

## **Survey Reveals High Acceptance for Phytogetic Feed Additives Among Millennial Foodies**

For 87 percent of millennial foodies, meat and poultry produced with phytogetic feed additives would make a positive impact on their brand choice

**Atlanta, January 31, 2017** – Phytogetics score a high level of approval among millennial foodies, according to an online survey conducted in December 2016 by Millennium Research and commissioned by Delacon – the global pioneer in phytogetic feed additive solutions for animal nutrition.

Nine out of 10 (87 percent) millennial foodies say meat and poultry produced with phytogetics would make a positive impact on their brand choice. And, nearly two-thirds (63 percent) of millennial foodies look at labels closely, suggesting an untapped opportunity for food brands to differentiate themselves with the powerful story of phytogetics.

“An increasingly transparent food system means producers need solutions that not only work, but also resonate positively with consumers,” says Sonny Pusey, Delacon’s regional manager for North America. Millennials – now a quarter of the U.S. population – embrace food experiences and make buying decisions that align with their values, Pusey notes. “While they have no prior awareness of phytogetic feed additives, the survey revealed a tremendous opportunity to connect with influential millennial foodies with a story about animal wellness, including how natural plant-based ingredients, such as garlic, cinnamon and thyme, are fed to chickens, pigs and other animals.”

Delacon shares three takeaways on how sharing the phytogetics story can connect with this audience.

### **1. Millennial foodies care about animal well-being, and the environment**

For millennial foodies, the three most important attributes when selecting a specific brand of poultry or meat are “raised with good animal welfare practices,” “raised without antibiotics ever,” and “raised in ways that reduce environmental impact,” outranking “certified organic” or “locally raised.”

The benefits of feeding phytogetics to animals – including promoting animal gut health, reducing ammonia emissions by up to 50 percent and being a proven performer in antibiotic-free production – support a compelling narrative targeting millennial foodies.

### **2. Phytogetics help millennial foodies feel great about their food choices**

Food is a form of social currency, and millennials make buying decisions that provide them with satisfaction or a feeling of superiority. Nearly two-thirds (62 percent) of millennial foodies say knowing that animals were fed completely natural phytogetics would make them feel great about their food choices. More than half (55 percent) say they would choose meat and poultry raised with phytogetics to reflect their concern about the environment, animal welfare and natural ingredients.

### **3. Food brands may be able to motivate purchases by calling out phytogetics on their labels**

Among the most compelling findings? If given the opportunity, six out of 10 (59 percent) millennial foodies “would choose meat and poultry raised with phytogetics.”

Delacon aimed to measure whether millennial foodies' preference for meat and poultry raised with phytogenics would influence their purchase decision, Pusey notes. "Our product concept checked out, showing enormous promise among millennial foodies."

He adds that several label claims were shown to be influential for this segment. Ranking most influential was "a special diet that improves overall wellness and strengthens immune system." However, "fed a diet of natural ingredients that actually reduces greenhouse gas emissions by animals" and "leaves no harmful residues" also were influential.

### **Delacon provides solutions and expertise for U.S. producers**

For three decades, Delacon has been committed to using the power of nature to find solutions to animal nutrition challenges. What started as a niche has grown into a market of global importance.

"Phytogenic feed additives are a natural choice for producers, and a cornerstone for both conventional and antibiotic-free feeding programs," says the company's CEO Markus Dedl. "Furthermore, survey findings indicate the story of phytogenics resonates with consumers."

Phytogenics optimize animal performance by supporting nutrient utilization, as well as gut health and integrity, and make a proven impact on sustainability, and feed and food safety, Dedl says, adding that naturally derived phytogenic feed additives are shown to have greater synergistic effects between active substances than synthetic nature-identical substances.

Delacon and Land O'Lakes, Inc. animal nutrition businesses, including PMI Nutritional Additives, are exclusive partners in the United States for phytogenic feed additives. Delacon's deep knowledge in plant-based feed additives and PMI Nutritional Additives' extensive experience in U.S. animal nutrition, are a strong combination of capabilities for success in the livestock feed business.

"We believe no other feed additive can better connect the power of nature from farm to fork," Dedl says.

For more information, visit [www.matchinnature.com](http://www.matchinnature.com) and [www.delacon.com](http://www.delacon.com)

*This survey was conducted online within the United States by Millennium Research on behalf of the Delacon in December 2016 among 505 millennial adults ages 24-34. For complete survey methodology, please contact Trista Cady at [trista@harvest-pr.com](mailto:trista@harvest-pr.com).*