



Australian Chicken Meat
Federation (ACMF) Inc

*** MEDIA RELEASE ***

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ACMF HOSTS 'HATCHERY TO HOME' TOUR TO GIVE VALUABLE INSIGHT INTO INDUSTRY PRACTICES

Today the Australian Chicken Meat Federation (ACMF) hosts its first 'Hatchery to Home' tour of the year at Hazeldene's RSPCA approved operations in Bendigo, Victoria. The tours form part of the ongoing education drive around industry practices and dispelling entrenched myths about the chicken meat industry.

Dr Andreas Dubs, Executive Director of the ACMF says, "Our tours 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 hatchery to the plate and to speak with a range of experts from the industry. There are a lot of misconceptions out there that we address on the day."

The day-long tour begins at the hatchery, to see the fertile eggs being incubated, their transfer at 18 days of incubation to the hatcher, the chicks being removed from the hatcher following hatching and dispatch of the day old chicks to the farm. The tour then travels a short distance to visit a chicken shed at the farm to see how the chickens are raised.

Dr Dubs continues, "Biosecurity is extremely important. The health and well-being of the day old chicks and birds at the hatchery and farm depends on it. All attendees are required therefore to shower before entering the hatchery facility and at the farm and plant level need to wear protective clothing, disinfect shoes in a foot bath and wash hands. Logistics of hosting such a tour takes careful planning, to ensure all biosecurity requirements are adhered to, but as we believe an important step in educating about industry practices."

Following a 'chicken-themed' lunch the tour continues onto the processing facilities. Senior Managers and the CEO will be on hand during the final part of the tour to answer any additional questions.

"The industry continues to proactively tell its story, and set the facts straight and the opportunity to host these tours and be transparent about what happens at every stage of the process 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 and <http://www.hazeldenes.com.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