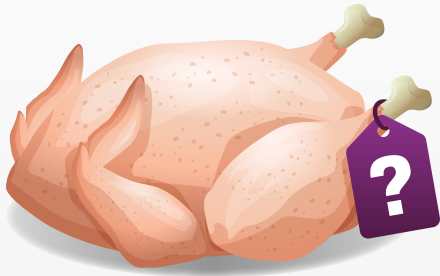


TRANSPARENCY in THE MEAT INDUSTRY



Transparency feeds into many more specific considerations, including what's in the food in terms of natural formulation, where it is manufactured and what impact its production has on the environment and/or society.

Source: Innova Insights 2021

CONSUMERS CRAVE TRANSPARENCY

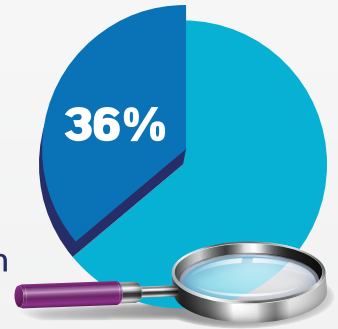
51% of consumers believe knowing what their product contains is very important.



51%

Source: Corbion Proprietary Survey, September 2022

36% of surveyed consumers say transparency has become **most important** to them in the last 3 months.



Source: Corbion Proprietary Survey, September 2022

Freshness is considered the most important product attribute in meat, followed by **cost** and **flavor**.



Source: Corbion Proprietary Survey, September 2022

OPPORTUNITY for MANUFACTURERS

Find ways to share ingredient information

Half of consumers surveyed say they are very interested in learning more about where their food comes from and how it is made.



Premium shoppers are more interested in using a **QR code** that provides extra product info around their meat purchases.



91% of consumers believe it is important for meat products to be made with recognized ingredients, and **64%** are willing to pay a premium for it.

