



Jurors judging a Bantam chicken, or 'ayam serama', at the National Bantam Chicken Exhibition and Contest in Durian Tunggal, Malacca, yesterday. Pic by Rasul Azli Samad

Chicken pageant to go global

MALACCA: Bantam chicken, or *ayam serama*, beauty contests, which once took the country by storm, will soon go international with participation from Europe as well as the Middle East.

Malaysian Federation of World Bantam Chicken chairman Ahmad Fauzi said the inaugural international Ayam Serama Beauty Contest

would be staged in Kuala Lumpur end of this year.

He said foreign participants included those from the United States, Canada, Belgium, United Kingdom, South Korea and the Middle East.

"The four-day event will not only create awareness about the growing interest in the chickens globally, but also boost our tourism industry.

"Local breeders of bantam chickens will benefit hugely from this event as they can market their best breed to the international buyers.

"There have been offers to buy the local breed of bantam chicken for RM30,000," he said at the National Bantam Chicken Exhibition and Contest at the *ayam serama* village in Durian Tunggal here yesterday.