

Australian chicken meat fast facts

Chicken is Australia's favourite meat by far

Data gathered by AgriFutures Australia shows that chicken is by far the favourite meat of choice among Aussie households, with a reputation for being a lean, healthy, cheap and versatile source of protein.



68% of Australians eat chicken meat as part of a meal at least twice a week because of its taste, versatility and affordability.



Chicken meat represents more than 46% of all meat consumed in Australia.



From a roast chook to chicken drumsticks on average, Australians will consume approximately 46.4kg of chicken meat in 2020-21.



In 2020-21 Australians will spend \$2.89 billion on chicken meat.

Keeping our chicken wings on the pulse

When it comes to chicken facts, we're real sticky beaks!



1072 Australian shoppers completed our online survey in 2019.



We compared those results to survey answers from 2008.



We also conducted in-depth surveys with 84 South Australian consumers.

Setting the table straight

Although Australia is leading the way in animal welfare standards, many people still think that meat chickens are raised using practises that have been outdated for decades or simply never used.

Misperception



Chickens are kept in cages.

Consumer insight



Only 18% of survey respondents knew that Aussie meat chickens are raised without cages.

Fact



All Australian chicken meat birds are raised in cage-free environments.



Chickens are injected with hormones and steroids.



40% of Australian shoppers still believe that hormones or steroids can be administered to meat chickens.



All Aussie chickens are raised free from hormones and steroids. In fact, the use of hormones in chickens was banned in Australia six decades ago!



Chickens are fed antibiotics to increase their growth.



12% of those surveyed believed that antibiotics are used to increase the growth rate of meat chickens.



Australian chickens are only given antibiotics to treat or prevent veterinary issues. Producers must adhere to withholding periods to ensure that there are no antibiotics present in the system of birds at the time of processing.

Australian chickens are raised in the best conditions

Australian farmers lead the way in the production of chicken, meeting strict animal-welfare standards while sustaining a low environmental footprint.



The chicken meat sector has the lowest environmental footprint of all Australian meat types.



More than 99% of chicken sold in Australia is born, bred and raised in Australia.

Find out more

If you've got more questions and want to set the table straight visit facts.chicken.org.au

For the full report visit agrifutures.com.au/market-insights-for-australias-chicken-meat-industry

References

Umberger, W.J & Malek, L. (2021). Market insights for Australia's chicken meat industry [online]. Available at <https://www.agrifutures.com.au/product/market-insights-for-australias-chicken-meat-industry> [Accessed 4 March 2021].

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