



## AUSTRALIAN CHICKEN MEAT FEDERATION INC.

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**EMBARGO: Wednesday, 19 April 2006 1:00AM**

### **Chicken Meat Federation Launches Consumer Information Line 'Chook Infoline' ... [1300 4 CHOOKS](tel:13004CHOOKS)**

The Australian Chicken Meat Federation today announced the launch of the first ever industry backed telephone service for consumers. The telephone service was established to provide easy access to answers on questions from consumers about chicken meat and the chicken meat industry in Australia.

"Australia has one of the most efficient chicken meat producing and processing industries in the world. The industry is extremely sophisticated and has been able to contain costs and increase quality, quantity and versatility of its products over the past four decades. As a result chicken, meat now rivals red meat in the Australian diet. Despite this prominent position there are some incredible misconceptions about the way chickens are raised in this country," said Dr Andreas Dubs, Executive Director of the Australian Chicken Meat Federation, an advocate of consumer engagement.

According to a recent survey 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. The chicken meat industry is keen to be completely open about its practices, as it engages in world 'best practice' for the raising, growing and processing of chickens. "It's time that answers to common questions about selective breeding, shed farming, food safety, nutrition, as well as chicken meat handling and cooking are made readily available in the spirit of raising general public knowledge about the chicken meat industry in this country," Dr Dubs said.

"For example, no added hormones have been used in chicken meat production anywhere in the world for forty years, but the industry's side of that story is rarely told. We'd like to address the ongoing speculation about this and other common questions, by providing answers in a convenient, contemporary way, and we believe the 'Chook Infoline' does that," he added.

**[1300 4 CHOOKS](tel:1300424665)** ([1300 424 665](tel:1300424665)) is available from 9:00am – 6:30pm EST and is answered by specially trained operators, based in Sydney, who can answer questions about chicken meat (e.g. nutrition, food handling, cooking and food safety) and about the chicken industry and how it operates. Callers can also be provided by e-mail with industry policies on important issues like antibiotics or GM feed. They may also be directed to the industry website for more information on [www.chicken.org.au](http://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.

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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