



New Delacon survey among Colombian millennials: Freshness, health, and animal welfare are key buying decisions for poultry

Engerwitzdorf, Austria, March 24, 2021 – The majority of Colombian millennials care about their food and choose poultry meat that is natural, fresh, and good for the animal. This is according to a consumer survey commissioned by Delacon.

The choices that consumers make Consumers' choices when buying food contribute to shaping not only what we produce food but also how we do it. Over the years, a growing interest in human health and wellbeing has been documented, including more interest in natural, organic, and sustainable food products. On top of that, the Covid-19 pandemic and the lockdowns, as a result, have encouraged some consumers to take another look at their consumer habits and what they eat.

Valuable insights on food choices millennials

Over the last years, Delacon has been commissioning consumer surveys among millennials in different parts of the world to learn about their food beliefs and their standpoint regarding meat and its terminology. These insights are valuable for all businesses active in the feed-to-food-chain to meet changing consumer preferences of what animals are fed and how food is produced.

Millennials in Colombia care about their food

Results of the latest consumer survey among millennials in Colombia showed exciting results.

1. The majority of Colombian millennials eat fresh food and are careful about what they eat.

Over 60% of the respondents say: I eat fresh food as much as possible and stay away from processed food. 55% of the millennials consider their bodies a temple and are very careful about what goes into them. When asked where the respondents tend to gravitate to when buying food, most of the millennials say locally-sourced, fresh foods (74%), followed by fresh (62%), natural (59%), and healthy (56%).

2. Colombia millennials look for fresh, healthy, and animal welfare when choosing chicken brands.

When buying poultry meat specifically, the respondents find freshness, health, animal welfare, and raised natural feeds the most critical assets to choose for a specific poultry meat brand or type. Also, the use of phytogenics is considered important (8 out of 10). The top concerns of millennials with poultry are hormones, being unhealthy, and poor animal welfare. When asked what comes to mind first when they hear that chicken meat is raised on natural feed, 40% think of natural/organic, followed by no chemicals/additives (20%) and healthier for the consumer (12%).



3. One-third of the millennials understands what responsible use of antibiotics means.

The phrases or words that Colombian millennials associate with antibiotics' responsible use show that 32% of the people say that it means that antibiotics are only used when necessary. This was said a bit more often in the age group 27-29 years old, compared to 36-39 years old. Over 40% of the respondents associate 'no growth-promoting antibiotics' with a natural growth rate, followed by natural (15%) and no chemicals (10%).

Conclusion

Millennials worldwide are considered influential consumers because of their purchasing power and interest in food, health, and wellbeing. Results from this survey showed that this is also true for Colombia. Consumers in this country care about their food and care about quality, freshness, and health and want to buy poultry meat free from hormones and good animal welfare practices in mind. Therefore, the positive image of phytogenics as natural ingredients for sustainable production resonates very well with the Colombian millennial consumer.

This was the 6th consumer survey from Delacon. Earlier surveys delved into the food choices of millennials in [Brazil](#), the [United States](#), and [Thailand](#).

About the study methodology

This survey was conducted online within Colombia by Millennium Research Inc. on behalf of Delacon in 2020 among a representative sample of 270 millennial grocery shoppers ages 24-39.

About Delacon

For more than 30 years, Delacon is dedicated to its vision to unlock the plant universe for better lives. Serving this purpose, the company manufactures plant-derived solutions for the livestock and aquaculture industry. Using the power of nature, they have proven efficacy in maximizing feed efficiency as well as a sustainable impact on animals, people, and the environment. Today, they are known worldwide under the term “phytogenics”, and Delacon is recognized as the globally leading expert in this field.

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