

# Chicken: The All Australian Choice



Australian Chicken Meat  
Federation (ACMF) Inc

**Did you know that all the chicken meat you eat is produced in Australia?<sup>1</sup> No fresh or frozen chicken is currently imported. Surprised? Then you join 68% of Australians who believe some or all of these products are imported or are simply unaware of the origin of their chicken meat.**

Also of interest is that 94% of consumers, given the choice, prefer to buy Australian chicken over imported chicken.<sup>2</sup> It is therefore great news for all consumers that all chicken meat sold in Australia - in restaurants, supermarkets, butchers or as takeaway meals - is locally produced.

If the current quarantine restrictions on the importation of chicken meat were relaxed, as many as 88% of Australian consumers would be concerned, with 70% of consumers saying that they would be 'very' or 'extremely' concerned.

Consumers told us that there are several reasons they would be concerned:

- Lack of confidence in overseas countries' health and hygiene standards when birds are processed (94% of respondents)
- the threat of avian flu or other exotic diseases (92%)
- the freshness of the product (88%)
- concern about the lack of animal welfare standards applied to chicken farming overseas (85%)

In fact all chicken meat is locally produced which means Australian consumers can have confidence that the highest food safety, hygiene and animal welfare standards are followed, resulting in a high quality, healthy, nutritious and versatile food.

Excellent sources of information on chicken meat, endorsed by the chicken meat industry, include [www.chicken.org.au](http://www.chicken.org.au) and the Chook Infoline **1300 4 CHOOKS** (1300 424 665).

**References 1.** With the exception of a small amount of chicken in imported canned products such as soup. **2.** Survey commissioned by the ACMF and conducted by Galaxy Research from a national sample of 1,100 respondents aged 16 years and older; (Weekend Omnibus 18-20 August)

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incorrectly believe  
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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](http://www.chicken.org.au)