

diners want **HEALTHY OPTIONS**

77%

say antibiotic-free poultry is

healthier



35%

are boomers

30%

are millennials



diners want **GREAT FLAVOR**

44%

say antibiotic-free poultry is

tastier



30%

are boomers

37%

are millennials

why menu **NO-ANTIBIOTICS-EVER?**

Positive perceptions of *no-antibiotics-ever* poultry are growing, and millennials and boomers are driving that growth. Let's take a closer look.

diners want **NO-ANTIBIOTICS-EVER**

74%

are

more likely to buy

antibiotic-free foods



33%

are boomers

33%

are millennials

BUTTERBALL IS HERE TO HELP

To meet evolving demand for antibiotic-free poultry, we offer Farm to Family® by Butterball®—a line of *no-antibiotics-ever*, all-natural turkey products, raised on local family-owned farms and fed an all-vegetarian diet.



Learn more about Farm to Family at butterballfoodservice.com/farmtofamily or email us at foodservice@butterball.com.

SERVE WITH CONFIDENCE.®

Sources: Technomic Healthy Eating Consumer Trend Report, 2016; Technomic Center of the Plate: Poultry Consumer Trend Report, 2017