

Australia's Chicken Meat Industry: Significant, Growing and Rewarding

Australia has one of the most efficient chicken meat producing and processing industries in the world. The chicken meat industry's gross value of production per year is estimated at A\$2.2 billion, with Australian consumers spending approximately A\$5.6 billion each year on chicken meat products.

Australia's chicken meat industry is structured differently to other rural industries. Instead of a complex supply chain from the farm to the supermarket, the chicken meat industry is a vertically integrated industry. This means that individual processing companies generally own most elements of production - from breeding farms, hatcheries and feed mills to primary and further processing plants. The chicken farms growing the chickens for processors are the exception in that they are generally owned by individual farmers. However, these farms are nevertheless strongly integrated in the supply chain through long-term contracts under which processors provide farmers with one-day old chicks, feed and veterinary and farm management support. Its unique structure creates an industry rich in diverse career opportunities.

YOUR FUTURE: WHERE A CAREER IN THE AUSTRALIAN CHICKEN MEAT INDUSTRY COULD TAKE YOU ...

Chicken Meat Industry: a career opportunity for thousands of Australians. The chicken meat industry currently employs more than 40,000 people both in metropolitan operations and regional Australia.

Diverse career opportunities related to the Chicken Meat Industry include:

- **Agribusiness Graduates** may get involved in chicken production, including farming, processing, further processing, sales across all areas including retail, food service and quick service restaurants, marketing and distribution logistics through to accounting and human resources.
- **Quality Assurance and Food Safety personnel**, such as food technicians, microbiologists, laboratory technicians, animal scientists and OH&S specialists are instrumental in developing and monitoring standards and in ensuring the health and safety of employees, chickens and the food produced.
- **Nutritionists** are crucial to ensure that the chicken's precise nutritional requirements are met and the production is as cost effective and efficient as possible and its environmental impact is minimized.
- **Veterinarians** specialised in poultry health assist processors in their breeding programs and provide veterinary services to chicken farms ensuring optimal animal health and welfare is maintained.
- **Research and Development Staff** (such as microbiologists, food technologists, animal scientists) contribute significantly to the efficiency of the industry through providing improved understanding of poultry diseases, the nutritional value of feed ingredients, how to better manage food safety and how to improve operational and technical efficiency.
- **Environmental Scientists** monitor, assess and continually improve the industry's environmental impact.
- **Farm Managers** are employed to maintain and monitor intensive production growing environments as well as ensuring poultry welfare on a day-to-day basis.
- **Engineering Graduates** may get involved in the design, development and adaptation of machinery and production and processing equipment for the industry from waste management systems to state of the art robotics across all production areas.

Career opportunities span all aspects of production and processing from the breeder farm and the hatchery, to the feed mill and the processing plant.

Read in detail about these production areas at www.chicken.org.au



Australian Chicken Meat Federation (ACMF) Inc

Did you know?

- Chicken meat sold in Australia is all grown in Australia and most is consumed locally, with less than 5% exported.
- Farming chicken for meat is the most environmentally friendly process when compared with beef, lamb and pork meat.
- Annually, about 580 million chickens are produced and processed for chicken meat. Consumption (and production) of chicken meat has steadily increased over the past 60 years to now reach almost 45kg per person per annum, exceeding the consumption of red meat.



HOW TO GET MORE INFORMATION ABOUT CAREERS IN THE CHICKEN MEAT INDUSTRY AND HOW TO GET INTO THE INDUSTRY:

Many Australian tertiary education institutions offer graduate and postgraduate courses focused on the poultry industry. Useful websites to visit include:

www.chicken.org.au – The Australian Chicken Meat Federation (ACMF) is the peak body for Australia's chicken meat industry, representing both growers and processors. The website is an excellent place to start to familiarise yourself with the many aspects of the industry and to get a feel for its size, structure and opportunities.

www.poultryhub.org – Poultry Hub is affiliated with government, industry and educational institutions and lists details of industry training, relevant University courses as well as school based training and apprenticeships. This wiki can assist with on-the-job training, provide guidance on entering the industry with a suitable qualification and outline possible funding sources.

www.poultrycrc.com.au – The Poultry CRC offers scholarships and internships for undergraduates and postgraduates. The CRC also drives the development of poultry courses at several universities, including online courses in poultry science and poultry health.

Why not explore available opportunities further by contacting one of the processors? The largest ones are Baiada Poultry Pty Limited (Steggles brand) and Inghams Enterprises Pty Limited, both of which operate nationally. Other large companies are Turi Foods Pty Ltd and Hazeldene's Chicken Farm Pty Ltd (Victoria), Cordina Chicken Farms Pty Ltd and Red Lea Chickens Pty Ltd (NSW) and Golden Cockerel Pty Ltd (Queensland).

Chook Infoline:

1300 4 CHOOKs (1300 424 665)

Or for more information visit **www.chicken.org.au**



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