



## MYTH OF THE MONTH!

### **ORGANIC CHICKEN IS HEALTHIER THAN STANDARD CHICKEN ..... OH NO IT'S NOT!**

The Grocer reports that the University of Strathclyde's scientists said tests on supermarket bought chicken breasts showed organic ones contained fewer Omega-3 fatty acids and lower antioxidant levels that affect the taste, despite the price tag on an organic bird, which is two times higher than conventional chicken.

Shoppers may be better off buying free-range or broiler chickens, said Alistair Paterson, author of the study. "There's no guarantee that chicken gives you more Omega-3, better taste or a lower cholesterol level."

The Soil Association has angrily dismissed the report as bad science. A spokesman said the study was based on two organic chicken breasts compared with seven conventional and free-range ones. "You've got to take the conclusions with a pinch of salt. It is unscientific to suggest that any data based on the analysis of two samples, the source and age of which are unidentified, can provide valid information about the nutritional content of organic and non organic chickens."

The poultry industry wasn't ruffled over the study. "It's probably quite true," said Peter Bradnock, chief executive of the British Poultry Council. "It's just a matter of taste. The point is, all poultry is very good for you and high in nutrients."

Organic chicken accounts for less than 1% of total annual sales – less than £20m a year. Free-range sales account for some 5.5% of sales, with the rest in conventional broilers.

Another Soil Association myth bites the dust.

BFFF

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