

Prize-Winning Chicken Cooks Span Nation

WASHINGTON, D.C. — Almost every cook has a favorite way to prepare chicken but no one section of the country has a monopoly on prize-winning chicken cooks.

That's the conclusion of the National Broiler Council, sponsor of the National Chicken Cooking Contest, when reviewing past winners of the competition.

Since 1971, when the first \$10,000 prize was awarded for the best recipe in the Cook-off, only one state — Delaware — has produced two top winners. Other

chicken cooking champions over the past two decades have come from California to Connecticut and from Georgia to Oregon as well as various other regions in between, including the District of Columbia. Two men have worn the national chicken cooking crown.

The winner of the 39th National Chicken Cooking Contest, to be held in May, 1991, in Little Rock, Arkansas, will be the first Cook-off winner to receive \$25,000 for a chicken recipe. Second prize has been increased to \$5,000 and three

additional winning recipes will share another \$6,000.

Fifty-one finalists — one from each state and the District of Columbia — will receive expense-paid trips to take part in the national Cook-Off. Deadline for entries is October 15, 1990.

Entry blanks are available, but are not required. Just write your name, address, and telephone number on front of each chicken recipe entered and mail before October 15 to Chicken Contest, Box 28158 Central Station, Washington, DC 20005.

The National Chicken Cooking Contest is one of the nation's oldest cooking competitions, dating back to 1949. It was held annually until 1983 when an alternate-year scheduled was adopted.

Chickén Giblets

In a Supermarket Shopper Survey conducted earlier this year by the Food Marketing Institute, consumers were asked: "What are you eating more or less of to ensure that your diet is healthy?" One-fifth replied that they are "eating more chicken." This is up from 16 percent in 1989, accord-

ing to the National Broiler Council.

Consumers are shifting from the purchase of whole chicken to more cut-up broilers and parts, according to the National Broiler Council. Only about 30 percent of broilers in retail grocery stores are now sold as "whole chickens." In 1988, less than 60 percent of chicken was purchased cut-up or in parts. This compares to almost 70 percent in 1990.

In 1990, almost six billion broilers will be produced.

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