

# Broiler meat differentiation with ROVIMIX<sup>®</sup> Broiler Premix

## Example: Caipira chicken

- Caipira chickens are fed ROVIMIX<sup>®</sup> Broiler Premix with CAROPHYLL<sup>®</sup> Red and Yellow
- Yellow skin makes Caipira chicken more attractive for consumers
  - Consumer rationale: yellow skin, visual quality feature vs. regular broiler meat, linked to maize/vegetable diets, higher product quality
- The positioning of the yellow skin Caipira chicken in value-added food market segments (free-range, no AGP, vegetable diet) provides better prices and higher margins

