



Chook Chat Blog: What's so great about chicken?

To keep you informed please see a link to this month's 'Chook Chat', the blog for the Australian Chicken Meat Industry, and a post by Executive Director, Dr Vivien Kite. In 2018/19, the Australian Bureau of Agricultural and Resource Economics and Sciences estimates that Australians ate their way through 47.4 kg of chicken meat on average each. This is 20.2 kgs more than Australians' next most popular meat (pig meat) and represents over 45% of all meat consumed. Clearly, Australian consumers think it's a great product, but what is it that makes it so popular? While there are many facets to what makes chicken popular, the blog looks at what makes chicken such a great contributor to a healthy diet, from a nutritional perspective. Read more and access the resources in the blog. The direct link to the post <https://www.chicken.org.au/whats-so-great-about-chicken/> or visit the Chook Chat blog on www.chicken.org.au. Blog updates are also communicated via the ACMF twitter channel (@ACMFchicken).

About the ACMF

The Australian Chicken Meat Federation (ACMF) is the peak body of Australia's chicken meat industry, representing both growers and processors. Its members are the five State Chicken Meat Councils (NSW, VIC, QLD, SA and WA), the Australian Chicken Growers' Council and the Australian Poultry Industries Association. Its blog 'Chook Chat' is aimed at providing an insight into the way the chicken industry does things and why – it is not intended to promote products, but to provide the facts. For more information about Australian Chicken Meat Federation, visit <http://www.chicken.org.au/>

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