## Meat and Poultry Still Rule

### Red Meat

- **Where the Red Meat Category**
  - 77% of consumers consumed red meats in the past six months. The largest share of consumers have eaten four or more different cuts of red meat.
  - In U.S. sales, up 1.6%.

- **Who is eating meat?**
  - Pretty much all the time: the largest share of consumers have eaten four or more different cuts of red meat.
  - The most frequent red meat eaters: 18-44.

- **Why is eating meat?**
  - To both social and everyday healthy eating priorities.

- **When they eat it:**
  - 81% of consumers have eaten red meats (deli, cooked sausage, etc.)
  - 41% have eaten fresh, white parts
  - 41% have eaten fresh, dark parts
  - 44% have eaten frozen, dark parts
  - 38% have eaten frozen, white parts

### Poultry

- **Where the Meat and Poultry Market**
  - In the last six months, consumers ate an average of 3.6 poultry products.

- **Who is eating poultry?**
  - Women, especially moms, are more likely to use poultry as a family favorite, for its' versatility and flavor.

- **Why is eating poultry?**
  - People also love its' versatility, great taste, and dark meat with a nice texture.

- **When they eat it:**
  - 81% of consumers have eaten chicken and turkey
  - 46% have eaten raw fresh whole muscle and all value-added beef/pork applications, fresh
  - 46% have eaten pre-cooked frozen options
  - 41% have eaten snack-friendly versions

### Delivering What Consumers Want

- **Clean labels** resonate with consumers and an opportunity in a protein-centric landscape.

- **Recognition of ingredients**
  - Consumers prioritize claims that convey natural, clean and simple ingredients, can be used alone at 100 ppm or in combination with lactate, diacetate or other synthetic antimicrobials.

- **Quality**
  - Brand can leverage new occasions to increase sales. Sales of $25.8 billion in 2018.

- **Transparency**
  - Brands can celebrate elevated convenience, with Kemin shelf life, oxidation control and food safety solutions.

- **with other ingredients**
  - Focus on women, who are the biggest drivers for poultry eaters.

- **WHY POULTRY?**
  - Snack-friendly chicken bites with opportunities for products featuring in new product development.

- **WHEN POULTRY?**
  - Recognizable ingredients, clean labels and transparency are key for poultry eaters.

### ENHANCE® BHT
- Use it in: Solution for:
  - meats (deli, cooked sausage, etc.)
  - all poultry applications, fresh, white parts

### ENHANCE® BHA
- Use it in: Solution for:
  - meats (deli, cooked sausage, etc.)
  - all poultry applications, fresh, white parts

### FORTIUM® RGT
- Use it in: Solution for:
  - meats (deli, cooked sausage, etc.)
  - all poultry applications, fresh, white parts

### Green Tea Extract
- Use it in: Solution for:
  - meats (deli, cooked sausage, etc.)
  - all poultry applications, fresh, white parts

### Rosemary Extract
- Use it in: Solution for:
  - meats (deli, cooked sausage, etc.)
  - all poultry applications, fresh, white parts

### ENHANCE®
- Use it in: Solution for:
  - meats (deli, cooked sausage, etc.)
  - all poultry applications, fresh, white parts