



AUSTRALIAN CHICKEN MEAT FEDERATION INC.

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EMBARGO: Wednesday, 19 April 2006 1:00AM

Backgrounder Consumption Frequency by Meat Type

According to a recent consumer survey conducted by Colmar Brunton (Feb 2006), chicken remains one of the most popular meats on Australian tables with about 33 per cent of 1,800 respondents saying they eat chicken meat at least three times per week.

Consumption Frequency by Meat Type

Base: Current Users (N=1,744)	Beef or Veal %	Lamb %	Pork %	Chicken %	Turkey %	Fish %	Other Seafood %
3 times a week or more	12	2	1	34	1	5	1
Twice a week	38	12	6	45	2	19	3
Once a week	36	39	25	20	5	35	14
Once a fortnight	7	21	20	-	5	17	16
Once a month	3	12	15	-	9	11	19
Less than once a month	2	10	18	-	52	10	30
Never	2	5	14	-	26	4	17
Mean (per month)	6.6	3.4	2.3	9.9	1.0	4.2	1.7

Not surprisingly, chicken was the most frequently consumed type of meat amongst current users*, with average consumption approximately 10 times per month (2 – 3 times a week). Beef / veal were the second most frequently consumed meat, followed by fish, lamb and pork. Turkey was the least frequently consumed type of meat

**Note: This sample, by its very definition (chicken meat users), is biased towards chicken consumers*

1300 4 CHOOKS (1300 424 665) is available from 9:00am – 6:30pm EST. Callers may be directed to the industry website for more information on www.chicken.org.au

The Australian Chicken Meat Federation represents the chicken meat processors (e.g. Inghams, Bartter/Steggles, Baiada) and meat chicken growers across Australia.

ENDS

This release was prepared by Reed Weir Communications on behalf of the Australian Chicken Meat Industry. For more information or to arrange an interview with Andreas Dubs please call Andreas Dubs, Executive Director, Australian Chicken Meat Federation on M: 0432 925 933