

# The Australian Chicken Meat Federation (ACMF)



Australia has one of the most efficient chicken meat producing and processing industries in the world and Australians love eating chicken. The chicken meat industry's gross value of production is estimated at A\$1.5 billion while ACMF estimates that Australian consumers spend approximately A\$4.4 billion each year on chicken meat products.

## About Us

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, WA), the Australian Chicken Growers' Council and the Australian Poultry Industries Association.

## Objectives

ACMF aims:

- To promote and represent the interests of the chicken meat industry
- To conduct and support research on behalf of the industry
- To liaise with the Australian and state governments on behalf of the industry, as the industry representative body recognised by the Australian government
- To inform and educate the public, chicken meat retailers and suppliers on the nutritional benefits, food standards, animal welfare and animal health requirements relating to Australian chicken meat.



**Australian Chicken Meat Federation (ACMF) Inc**

## Strategic Focus

ACMF strategically focuses on building the industry's reputation, building relationships with our industry counterparts worldwide and driving community education across a wide range of issues.

Recent initiatives we have undertaken on behalf of the Australian industry include:

- National education and advertising campaign aimed at the health care professionals
- Independent spokesperson program fostering relationships and informing independent experts
- National education campaign, including the production of a school DVD
- An ongoing program of proactive briefing of relevant media
- Research assessing the environmental impact of the industry
- Issues management and crisis protocols

For more information visit  
**[www.chicken.org.au](http://www.chicken.org.au)**

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