SUSTAINABLE HIGHER WELFARE BROILER PRODUCTION

Going back to feeling good about the food we eat FULL CARCASS BUILDING **BUSINESS TO BUSINESS** UTILISATION MARGINS **FACELESS** PRECOMPETITIVE CREATURES BETTER ANIMAL WORKING WELFARE COST ENVIRONMENT MITIGATION REDUCING WASTE **V**ANTIBIOTICS CONSUMER **AWARENESS** MEAT QUALITY **BETTER** HUMAN ANIMAL **HEALTH** HEALTH **RISK MITIGATION** KNOWLEDGE HEALTHIER OF CONDITIONS FOOD MEDIA VALUE HIGH WELFARE **BROILERS** - NUTRITIOUS SLOWER GROWING ZOONOSES BREED NATURAL LIGHT SPACE ENVIRONMENTAL **ENRICHMENT** EATING HABITS MORE **CONSUMER** ROBUST BIRD-FEED FLEXIBLE TO **ACCEPTANCE** DIFFERENT DIETS NEW FIT FOR **PRODUCT** FUTURE **TASTIER** CLEAN DEVELOPMENT PROTEIN **ENVIRONMENT** MEAT DIVERSIFICATION BLENDED GREEN BUILD PRODUCTS PORTION MILLENNIALS **BUSINESS** =ARTISANAL SIZE **STRATEGY** SUBSTITUTES BEING THE DRIVER FOR PERCEIVED AS AN GOOD QUALITY OF LIFE DIVERSIFICATION **Food Business** ETHICAL BUSINESS

BRAND INVESTMENT

FOR HUMANS & ANIMALS