



Naturally Better.
Deliciously Healthy.
Simply Profitable.

OMEGA-3 CHICKEN

POWERED BY:

linPRO™

OMEGA-3s HAVE MARKETING POWER

U.S. retail market for
food and beverages
with an Omega-3 claim
expected to reach

\$7 billion
by 2015¹



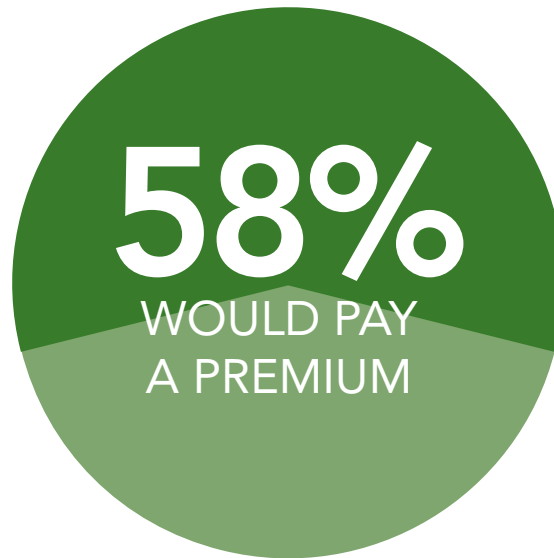
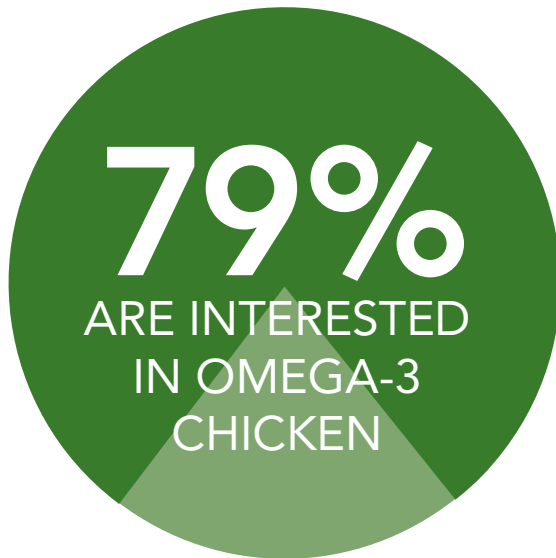
40% 

of people say
Omega-3 claims
positively influence
what they eat²

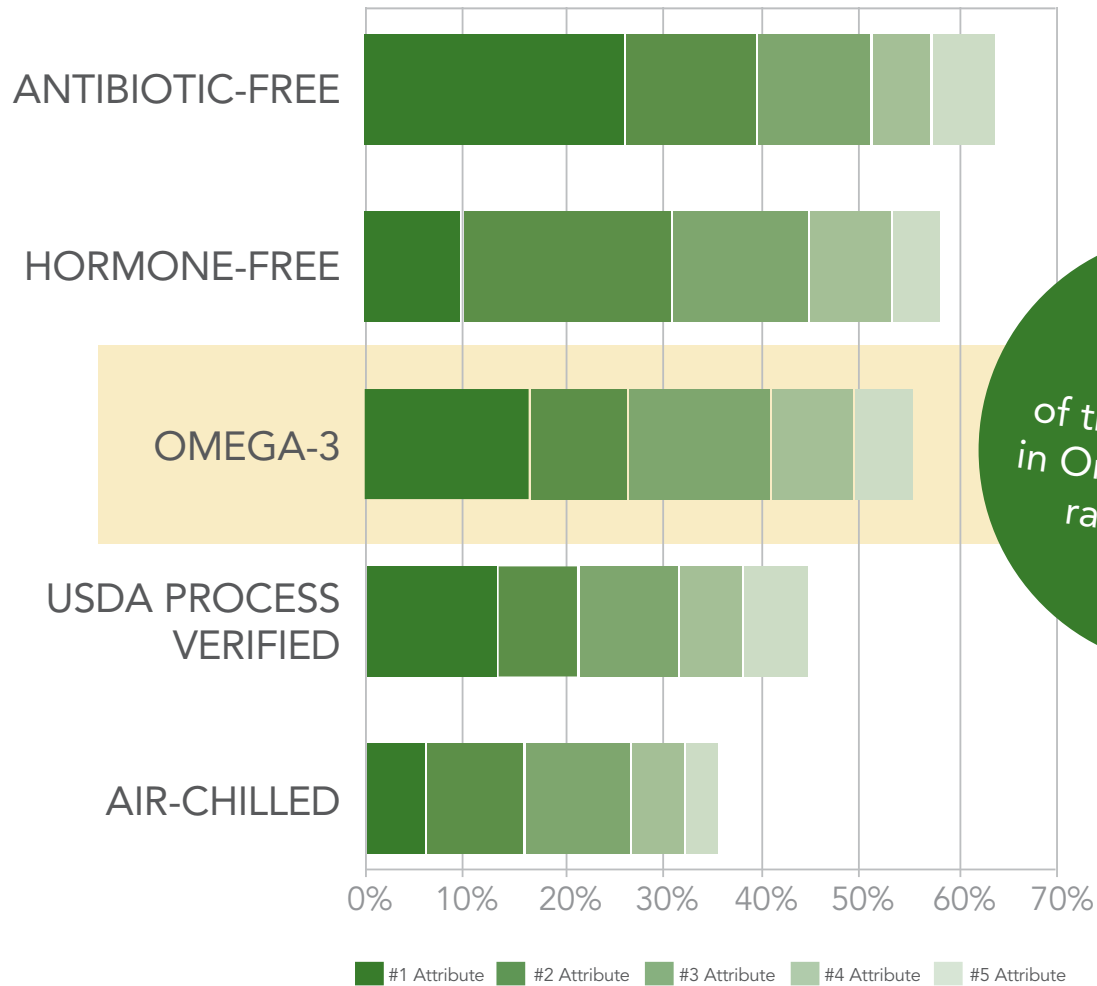
¹Packaged Facts, June 2011; ²The Future of Functional Food and Beverages, DataMonitor, 2011

Nielsen Perishables Group:
CONSUMER REACTION TO OMEGA-3 CHICKEN—
prepared exclusively for O&T Farms

OVERALL CONSUMERS POLLED SAID...



Shoppers rank Omega-3 high on their list of **DESIRED CHICKEN ATTRIBUTES:**



55%
of those interested
in Omega-3 chicken
rank it in their
top five.



OMEGA-3 CHICKEN

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www.otfarms.ca



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