

## Stay cool with Delacon phytoGENICS

**ENGERWITZDORF, Austria, and ATLANTA, Georgia, USA, January 30, 2020 – Plant-based phytoGENICS can help birds and brands stay cool.**

PhytoGENIC substances like herbs, spices and other plants and their extracts power feed additives like Biostrong® Comfort, a new Delacon product proven to help birds to stay cool during heat stress. However, birds aren't the only beneficiaries. PhytoGENICS are also poised to dial up the "coolness" factor of poultry brands for millennials who read labels.

Delacon's latest consumer research found that label messages pointing to a diet that includes phytoGENICS may attract a premium price among a key segment of U.S. millennials.<sup>1</sup>

"Our objective with the study was to learn more about which messages appeal to the millennial consumer and how phytoGENIC feed additives can create value and differentiate a product at retail," says Delacon CEO Markus Dedl.

Key findings of the study:

- Nearly half of millennials – 43% – say that knowing their meat or poultry was fed phytoGENIC ingredients would make a very positive impact on their brand choice.
- This segment of U.S. millennials, deemed "PhytoGENIC Fans," responded very positively to the phytoGENIC message, ranking its impact as greater than eight on a 10-point scale.
- PhytoGENIC Fans tend to be brand loyal (46%) and one in five (21%) would gladly pay more for food raised in ways in which they believe. In short, PhytoGENIC Fans are a consumer segment that is already making careful food choices, and phytoGENIC messages appear to influence their purchase behavior.
- The top performing label message tested in the study was "fed phytoGENIC ingredients to be environmentally friendly."
- Using specific words within messaging can contribute to product differentiation and a memorable brand. Words that gained the most interest and ranked as being unique from PhytoGENIC Fans included: cinnamon, environmentally, essential oils, herbs, functional ingredients and thrive.

"As the plant-forward movement and flexitarian diets continue to take hold, protein brands have a real opportunity to differentiate themselves among conscientious consumers by spotlighting care of the animals, including their special diets," Dedl says. "Given that 80% of U.S. shoppers are seeking 'better for ...' options when buying meat or poultry<sup>2</sup>, including better for self, animal and planet, we believe that plant-based phytoGENICS can play a key role in building a better poultry brand."

### About the study methodology

This survey was conducted online within the United States by Millennium Research on behalf of Delacon in October 2018 among 517 millennial adults ages 26-36. 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.” For complete survey methodology, please contact Karina Umdasch at [karina.umdach@delacon.com](mailto:karina.umdach@delacon.com).

### **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, phyto-genics are becoming a key solution to improving animal performance and securing animal resilience for sustainable, wholesome food production.

### **References:**

<sup>1</sup>Millennium Research. “Millennial Food Preferences and Label Appeal Study.” 10 Oct. 2018.

<sup>2</sup>The Power of Meat © 2019

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