



**FOR IMMEDIATE RELEASE**

**MEDIA INQUIRIES**

Alissa Smith

w: (203) 682-9231

c: (203) 451-9713

## **H.J. BAKER INTRODUCES VEGAIN, THE FIRST VEGAN PROTEIN SUPPLEMENT FORMULATED FOR POULTRY.**

### **University Studies Prove That Pure Vegan Protein Supplement Dramatically Outperforms Traditional “All-Veggie” Diets.**

LITTLE ROCK, AR, January 1, 2016 – With mounting pressure from consumers, restaurants and retailers for antibiotic free poultry, fed diets using non-animal proteins, the nutritionists at H.J. Baker accepted the challenge to find a new protein source that would help poultry producers meet market demands. The result is Vegain™, the first pure vegan protein supplement designed specifically for the poultry industry

Thanks to a first-of-its-kind advanced vegetable protein formulation, Vegain topped traditional “all-veggie diets” in terms of total bird weight, parts value, digestibility and feed efficiency in studies conducted recently at Texas A&M University. Even more impressive than the head-to-head results against “all-veggie diets,” Vegain’s performance levels were proven to be comparable to traditional dietary formulas supplemented with high-grade animal protein blends.

### **Vegain Delivers Higher Margins Than “All Veggie Diets”**

Test results proved that Vegain delivered 8¢ more per bird in terms of gross margin than “all-veggie diets” which use primarily corn and soy. Margins were based on Parts Value, which according to H.J. Baker officials is the most accurate means to determine true market value. In what was a surprise for many, Vegain also topped traditional diets supplemented with animal protein blends by approximately a penny per bird in gross margin.

“These results clearly show that Vegain is the best of both worlds for producers who want a pure vegan, antibiotic-free broiler ration,” said H. J. Baker General Manager Dr. Clark Springfield. “Vegain profitably promotes lean, meaty growth to produce big, healthy birds – with better feed efficiency to boot. Nobody else has anything like it. Vegain is a real game-changer that will keep the poultry industry ahead of market demands.”

2 Corporate Drive, Suite 545, Shelton, CT 06484  
Phone: 203.682.9200 • Fax: 203.227.8357 • [www.hjbaker.com](http://www.hjbaker.com)



To learn more about Vegain Pure Vegan Protein For Poultry and H.J. Baker Animal Health & Nutrition, visit booth A1000 at IPPE, call your H.J. Baker Sales Representative, or visit [www.hjbaker.com](http://www.hjbaker.com).

H.J. Baker is committed to adding value to the products and services it provides as a global manufacturer and supplier in the animal health and nutrition, crop performance and sulphur industries. Family owned since 1865, H.J. Baker builds trusting relationships that last decades. We invest in ongoing research, product innovation and manufacturing excellence so that our customers have the best opportunity to succeed. H.J. Baker supports environmentally sustainable practices and our dedicated employees are active in the communities where they live and work. H.J. Baker & Bro. Inc., is headquartered in Shelton, Connecticut.