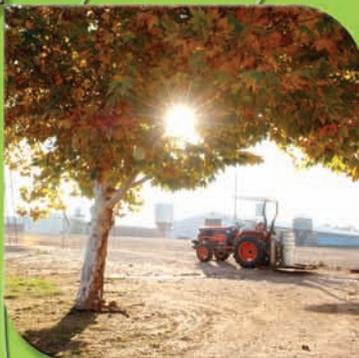
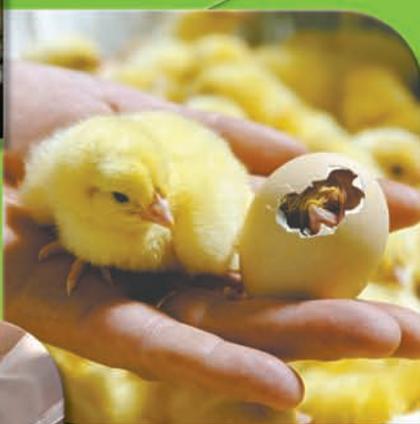




Australian Chicken Meat
Federation (ACMF) Inc

Hatching Careers – Education, Industry and Community

SCHOOL PROJECT GUIDELINES





The ACMF Hatching Careers School Project is available for schools as an educational resource and to promote career opportunities in the chicken meat industry to primary and secondary students.

The aims of the Hatching Careers School Project are:

- To introduce the chicken meat industry to students.
- To offer support to students, from an industry mentor, throughout the project.
- To reward successful students and schools on the completion of the project.
- To help students with their career decisions by providing links to the education and employment sectors at the conclusion of the project.

The Hatching Careers School Project comprises two key resources:

- 1) The Hatching Careers Selective Breeding Project (secondary students)
- 2) The 'From Hatchery to Home' DVD Resource (primary and secondary students)

This document provides guidelines on how to conduct the selective breeding project and details of the industry DVD class resource materials.



Australian Chicken Meat Federation (ACMF) Inc

HATCHING CAREERS SCHOOL PROJECT

The ACMF has developed guidelines for conducting a school project that looks at the effect of selective or traditional breeding - and busts a common urban myth about chickens.

Australian chickens are larger today, but not due to the use of hormones, a practice which has not been used for over 40 years, but which has lived on in urban mythology even to today. The truth is that decades of traditional selective breeding of the best and strongest birds have produced our larger, plumper meat chickens.



Your students can demonstrate this for themselves with an easy farmyard experiment.

- If your school has appropriate facilities to look after chickens, has had previous experience in keeping chickens, and has someone with suitable experience in raising chickens to supervise this project, see the Project Fact Sheet (Attachment 1) on how you can run this project.
- The project runs for six weeks during term time.
- If, after reading the attached fact sheet, your school would like to go ahead with the project, please see below on how to contact the ACMF.
- For approved projects, all chickens, their feed and supplies (supplied upon registration) will be paid for by the ACMF.
- Upon completion of the project each school is to prepare a report back to the ACMF on its findings. The written report, of no more than 5 pages (A4), should describe the research undertaken and its findings. The inclusion of relevant graphs and photos is encouraged.

If you wish to conduct this project in your school, please contact the ACMF on acmf@chicken.org.au and provide a contact name, phone and fax, as well as details of your school's facilities and expertise available to supervise the project. With the school's approval, there may also be opportunities for the ACMF and the school to publicise the school's involvement in the project at a later stage.

How to Get Started

Once you have received approval from the ACMF, you will receive contact details of key suppliers to source resources **at the ACMF's cost**. When ordering please quote 'Hatching Careers' and the name of your school and provide a copy of the letter/email from the ACMF confirming the ACMF's approval, and the ACMF will be invoiced directly. The following is based on 10 egg layers and 10 broiler chickens. These are the maximum quantities available at no cost to the school. The experiment may be run with smaller flocks if circumstances make this desirable. Note: larger flocks will have to be part-funded by the school.



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HATCHING CAREERS SCHOOL PROJECT

Feeders and drinkers: (2 of each)

One day old chicks: (10 egg laying chickens and 10 meat chickens)

Feed and Bedding: (please request sufficient material required for 20 chickens for a 6 week period)

Please remember that the project provides the chicks, feeders and drinkers, feed and bedding materials. There is **NO COST** incurred by your school for the above, as the Australian chicken meat industry has provided funding to approved schools for this project. This is because as part of the 'Hatching Careers' initiative, the ACMF is keen to encourage and support schools to run the project.



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HATCHING CAREERS SCHOOL PROJECT

Industry Mentor

When you submit your request for approval to ACMF by writing to acmf@chicken.org.au, please indicate whether you would like us to arrange for an industry mentor to attend your school during the six week period to discuss the project.

The role of the mentor is to introduce the project to students in school and assist both the students and teachers throughout the project. The mentor can explain career choices in the chicken meat industry to students and advise students on the education and training required for their career pathway.

Project Assessment and Evaluation

The ACMF recommends that the participating teacher should assess his/her students' general knowledge of the chicken industry prior to the start of the project and then again upon completion of the project. The DVD and lesson plans can be used effectively here.

The Project Fact Sheet (Attachment 1) has to be closely followed. The final report must be submitted within one month from the conclusion of the experiment and must include:

- brief description of experimental set-up;
- observations and measurements taken over a six week period;
- graphs illustrating the results;
- photos illustrating the findings (optional);
- a fully completed Report Sheet (see Attachment 2).

All reports are to be sent to:

ACMF – Hatching Careers

PO Box 579

North Sydney 2059

The ACMF and Career Advise Australia will also present award certificates to your school, once we are advised that the project has been successfully completed, and a satisfactory report has been received.



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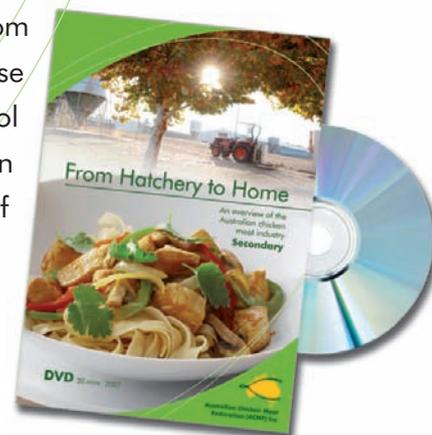
FROM HATCHERY TO HOME DVD RESOURCE (PRIMARY AND SECONDARY STUDENTS):

To complement the Selective Breeding project, the ACMF has made the 'From Hatchery to Home' DVDs available to all schools nationally. These curriculum-based resources, available in primary and secondary school editions, look at the significant impact the industry has on the Australian economy and provide a comprehensive overview of this important area of food production in Australia.

The program also makes it clear that chickens are not fed hormones to make them grow larger, meat chickens are not raised in cages and chicken meat comes from specially selected breeds that are particularly efficient at producing meat rather than eggs.

The program provides a comprehensive guide to how chicken meat is produced and answers questions relating to specific curriculum topics from science and technology, to health and humanities.

Visit www.chicken.org.au/DVD to download teacher notes and lesson plans for both primary and secondary schools. Alternatively, these can be sent out to you as a hard copy with the DVD pack.



Where to go for more information

Australian Chicken Meat Federation (ACMF)

The Australian Chicken Meat Federation (ACMF) is the peak coordinating body for participants (growers and processors) in the chicken meat industry in Australia. 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.

Go to: Chook Infoline: 1300 4CHOOKs (1300 424 665)

The ACMF has a telephone hotline specifically set up to answer questions from consumers regarding chicken meat and the chicken meat industry in Australia. 1300 4CHOOKs (1300 424 665) operates from 9am to 5pm EST.

Go to: www.chicken.org.au for more information

Please do not hesitate to contact us if you have any questions or require some clarification.

Hatching Careers – Project Co-ordinators

- Vivien Kite, Australian Chicken Meat Federation
- T: 02 9929 4077 acmf@chicken.org.au
- Emma Norgrove, Reed Weir Communications
- T: 02 9436 2088 / emma@reedweir.com

Attachment 1

SCHOOL PROJECT FACT SHEET – BUSTING AN URBAN MYTH



Australian Chicken Meat Federation (ACMF) Inc

Australian chickens are larger today, but not due to the addition of hormones. The truth is that decades of selective breeding of the best and strongest birds have produced our larger, plumper chickens. Your school can prove this for itself with an easy farmyard experiment.

You can work with your students to bust a commonly-held belief about Australian chickens. Students from James Ruse Agricultural High School in Carlingford, NSW carried out an experiment comparing growth of egg-laying chicken breeds with meat-producing chicken breeds and found that the meat chickens naturally grew bigger than the egg chickens – without the use of hormones.

This experiment helps address the myth that hormones are contributing to the larger size of the chickens we eat today. Last year, research released by the Australian Chicken Meat Foundation (ACMF) revealed that almost 80% of Australians believe that something, for example growth hormones, is given to Australian chickens to make them grow artificially larger.¹

In order to demonstrate that it's the bird's genes, not hormones, that make meat chickens larger, the high school students hand raised egg-laying strain chickens and meat chickens, feeding them exactly the same feed. When the project finished, the mean weight of the chickens bred for chicken meat was nearly four times larger than those bred for egg-laying.

This project enabled the students to observe first hand the effect selective breeding has on the growth and development

of chickens and to see how the meat chicken industry in Australia is able to produce the large volume of chicken meat we eat today.

Students were also able to put into practice all the elements that make a good reliable scientific experiment, such as randomisation, replication, standardisation and control. In addition, students practiced handling chickens according to animal welfare standards and observed and participated in the husbandry of chickens.

Selective breeding is a process of developing a breed of bird to have particular characteristics by choosing to mate only the best cockerels – that is, those that display the desired characteristics, such as those which grow better, are healthier or have more meat – with the best hens.

The great grandparents of the chickens we eat in Australia today were bred overseas using conventional genetic selection techniques and were imported into Australia as fertile eggs. The next generations (the grandparents, parents and ultimately the meat chickens reared for eating) are then bred and grown on farms here in Australia.

Selective breeding is different from genetic modification. There are no genetically modified chickens in Australia.



Australian chickens are larger today, but not due to the addition of hormones.

¹ Commissioned by The Australian Chicken Meat Federation and conducted by Galaxy Research from a national sample of 1,100 respondents aged 16 years and older (Weekend Omnibus 5–7 May and 19–21 May 2006)

For excellent resources and more information about food safety and handling of chicken meat call the Chook Infoline 1300 4 CHOOKS (1300 424 665) or visit the website on www.chicken.org.au

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SCHOOL PROJECT FACT SHEET – BUSTING AN URBAN MYTH

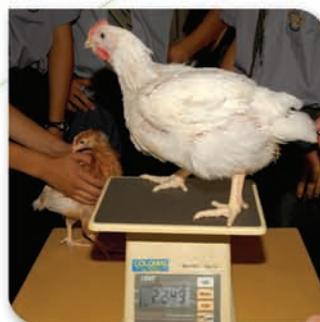


Australian Chicken Meat Federation (ACMF) Inc

If your school has appropriate facilities to look after chickens, has had previous experience in keeping chickens, and has someone with suitable experience with raising chickens to supervise this project, here's how you can run the same experiment:

- Before starting the experiment, there are a number of things you must have planned, organised and checked:
 - that your facilities are suitable for housing chickens. The housing should be secure and should not contain items on which the birds can injure themselves; it should provide shelter for the birds, protection from predators, good ventilation, lighting and unlimited access to feed and water. There must be adequate space available (taking into account the likely average size of the meat chickens at the end of 6 weeks, could be around 2.5kg each), and that all equipment (such as feeders and waterers) is functioning correctly. The chickens must be housed on the ground or on floors covered with a suitable bedding material, not in cages.
 - that the conditions provided to both groups of chickens is identical;
 - that you have scales suitable for weighing young chicks (from 45 g up to 3 kg);
 - that there will always be someone responsible for checking the birds, and their feed and water, every day.
 - that you have a plan in place for the identification, care and, if necessary, humane destruction of any sick or injured birds, even though it is unlikely that this should become necessary.
 - you must ensure that you have made arrangements for the disposal of the chickens at the completion of the experiment; for example, for transfer of egg-laying strain chickens to a local city farm or for the meat chickens to be processed for consumption.
- Source day-old chicks from a local supplier. Half the chicks should be a commercial egg-laying breed, and half a commercial meat breed.
- It is important that the chicks are modern commercial strains of meat chickens (such as the Ross, Cobb or Arbor Acres meat hybrids) and modern commercial egg-laying strains (such as Isa-Browns or Hyline Browns).
- The number you choose to use will depend on the size of your facilities. For approved projects, ACMF will pay for the inputs required for up to 2 times 10 birds.
- Source a standard chicken feed product from a reputable manufacturer of stock feed – ask the supplier for a feed that is suitable for young growing chicks – enough for a six week period for all the birds.
- Prepare the housing for the chickens in advance of their arrival and check that all equipment, such as feeders and drinkers, is working correctly;
- The meat chickens should be penned separately from the layers
- Check the chickens each day to ensure they have enough food and water.
- Weigh the chickens each day for the first seven days, and thereafter once a week.
- Record their weight for a period of six weeks.
- Analyse the results at the conclusion of the experiment at 6 weeks of age; calculate average weights of each group of birds at each weigh date. Students should prepare graphs based on these results to demonstrate and compare the growth of both groups over time, and to take photos of birds at different times through the experiment to illustrate the results.
- You may also wish to compare your results with those other schools have achieved, or against Australian industry standards, and analyse why your results may have been different. Results from other schools and Australian industry benchmarks can be obtained on request from the ACMF at the conclusion of your experiment

Half the chicks should be a commercial egg-laying breed, and half a commercial meat breed.



For excellent resources and more information about food safety and handling of chicken meat call the Chook Infoline 1300 4 CHOOKS (1300 424 665) or visit the website on www.chicken.org.au

Attachment 1



Australian Chicken Meat Federation (ACMF) Inc

SCHOOL PROJECT FACT SHEET – BUSTING AN URBAN MYTH

For resources and more information about the chicken meat industry in Australia call the **Chook Infoline 1300 4 CHOOKS (1300 424 665)** or visit the website on **www.chicken.org.au**

Any work with animals in your school must be done in accordance with your state policy for animal welfare in schools. The following links may be of assistance, or please contact your Department for further information.

ANIMAL WELFARE IN SCHOOLS

New South Wales

<http://www.schools.nsw.edu.au/animalsinschools/index.htm>

<http://www.curriculumsupport.education.nsw.gov.au/policies/animal/index.htm>

Queensland

<http://education.qld.gov.au/strategic/eppr/schools/scmpr011/>

Victoria

http://www.education.vic.gov.au/referenceguide/enviro/4_4.htm

Section 4.4.5.7. Animals in Schools

South Australia

<http://www.decs.sa.gov.au/animalethics/default.asp?navgrp=1037>

Western Australia

http://policies.det.wa.edu.au/Members/keithl/policy.2006-03-22.8089881070/Animals_in_Schools.pdf

Australian Capital Territory

<http://www.det.act.gov.au/policies/pdf/animals.pdf>

Northern Territory

Check with your Education Department for correct animal welfare guidelines and approvals required in schools.

Tasmania

Check with your Education Department for correct animal welfare guidelines and approvals required in schools.

For excellent resources and more information about food safety and handling of chicken meat call the **Chook Infoline 1300 4 CHOOKS (1300 424 665)** or visit the website on **www.chicken.org.au**

Attachment 2

PROJECT REPORT SHEET



Australian Chicken Meat
Federation (ACMF) Inc

By undertaking the ACMF Hatching Careers School Project, your students will have observed firsthand the effects of selective traditional breeding techniques demonstrating that the addition of hormones is not the reason behind why chickens today are larger and plumper.

As a condition of financial assistance provided by ACMF to undertake this Project, each school is to prepare a report back to the ACMF on its findings. The written report should describe the research undertaken and results achieved (relevant graphs and photos to illustrate the process and outcomes should be included). The report should generally be no longer than 5 pages (A4).

Please note that upon submission of the final project report, schools are to complete this *Project Report Sheet*, ensure all information indicated below is included and submit it with the report.

PLEASE PROVIDE THE FOLLOWING INFORMATION, USING THE SAME NUMBERING

1. Contact details and school/student data:

- 1.1.** School Name
- 1.2.** Contact details (telephone and address)
- 1.3.** Full name of teacher
- 1.4.** Secondary/Primary
- 1.5.** Class (and approximate age range of students)
- 1.6.** Number of students that participated

2. Did the Project relate to a specific curriculum topic and what was it?

3. What elements of the Project do you believe worked well and why?

4. Were there any aspects of the Project that you feel were challenging and could be improved? If so, please detail?

5. Did you refer to and/or use any ACMF resources when undertaking the Project such as the 'From Hatchery to Home' DVD resource primary or secondary, teacher notes etc? If so, please indicate the resource/s and whether they were helpful?

6. Please indicate if this was the first time that your school undertook a project such as the ACMF Hatching Careers School Project? If Yes go to 6.1 and if No go to 6.2.

6.1. If so, please indicate how you heard about this project and why you felt it would be valuable for your school?

6.2. If not, please indicate which similar project was carried out, how many times has your school participated in a project such as this and what were the circumstances?

7. Please provide any additional comments/feedback that may assist us in improving this program.