



Australian Chicken Meat
Federation (ACMF) Inc

"High protein diets can play a significant role in helping some people lose weight and maintain weight loss. Lean chicken can contribute significantly to a high protein diet and healthy eating.

*Chicken is very low in fat and provides essential vitamins and minerals.
Healthcare professionals should be encouraged to recommend it as part of a balanced diet."*

Dr Peter Clifton
Head, Nutritional Interventions, Baker IDI Heart and Diabetes Institute

TOP 10

REASONS TO INCLUDE CHICKEN AS PART OF A HIGH PROTEIN HEALTHY EATING PLAN¹

1.	Chicken breast is lean and has the lowest total fat content compared to equivalent cuts of beef, lamb and pork.
2.	Importantly, over 55% of its total fat content is unsaturated fat.
3.	One 100g serve of chicken breast provides more than 50% of the recommended dietary intake of protein, which may support weight management.
4.	Chicken is a valuable source of minerals and also contains essential vitamins.
5.	Lean chicken provides significant amounts of niacin equivalents, an important nutrient for energy metabolism.
6.	Skinless chicken has a role in low fat eating plans and in cholesterol-lowering diets.
7.	Lean chicken contains all nine essential amino acids.
8.	Lean chicken remains by far the most affordable lean meat on the Australian market.
9.	Lean chicken is extremely versatile and easy to cook with.
10.	Lean chicken tastes good too!



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TOP 10 REASONS WE AREN'T KICKING OUR WEIGHT LOSS GOALS

According to the new Australian Chicken Meat Federation survey seven out of ten adults have made a conscious effort to lose weight in the last two years, but only 7% of those dieters will actually succeed in reaching their long-term weight loss goal.¹

The main reasons for this are:

1.	65% of dieters only cut down on high calorie food when attempting to lose weight.
2.	55% of dieters simply eat less of the food they are already eating when attempting to lose weight.
3.	Only 14% of dieters recognise that eating mostly protein and vegetables and cutting back on carbohydrates is a very successful way to lose weight and keep it off long term.
4.	50% of all dieters will fail because they say they love food too much.
5.	43% of dieters will fail to lose weight in the long-term because of a lack of willpower.
6.	33% of people fail to achieve their weight target because they think dieting is too boring or there is not enough variety in diet options.
7.	30% of dieters will crumble because they always feel hungry.
8.	16% of dieters say that they didn't achieve their goal because counting calories is too hard.
9.	Women dieters in particular find it hard to stick to eating 'diet foods', especially if they are the only one doing so in the family group.
10.	Men in particular are susceptible to falling off the diet bandwagon because they feel hungry.



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TOP 10

FOOD SAFETY TIPS TO PREPARE, COOK AND STORE CHICKEN

1.	Cook chicken thoroughly; it should reach 75°C at the centre of the thickest part of the meat, when checked with a food thermometer.
2.	Thaw frozen chicken completely before cooking and always defrost in the fridge or the microwave.
3.	Use separate utensils when preparing any meat to avoid bacterial cross contamination.
4.	Uncooked chicken should be refrigerated at or below 4°C and frozen to below -15°C.
5.	Always store raw and cooked food separately.
6.	Chicken is cooked thoroughly if there is no pink left and the juice runs clear when a skewer is inserted at the thickest part of the meat
7.	Leftover cooked chicken must be reheated to at least 70°C for a minimum of 2 minutes before eating.
8.	Leftover chicken can be refrigerated, but only for 1 to 2 days. Freeze if longer storage required.
9.	Chicken should not be kept at room temperature for more than 2 hours.
10.	Keep chicken cool and place it in the refrigerator or freezer as soon as possible after shopping.



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Nutrition Facts

Nutrient composition of stir-fried (cooked) chicken breast meat compared with stir fried cuts of beef, lamb and pork

		Chicken Breast**	Beef Stir Fry Strips*	Trim Lamb Stir Fry** Strips	Pork Leg Strips*
Energy	kJ	520.00	644.00	770.00	557.00
Total Protein	g	28.60	30.90	28.00	29.50
Total Fat	g	0.90	3.20	7.90	1.50
Saturated fatty acids	g	0.30	1.00	2.80	0.60
Cholesterol	mg	62.00	77.00	96.00	70.00
Vitamin E	mg	0.50	0.70	0.20	0.00
Vitamin A	µg	5.00	2.00	8.00	0.00
Iron	mg	0.40	2.80	3.70	1.00
Magnesium	mg	33.0	23.00	27.00	27.00
Niacin equivalents	mg	20.60	9.40	11.80	12.10
Riboflavin	mg	0.09	0.11	0.34	0.26
Thiamin	mg	0.12	0.03	0.15	0.96
Zinc	mg	0.70	7.20	2.60	2.40

* Separable Lean ** Lean

- Notes:
- Chicken contains 25 µg of Selenium per 100g of lean raw chicken breast, which is 36% of the recommended daily intake (RDI) for men and 42% for women.
 - Chicken contains 0.76 mg of Vitamin B6 per 100g of lean raw chicken breast, which is 40% of the RDI for men and 38% for women.

Based on 100g serve

Data sourced from:

- *Food Standards Australia New Zealand. NUTTAB 2006 online version .*
- *Nutrient Reference Values for Australia and New Zealand, Including Recommended Dietary Intakes, Australian Government Department of Health and Ageing, National Health and Medical Research Council, 2005, online version.*