

New Delacon survey shows how to connect with consumers

Brazilian Millennials: High-level food consciousness

Engerwitzdorf, Austria, / Toledo, Brazil, April 2, 2020 – The influence and purchasing power of the millennial consumer is obvious around the globe. Having performed surveys in different areas, the global leader in phytogenics, Delacon is highly interested in connecting with this generation to learn about their food beliefs. The insights of a recent survey in Brazil are worth to be considered from the entire feed-to-food-chain.

In January, Delacon commissioned already its fourth consumer survey. “After the United States and Thailand, we took a look at **Brazil** for the first time – and we are amazed about the results,” says **Markus Dedl**, CEO Delacon. “The survey shows that Brazilian millennials are very food-conscious – much more than their US or Thai counterparts. In Brazil, 85 percent of millennials care very much about the quality and source of their food.”

Markus Dedl believes that “The positive image of phytogenics as natural ingredients for sustainable production resonates very well with the Brazilian millennial consumer. Animal protein producers who rely on phytogenics can use it as differentiating argument in their communications to the consumer.”

Three **key findings** animal protein producers should be aware of:

1) **Brazilian millennials care very much about the quality and source of their food (85 percent).**

Nearly two-thirds of the Brazilian millennials say, “My body is a temple, I am very careful about what goes in it”. About half of the millennials in Brazil state, “I eat fresh food as much as possible, and stay away from processed food”.

2) **More than half of Brazilian millennials look very closely at the label when buying chicken.**

Almost 4 out of 5 millennials look “very closely” or “somewhat closely” at the label when they buy chicken. Almost all of the ones that look closely at labels, care very much about the quality and source of their food. They want to make considered choices that go with their food beliefs. If it fits in with their beliefs, 4 out of 10 would “gladly pay more for food”.

3) **Animal welfare and sustainable practices are most important to Brazilian millennials.**

When selecting a specific brand of eggs, meat or poultry, for 8 in 10 millennials the following is important: “good animal welfare practices”, “raised in a sustainable way”, “raised in ways that reduce environmental impact”, “raised with no antibiotics ever”.

“I am delighted that we are supported by valid data that shows what millennials think about how their food is produced, what they really care about and what their beliefs are, says **Roberto Montanhini Neto**, Regional Technical Manager Latin America at Delacon. “We were aware that we have a high-



level food consciousness in Brazil, but it was surprising how high these numbers are. This clearly shows the direction for feed and food production in Brazil”.

About the study methodology

This survey was conducted online within Brazil by Millennium Research on behalf of Delacon in January 2020 among a representative sample of 507 millennial grocery shoppers ages 29-38. To avoid survey bias, all label testing was conducted prior to exposing the definition: “Phytogenic feed additives are natural ingredients, many as common as those found on a kitchen spice rack, fed to chickens, pigs, and other animals. Not only do these ingredients offer proven safety to animals and people, but they also naturally promote animal wellness and environmental sustainability.”

About Delacon

Delacon is the leading expert in **phyto**genics. The company develops plant-derived products composed of herbs, spices, other plants and their extracts for poultry, pigs, ruminants, and aquaculture. As the consumer drives more than ever how animals are fed, phytogenics are becoming a key solution to improve animal performance and secure animal resilience for sustainable, wholesome food production.

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