



Australian Chicken Meat  
Federation (ACMF) Inc

**\*\*\* MEDIA RELEASE \*\*\***

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## **CHICKEN AND HORMONES THE MYTH PERSISTS**

A new survey reveals the majority of Australians (78.6 percent) wrongly believe that meat chickens are fed hormones or steroids. Only 8.8 percent of people surveyed correctly believe that the chicken meat industry does not use such chemicals.

“The simple fact is that meat chickens reared in Australia are not given any hormones or steroids”, said Dr Andreas Dubs, Executive Director of the Australian Chicken Meat Federation (ACMF),

No added hormones or steroids have been used in chicken meat production in this country for almost half a century. The practice is banned in Australia and is strictly enforced.

“Australian chickens do grow faster and bigger than they did 50 years ago, but most of this is due to conventional selective breeding. Improvements in growth are also a result of improved chicken nutrition. Thus, in the words of one of our main processors, the short answer is: “better bred, better fed”.”

“The precise profile of nutrients that a chicken needs at each stage of its development has been studied extensively. Feeds can therefore be formulated to match the chicken’s precise nutritional requirements throughout its lifecycle, therefore optimising growth.”

“Other gains made in the performance and productivity of chicken flocks are due to better husbandry techniques and health management,” Dr Dubs added.

“Consumers can be absolutely confident that all chicken, whether sold in the supermarket, the butcher, the delicatessen, the take-away shop, the quick service restaurant or the high end restaurant, is produced to the highest standard in Australia,” Dr Dubs concluded.

The chicken meat industry is keen to ensure that all the facts are clearly and easily accessible to consumers. Its website [www.chicken.org.au](http://www.chicken.org.au) provides the facts and a chook infoline is also available (1300 4 CHOOKs, i.e. 1300 424 665) to answer consumer queries.

**Key facts about chicken meat:**

- No growth hormones or steroids are used in chicken farming in Australia.
- The practice of using hormones or steroids in chicken farming was banned almost half a century ago and is strictly enforced.

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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.