



# CONSUMERS SAY 'O, YES' TO OMEGA-3 CHICKEN

A recent Nielsen Perishables Group survey conducted for O&T Farms demonstrates positive consumer response to OMEGA-3 chicken. O&T Farms is the maker of LinPRO™, an all-natural, land-based feed supplement that enhances OMEGA-3 levels in poultry.

## OMEGA-3s HAVE A 'HALO OF GOOD'

By 2015, the U.S. retail market for foods and beverages (excluding fish) that claim "OMEGA-3" is expected to reach **\$7 billion**<sup>1</sup>



**97%** of consumers polled claim they know a lot, a little or have heard of OMEGA-3s



OMEGA-3s can promote heart health, improve prenatal health and reduce inflammation, cognitive aging and development disorders.<sup>2</sup>

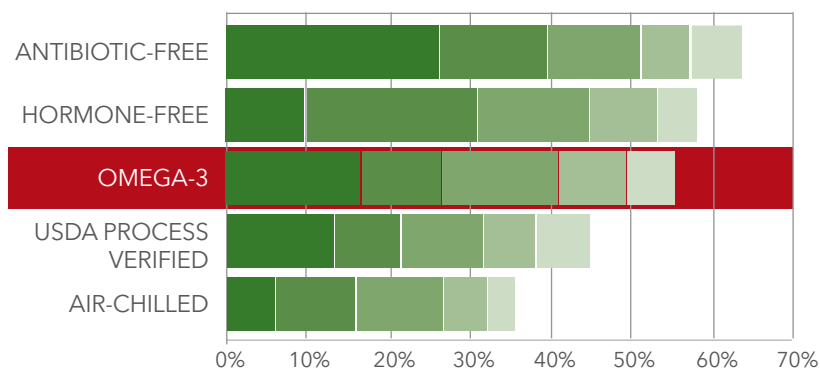


### MARKETING TIP: KEEP IT SIMPLE.

Consumer surveyed preferred simple messages about OMEGA-3s that clearly state health benefits.

## CONSUMERS WANT OMEGA-3 CHICKEN

Value, cost and taste still top the list of desired chicken attributes, but OMEGA-3s rank high among health/nutrition attributes.



**55%** of those interested in OMEGA-3 chicken rank it among their top five desired attributes

### CONSUMERS AGE 25-44

and with higher incomes were more likely to rank OMEGA-3 enhancement as important.

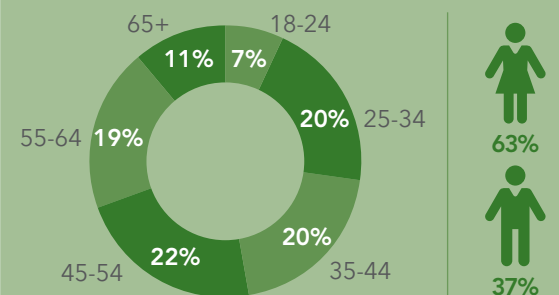
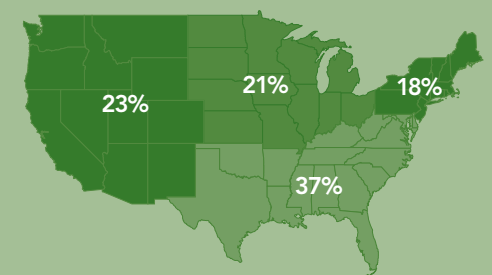


### CONSUMERS OVER 35

(including Boomers) were more likely to rate health/nutrition as a top reason for buying value-added foods.

### ABOUT THE SURVEY

Nielsen Perishables Group conducted a survey of 700 consumers of chicken. We surveyed primary household shoppers, including 200 natural/specialty food store shoppers.



## CONSUMERS ARE WILLING TO PAY FOR IT

**79%** of all consumers polled are interested in OMEGA-3 chicken



**93%** of natural/specialty food store shoppers polled are interested in OMEGA-3 chicken



**58%** of those interested would pay a premium

**33%** of those interested would pay 50% more

**80%** of those interested would pay a premium

**49%** of those interested would pay 50% more

Except as noted below, all data is derived from a consumer survey conducted August 2013 by Nielsen Perishables Group ©2013 O&T Farms.

<sup>1</sup> Packaged Facts : Omega-3 Foods and Beverages in the U.S., 3<sup>rd</sup> Edition: June 2011

<sup>2</sup> Consumers shifting to plant-based Omega-3s: Newhope 360 print/supply news, Aug 6, 2013

<sup>3</sup> Lipid Analytical Services: O&T Farms 2013 Commercial Pen Trial: The effects of LinPRO™ on the Fatty Acid Profile of Broiler Tissues

<sup>4</sup> The Saskatchewan Food Development Center

## OMEGA-3 CHICKEN IS POWERED BY LinPRO™

**NATURALLY BETTER**

FEED > FARM > FOOD

**DELICIOUSLY HEALTHY**

12x more OMEGA-3s and the same great taste<sup>3,4</sup>

**SIMPLY PROFITABLE**

LinPRO™ costs 5-10 cents per bird



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