners will receive one of twelve Technology Gift Vouchers for their school valued at \$500, plus twelve lucky students will receive their very own MP3 player. In addition, winning schools will receive a hardcover book for their school library - *The Story of Chicken* from The Kondinin Group Workboot Series.

The Story of Chicken is a valuable resource taking students onto Australian meat chicken farms where they can read about how chickens are raised, processed and delivered fresh to butchers and supermarkets.

To enter, students must review the *From Hatchery to Home DVD*, then bust a myth or highlight a fact from the video. Every primary and secondary school received a free copy of the educational DVD in 2007. Comprehensive support materials and lesson plans are available on the ACMF website. The DVD offers an insight into the Australian chicken meat industry, whilst covering specific curriculum topics including agriculture, food technology and animal health and humanities.

Dr Vivien Kite, Deputy Executive Director and Research and Development Manager, ACMF, said, "Australian chicken meat is a popular food choice with over 30 per cent of us eating chicken at least three times a week."

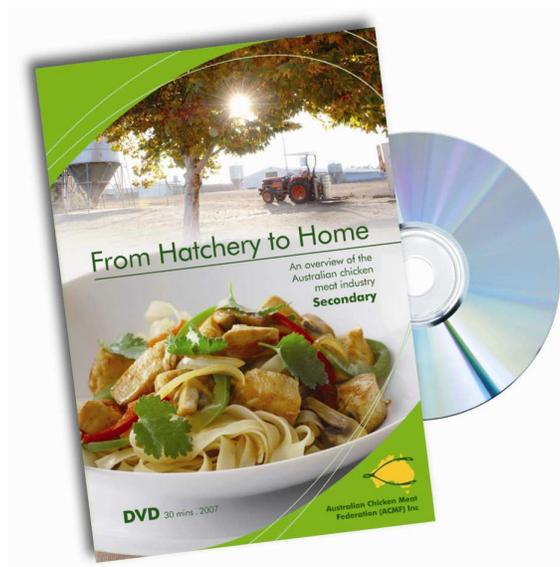
"We have provided this educational resource to help school students understand what is involved in producing this nutritious food and to bring kids back in touch with where their food comes from," said Dr Kite.

"The program also busts popular myths, reinforcing that chickens are not fed growth hormones, and meat chickens are not raised in cages. The aim is to provide information in an engaging and fun way," said Dr Kite.

To download the teacher notes and lesson plans and to read about the 2008 school competition, including terms and conditions of entry, visit the ACMF website www.chicken.org.au/competition

For more information on chicken meat and the industry behind it, visit www.chicken.org.au or call the 'Chook Infoline', 1300 4 CHOOKs (1300 424 665), with your questions.

¹ *Research 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 5-7 May and 19-21 May 2006)*



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For more information or to arrange an interview with Dr Vivien Kite please call:
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