



## **Survey suggests Thai Millennials would choose meat raised with phytogetic feed additives**

**A recent survey commissioned by Delacon revealed Thai consumers are ready to buy meat products raised with phytogetic feed additives. They look closely at product labels, gravitate to products “raised without antibiotics ever,” and are interested to know that phytoGENICS are used. It appears that knowing phytoGENICS “leave no harmful residue” would be influential to the majority.**

Bangkok, April 4, 2018. Results of a consumer survey commissioned by Delacon show two-thirds (62 percent) of Thai millennial foodies look very closely at meat product labels and almost all Thai millennials are concerned enough to look closely at the label. “The survey shows that millennials in Thailand are interested in knowing how their food is produced. The story of phytoGENICS, or plant-derived ingredients fed to chickens and pigs, would be very attractive for them to consider in their purchasing decision for meat products,” says Preecha Sapkitjakarn, Delacon Country Sales Manager in Thailand.

### **PhytoGENICS closely fit the mindset of Thai millennials on food: safe, sustainable, without antibiotics**

Phytogetic feed additives are standardized mixtures of herbs, spices, other plants, and their extracts with proven efficacy. To consumers, one could more visually talk about natural ingredients such as cinnamon, thyme, or cayenne pepper. PhytoGENICS are used for their impact on animal wellness, gut health, and greenhouse gas emissions. The survey found their attributes fit into the belief and purchasing behavior of the majority of Thai millennials. Millennial foodies look for products that are “raised without antibiotics ever,” “raised in ways that reduce environmental impact,” and “certified organic” when choosing a specific brand of meat. © Delacon / Werner Dedl

The survey also looked at product labeling concepts to see which phytogetic claims would be most important to Thai millennials. Overwhelmingly, the strongest claim for a brand of chicken or pork meat was “fed a diet that includes phytogetic ingredients which leave no harmful residue.”

“Delacon phytogetic feed additives are extensively tested to ensure safety in the feed-to-food chain. A product stamp showing meat raised with phytoGENICS could provide meaningful information that supports consumer purchasing confidence,” shares Gina Medina, Delacon Sales Group Leader Asia.

### **Nine out of 10 Thai millennial foodies in favor of phytoGENICS:**

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- “choose meat and poultry fed completely natural ingredients, such as phytoGENICS”: 91 percent foodies, 78 percent overall.
- “feel great about food choices” knowing phytoGENICS support animal’s digestive health and wellness, as well as reduce environmental impact: 92 percent foodies, 87 percent overall.
- “want to know and choose meat and poultry raised with phytoGENICS”: 93 percent foodies, 82 percent overall. It is important to them that food choices reflect their value for the environment, animal welfare and natural ingredients.



Moreover, the survey found that phytochemicals on the label would make a positive impact on 82 percent of Thai millennial foodies and 71 percent of Thai millennials overall. “We look forward to sharing these insights with our partners in Asia Pacific to reinforce the important role of phytochemicals in their animal production operations and demonstrate an opportunity to tell a positive message to consumers,” says Gina Medina.

### **Growing phytochemicals market in Asia Pacific**

In Asia Pacific, Delacon recognizes strong growth in the sales of its phytochemical feed additives, more than 40 percent. Local producers have turned to natural phytochemicals to support animal wellness and productivity as legislation banning antibiotic growth promoters in animal production in Thailand, and recently in Vietnam and Indonesia (2018) has taken effect.

Also, consumers’ demand for protein is projected for continued growth across the region. They are notably interested in safe, sustainable food. Delacon is responding to consumer demands by organizing several activities across the Asian Pacific region. For example, as the Philippines is one of the countries with a low egg consumption, Delacon initiated the “Green Egg” campaign in the Philippines in July 2017. “Within the framework of the government nutrition month, we supported the celebration with about 1,600 students the health and nutritional benefits of eggs. Thanks to our project collaborators, the school and the user of Delacon’s phytochemical products, who provided more than 10,800 eggs for the kids, the children could prepare their favorite egg meal at home,” explains Gina Medina.

*The survey was conducted online within Thailand by Millennium Research on behalf of the Delacon in February 2018 among 505 millennial adults ages 24-34. Millennial foodies are defined as those who say that they care very much about the quality and source of their food.*

*For complete survey methodology, please contact Karina Umdasch.*