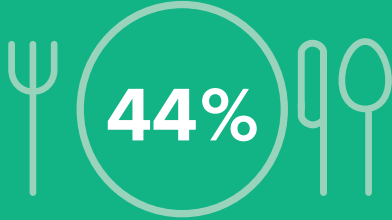


CONNECT WITH MILLENNIAL FOODIES THROUGH The Powerful Story of PhytoGenics



of millennials consider themselves foodies

Millennial foodies are shaping food trends as they seek fresh, healthy and natural foods.



of millennial foodies look closely at meat and poultry labels.



When selecting a specific brand, millennial foodies look for pork or poultry that is raised with:

- ✓ Good animal welfare practices
- ✓ No antibiotics ever
- ✓ Ways that reduce environmental impact

PhytoGenics – natural ingredients, such as essential oils, herbs and spices, fed to chickens, pigs and other animals.



9 out of 10

millennial foodies say phytoGenics would make a positive impact on brand choice



If given the opportunity,

6 out of 10

millennial foodies would choose meat and poultry raised with phytoGenics

BENEFITS OF FEEDING PHYTOGENICS:



support animal gut health and integrity



reduce ammonia emissions by up to 50 percent



proven performer in antibiotic-free production

THE MOST INFLUENTIAL LABEL CLAIM TESTED:

“Fed a special diet that improves overall wellness and strengthens their immune system”



Millennials care about animal well-being



PHYTOGENICS ALIGN WITH THEIR IDEALS:

If millennial foodies knew animals were fed phytoGenics, **62 % would FEEL GREAT** about their food choices