



Australian Chicken Meat
Federation (ACMF) Inc

*** MEDIA RELEASE ***

WEDNESDAY, 29 OCTOBER 2014

ACMF HOSTS MEDIA TOUR TO NSW CHICKEN FARM

Today the Australian Chicken Meat Federation (ACMF) hosts a tour to a chicken farm in Peats Ridge, New South Wales. The tour forms part of the ongoing education drive aimed at better informing the public about how meat chickens are farmed.

Dr Andreas Dubs, Executive Director of the ACMF says, "Our tours, arranged two to three times a year, are designed to give attendees such as journalists, nutritionists, bloggers, and teachers, a first hand experience of the processes involved in getting chicken from the farm to the plate and to speak with a range of experts from the industry. We also aim to address a lot of commonly held misconceptions on the day."

Those on the half day tour will experience first hand what it is like inside a chicken shed, hear from the farmer about his role in raising and caring for his chickens and learn more about issues of importance to the industry such as animal welfare, food safety and environmental impacts.

Dr Dubs continues, "Biosecurity is extremely important. The health and well-being of the birds at the farm depends on it. All attendees are required to wear protective clothing, disinfect shoes in a footbath and wash hands before entering the sheds on the farm. Logistics of hosting such a tour takes careful planning, to ensure all biosecurity requirements are adhered too, but we believe the tour is an important step in educating the public more broadly about industry farming practices."

Following the farm tour, attendees will enjoy brunch at The Springs in Peats Ridge with the opportunity to talk further with the farmer, Inghams NSW Farming Manager, Inghams Veterinarian as well as representatives from the ACMF.

"The industry continues to proactively tell its story, and set the facts straight. The opportunity to host these tours and be transparent about what happens on the farm is invaluable," concludes Dr Dubs.

The ACMF is the peak coordinating body for participants in the chicken meat industries in Australia and recognised as the industry representative by the Australian Government.

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For more information visit www.chicken.org.au/media

The ACMF releases a monthly blog, which provides information about the industry for the general public. To read the blog visit www.chookchat.org.au.

The chicken meat industry would welcome your expression of interest in such a tour. Please send an email with all your contact details to acmf@chicken.org.au.

To arrange an interview with Dr Andreas Dubs, Executive Director, ACMF, please contact: QUAY Communications, Emma Norgrove, M:0499 688 001, T:02 9386 9161, emma@quaycommunications.com.au