



Australian Chicken Meat
Federation (ACMF) Inc

*** MEDIA RELEASE ***

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The Nation's Favourite Home-Cooked Chicken Dishes Reflect a Diverse Aussie Palate

Research released today by the Australian Chicken Meat Federation (ACMF) has revealed our favourite ways to enjoy home-cooked chicken. In top spot is the roast chook, with 61% of us choosing it as a favourite way to eat chicken. Making up the remainder of the top five home prepared favourites were: stir fry (51%), chicken schnitzel (44%), chicken curry (40%) and chicken sandwich / wrap (39%).

Chicken is a key component of the Australian diet with the latest research showing that 94% of the population eat chicken.¹ In fact a third of Australians who eat chicken do so at least three times a week.²

Dr Joanna McMillan, Nutritionist and accredited practicing dietitian, commenting on the latest research says, "It's great to see the classic roast remaining a firm favourite but also interesting to see the mix of cuisines being enjoyed as well as the preferences reflecting our lifestyle, age and gender."

She continues, "The diverse range of dishes and cuisines being cooked and enjoyed at home by so many of us is a timely reminder to get food safety on the home cook's agenda. Whether you're cooking a roast, or a curry, doing a BBQ or making a salad it's important to remember the top four food safety rules, especially when handling and preparing chicken³:

1. Clean – hands, boards, knives
2. Chill – keep cold food refrigerated
3. Cook – cook thoroughly
4. Separate – separate raw food from cooked food"

Research results also highlighted that roast chicken is especially popular among older Australians, whereas those under 35 years are more likely to opt for stir fry as a favourite chicken meal. Preferences between men and women were also evident with men being more likely to opt for a homemade chicken burger over a chicken salad.

When it comes to pieces of roast chicken, breast meat is the clear favourite (46%) over thigh (20%), followed by leg (18%).

¹ Galaxy Research – Chicken Preference Study, commissioned by the Australian Chicken Meat Federation. Conducted 11-13 March 2014, national sample size of 1,050 Australians aged 18 years and older.

² Jigsaw research 2008

³ Food Safety Information Council, www.foodsafety.asn.au

Key Findings of Research

- **The Top Ten most popular home-cooked chicken meals are:**
 - Roast chicken (61%); chicken stir fry (51%); chicken schnitzel (44%); chicken curry (40%); chicken sandwich / wrap (39%); chicken cooked on the BBQ (33%); chicken salad (33%); chicken casserole or stews (30%); chicken cooked in a simmer sauce (28%); chicken soup (27%).
- **The research also identified some clear gender and age related differences:**
 - Chicken burgers are more favoured by men (28%) than women (18%);
 - Chicken salad is the reverse with more women favouring this option (38%) than men (27%).
 - Chicken burgers, while being favoured by 23%, are much more likely to be selected by a person under 50 (30%) than one who is 50 years or over (13%).

-- ENDS --

For more information on food safety visit www.chicken.org.au/foodsafety

To arrange an interview with Nutritionist and accredited practicing dietitian Dr Joanna McMillan to discuss the research and food safety tips please call:

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- Dr Andreas Dubs, Executive Director, ACMF is also available for interview



Food safety infographic (left) is available to download at www.chicken.org.au or email to request