



Australian Chicken Meat
Federation (ACMF) Inc

*** MEDIA RELEASE ***

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SECRET TO KEEPING THE WEIGHT OFF THIS CHRISTMAS

A BALANCED DIET RICH IN PROTEIN IS KEY TO LONG-TERM WEIGHT LOSS

Christmas is fast approaching and that means parties, food and drink galore! So, with 7 in 10 adults having attempted to lose weight over the last 2 years, and 3 out of 4 of those failing to get to or near their goal weight, what chance do we have of stopping the festive season waistline expansion?

Australians like to eat healthily, with 44 percent rating 'healthy eating' as the primary motivation for their attitude to food according to the latest survey from the Australian Chicken Meat Federation.

With 8 out of 10 adults wanting to lose weight and almost half (43 percent) of all Australian women ideally looking to lose 8 kgs or more, Baker IDI's obesity and health expert and CSIRO Total Wellbeing Diet co-author, Dr Peter Clifton, advises that a high protein, moderate carbohydrate diet, rich in lean chicken, is a good place to start.

"While most Australians recognise skinless chicken breast as a good dietary choice, the majority are not aware of the role lean chicken can play in a healthy diet and for long-term weight loss," said Dr Clifton.

"Skinless chicken is low in fat, provides a wealth of essential vitamins and minerals, particularly vitamin B6, niacin and selenium and should be encouraged as an important component of a healthy eating plan whether for weight loss or weight maintenance." concluded Dr Clifton.

Australians' love of food is the biggest barrier to kicking those weight loss goals, with half of us (50 percent) claiming it to be the main reason we can't lose weight. We also confess when it comes to dieting we have a lack of willpower (43 percent), and with a third of dieters (30 percent) always feeling hungry, many drop off the diet bandwagon.

A majority of Australians (65 percent) prefer to cut out sugar, sweets, and junk food to lose weight, with over half (55 percent) just eating less of the food they normally eat. However no one approach to weight loss was more successful than any other and most respondents tried more than one approach.

“Lean chicken is an Australian favourite, our most affordable meat, and eaten three times a week by over a third of us.² But few people are aware that it can also contribute to healthy eating plans and may assist in long-term weight loss, without the need to embark on extreme dieting,” said Dr Andreas Dubs, Executive Director of the Australian Chicken Meat Federation.

“Over half (53 percent) of those surveyed, when asked, were aware that skinless chicken breast is lower in fat than any other lean meat, but cited versatility (72 percent), ease of cooking (69 percent) and it being a family favourite (54 percent) as their main reasons for choosing chicken.

“Skinless chicken is an important source of protein, is low in fat, and with women dieters in particular telling us that they find it hard to stick to a diet when they’re doing it alone, is easily incorporated into a family’s weekly meal plans,” concluded Dr Dubs.

For more information, chicken facts and recipes visit www.chicken.org.au

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References: 1. ACMF Diet and Chicken Survey. Galaxy Research 2010. 2. Jigsaw Research 2008.

For more information or to arrange an interview with Dr Andreas Dubs please call:

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About the Australian Chicken Meat Federation

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

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.