

Thai millennial shoppers are ready to buy into phytogetic feed additives

33%

of Thai millennials are foodies
[those who care very much about the quality and source of their food]

Almost all Thai millennials look at labels when purchasing chicken, turkey or pork meat.

Among foodies, nearly

2/3

look very closely at labels.

Food raised with phytoGENICS fits Thai millennials' mindset.

THE MOST INFLUENTIAL LABEL CLAIM TESTED:

"Fed a diet that includes phytogetic ingredients, which leave no harmful residue"



9 out of 10
millennial foodies
say they would:

- **choose meat and poultry raised with phytoGENICS**, if given the opportunity
- **feel great about their food choices** knowing phytoGENICS support animal gut health and wellness, as well as reduce environmental impact



FOOD QUALITIES IMPORTANT TO THAI MILLENNIAL FOODIES:

- ✓ raised without antibiotics ever
- ✓ raised in ways that reduce environmental impact
- ✓ certified organic

BENEFITS OF FEEDING PHYTOGENICS:



reduce ammonia emissions by up to 50 percent



proven performer in antibiotic-free production



safe ingredient in the feed-to-food chain with no harmful residues*

Phytogetic feed additives – natural ingredients, like herbs, spices, other plants and their extracts such as essential oils, fed to chickens, pigs and other animals.



Delacon
performing nature

www.delacon.com

*Delacon phytogetic feed additives tested and verified by European Food Safety Authority. This survey was conducted online within Thailand by Millennium Research on behalf of Delacon in February 2018 among 508 millennial adults ages 24-34.