

# We have good reason to love our Aussie chooks



Australian Chicken Meat Federation (ACMF) Inc

**Chicken is a healthy, low fat source of protein that is rich in vitamins and minerals and is both affordable and versatile.**

## LEAN CHICKEN – LOADED WITH NUTRITION NOT SATURATED FAT

A family meal packed with protein, chicken is low in fat, low in cholesterol and nutrient-rich. Chicken is packed with protein. One serve of chicken breast (100g) provides more than 50% of the recommended dietary intake (RDI) of protein, helping us to maintain a healthy weight.

Compared to other equivalent cuts of stir-fried meats, lean chicken breast has the lowest total fat content.

Importantly, over 55 percent of its total fat content is unsaturated fatty acids (monounsaturated and polyunsaturated). Chicken has one of the lowest levels of saturated fatty acids when compared with other stir-fried meat sources.<sup>i</sup>

Whatever the cut, chicken is a valuable source of important vitamins, minerals and fatty acids, and also boasts all nine essential amino acids. One serve of chicken breast provides the full recommended daily intake of niacin equivalents, an important nutrient for energy metabolism.

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Roast Mustard Chicken

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Chicken Chop Suey

### Stir-fried lean meat cuts (100g serves): fat, protein and cholesterol composition compared<sup>ii</sup>

	Chicken breast	Beef strips	Lamb strips	Pork leg strips
Total fat (g)	0.9	3.2	7.9	1.5
Total SFA (g)	0.3	1.0	2.8	0.6
Total protein (g)	28.6	30.9	28	29.5
Cholesterol (mg)	62	77	96	70

SFA=saturated fatty acids

Excellent sources of information on chicken meat, endorsed by the chicken meat industry, include [www.chicken.org.au](http://www.chicken.org.au) and the Chook Infoline 1300 4 CHOOKs (1300 424 665).

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**The claims "no added hormones", "produced in Australia", and "no cages" APPLY TO ALL CHICKEN MEAT SOLD IN AUSTRALIA regardless of the farming system.**

## AFFORDABLE AND VERSATILE

Chicken is the most affordable meat, making it a weekly favourite for almost 90% of Australians. 60% of Australians are eating chicken two or more times a week.



**Cacciatore Chicken Wings**

## CHICKEN IS THE PERFECT CHOICE

- Lean and low in fat
- Low in saturated fat
- High in protein
- Packed with vitamins and minerals

For the healthiest choice, chicken should be drained, cooked thoroughly, stored properly and baked or grilled rather than fried. Fat content can be reduced even further by removing the skin.

*Australians can be confident that the chicken they eat is locally grown and produced to the highest quality standards.*



**Chicken Mushroom Salad**

## LOCALLY GROWN TO THE HIGHEST STANDARD

Any chicken that you purchase in Australia is locally produced by Australian farmers and Australian-owned processors.\*

The Australian chicken meat industry fully supports and adheres to the Code of Practice for the Welfare of Animals developed by the Federal Government in consultation with State Governments, industry, animal welfare organisations and the general public. In many instances, the industry standard is substantially higher than the minimum stipulated in the Code.

\* Except for some small amounts found in imported canned products (e.g. chicken soup) and some frozen cooked meat that comes from New Zealand.

i Food, Health and Nutrition: Where Does Chicken Fit? – [www.chicken.org.au](http://www.chicken.org.au)

ii Food Standards Australia New Zealand. NUTTAB 2006. Online database of the Nutritional Composition of Australian Foods, Canberra, 2006.

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