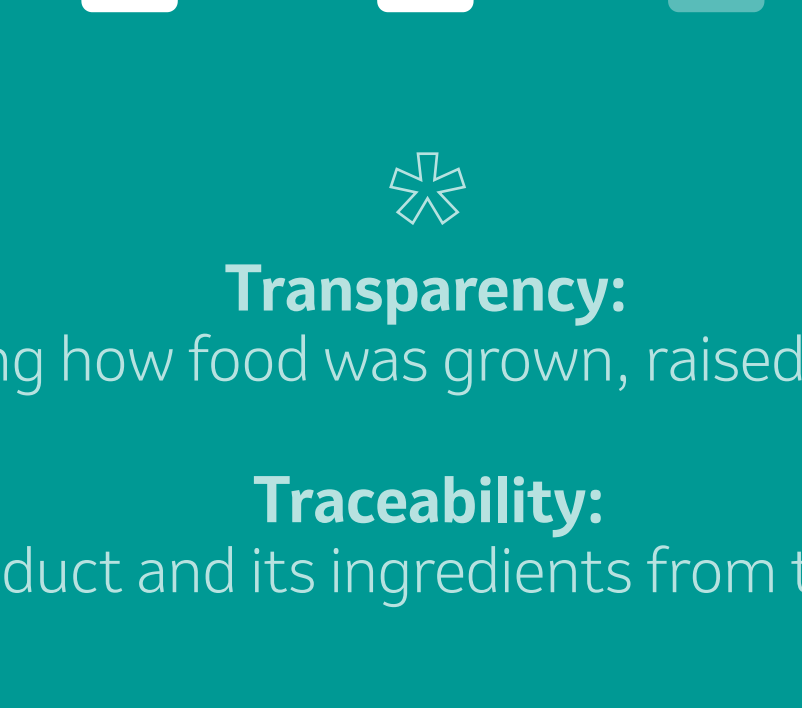


2 IN 3 CONSUMERS SAY transparency & traceability* ARE EXTREMELY/VERY IMPORTANT

when shopping for animal protein¹



Transparency:

Knowing how food was grown, raised or made.

Traceability:

The ability to track a food product and its ingredients from the farm to consumer purchase.



LEVEL OF IMPORTANCE

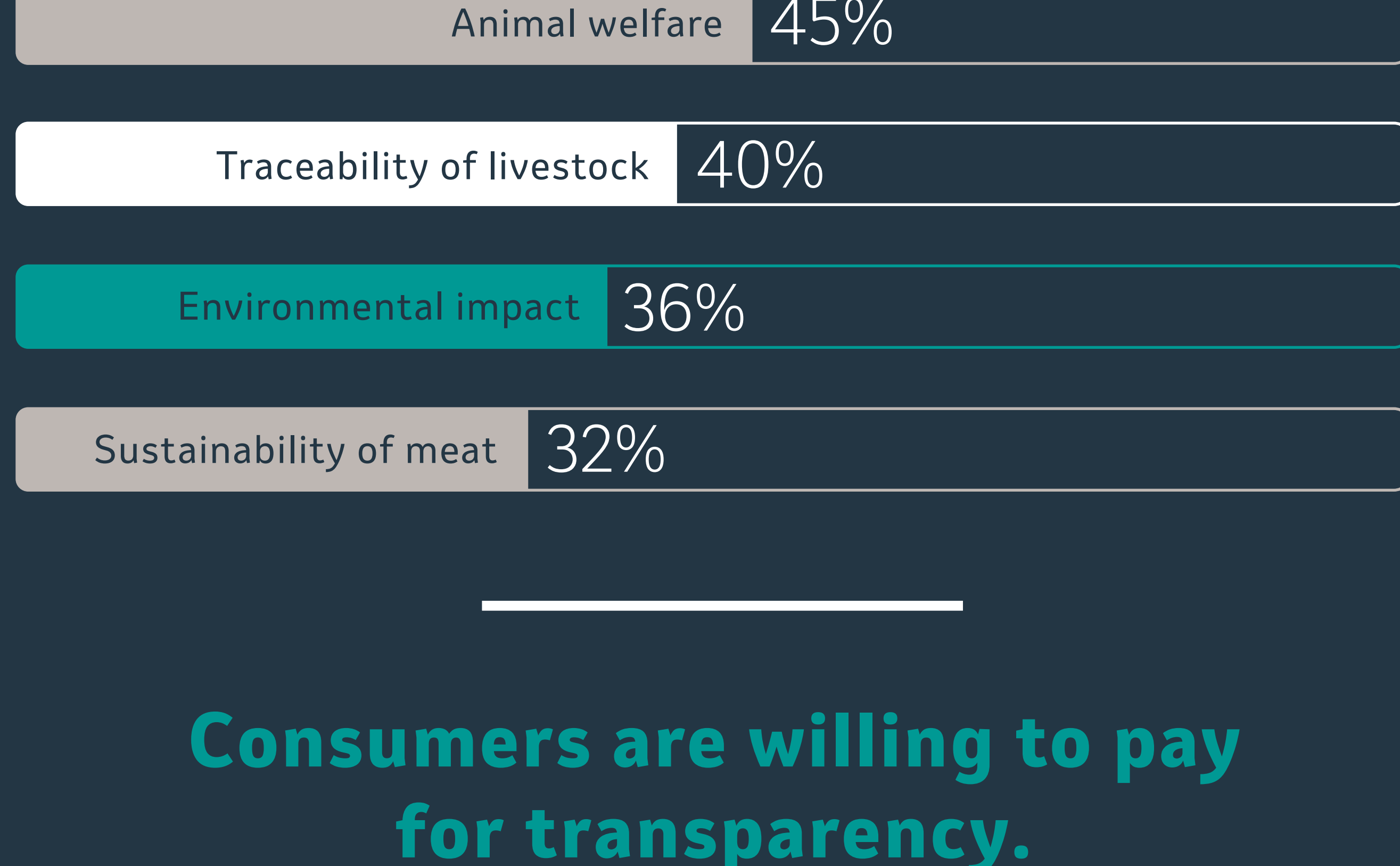
LOW IMPORTANCE SOMEWHAT IMPORTANT EXTREMELY IMPORTANT

Millennials and Gen Xers value transparency the most compared to other generations.



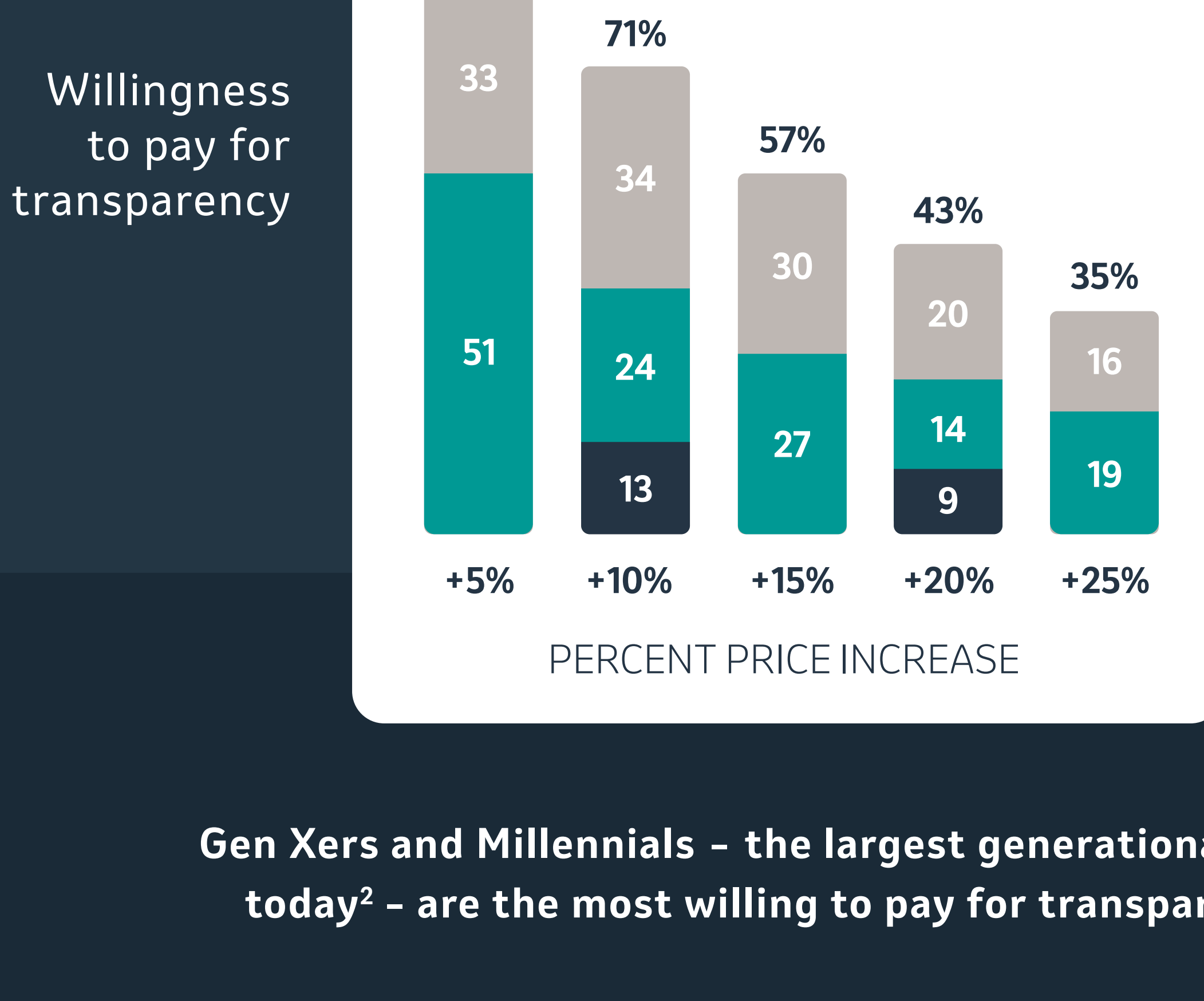
Transparency is personal.

Food safety and health/nutrition for me and my family is the most important information.

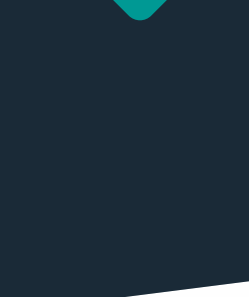


Consumers are willing to pay for transparency.

84% of consumers report they are very or somewhat willing to pay a 5% premium for transparency on the label.



Gen Xers and Millennials - the largest generational group today² - are the most willing to pay for transparency.

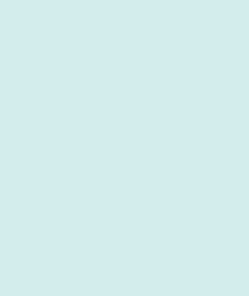


Animal care and sustainability are important in purchasing decisions.



LEVEL OF IMPORTANCE IN PURCHASING DECISION

LOW IMPORTANCE SOMEWHAT IMPORTANT EXTREMELY IMPORTANT



And, to Millennials and Gen Xers, sustainability and animal care are even more important in their purchasing decisions compared to other generations.

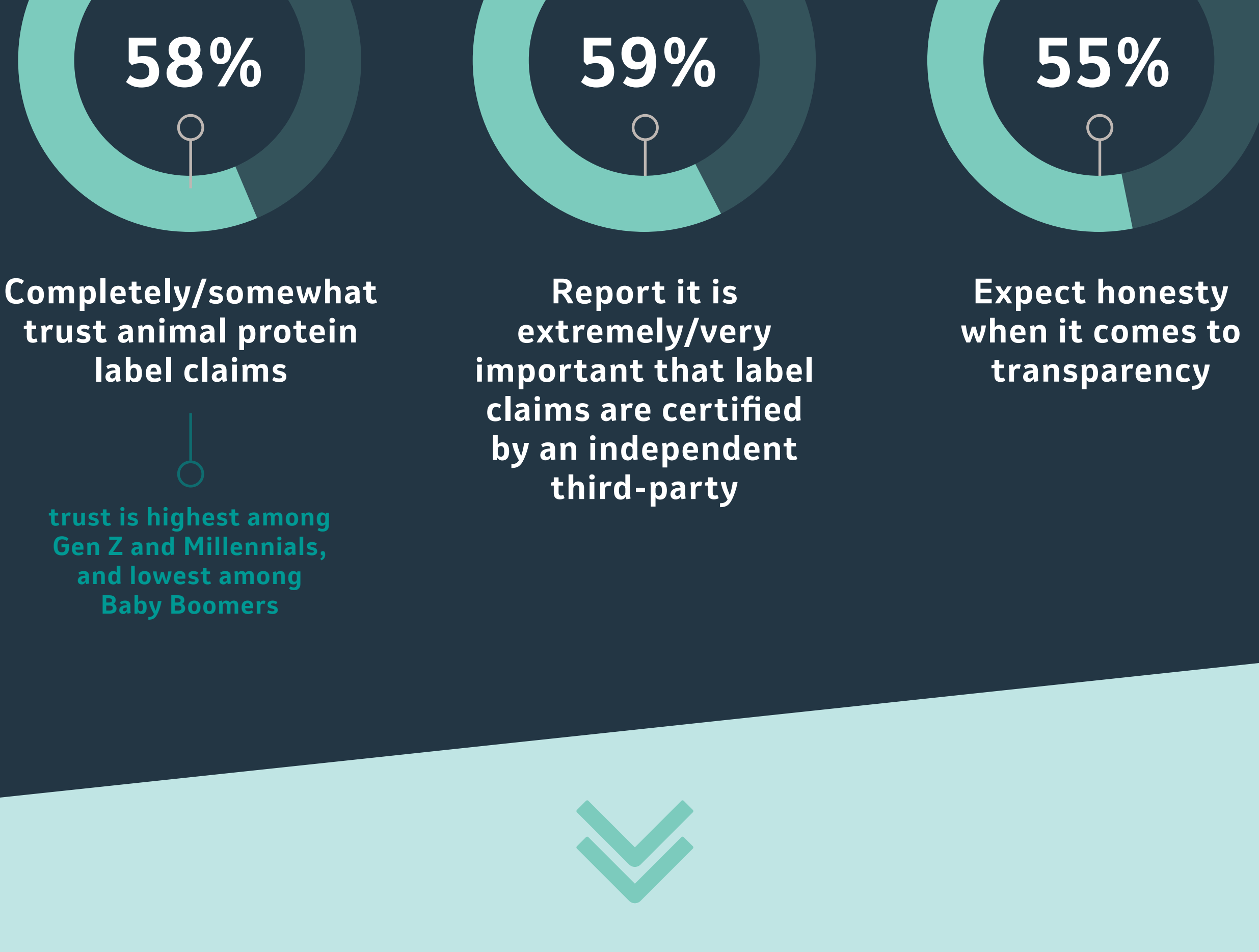
Consumer Transparency Expectations

Consumers look for transparency on the package and online.

Percent of where consumers look for trusted claims about animal proteins.



Building Trust



Most trusted sources



FOR MORE INFORMATION, VISIT OUR WEBSITE.

The infographic data are the results of Merck Animal Health's first-ever consumer transparency research study, conducted by Aimpoint Research, with more than 1,000 consumers who represent the U.S. shopper and have eaten meat, fish, eggs or dairy in the last seven days. The September 2022 study defined transparency as knowing how food is grown, raised or made. Traceability was defined as being able to follow the movement of food products and ingredients through the supply chain.

1. Merck Animal Health, Research on file, 2022: Transparency in Animal Protein. A Quantitative Consumer Research Report.

2. Hoffower, H., Kiersz, A. The 40-year-old millennial and the 24-year-old Gen Zer are in charge of America right now. Sept. 26, 2021. <https://www.businessinsider.com/24-gen-z-trends-40-millennial-spending-changing-economy-2021-9#?text=Millennials%20have%20become%20the%20economic%20driving%20force%20in%20their%20spending%20power%20is%20only%20set%20to%20increase>. Retrieved March 31, 2023.