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MEDIA INQUIRIES

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H.J. BAKER HELPS POULTRY PRODUCERS MEET CONSUMER DEMANDS WITH THE FIRST VEGAN PROTEIN CONCENTRATE FOR USE IN POULTRY.

Vegain Provides Poultry Producers With A Vegetable Protein Source That Outperforms Traditional Animal Protein Concentrates

LITTLE ROCK, AR, June 23, 2016 – Millennials are driving the greatest change the food industry has seen in 70 years, demanding fresher ingredients, greater sustainability, farm-to-market accountability and more. Chief among the demands is for vegetarian-fed meats, chicken in particular. With poultry producers left to find solutions immediately, the introduction of the world's first pure vegan protein supplement for poultry, Vegain, looks to change the way both broilers and layers are fed forever.

Research Proven, Antibiotic Free, All-Vegetable Protein

“Vegain is a game changer,” said Dr. Clark Springfield, General Manager, H.J. Baker Animal Health & Nutrition. “The moment we realized the need for a vegetarian-fed chicken was becoming mainstream rather than a niche market, we knew the poultry industry would need to respond. We developed Vegain and got it into testing quickly. The results exceeded even our expectations. Now producers can have a pure vegetable protein that out-produced traditional animal protein in head-to-head university trials.”

The Demand For “Clean Food”

After decades of foods filled with artificial ingredients, by-products, chemicals and what many now call “food-like products,” consumers are demanding more natural foods free of “toxins and “things we wouldn’t eat if given a choice.” Supplements such as Vegain now give food producers the tools to meet market demands without sacrificing performance. “Clean foods are here to stay,” added Springfield. “If suppliers and producers don’t adapt, we won’t be long for this world – it’s really that simple.”

To learn more about Vegain, the poultry industry’s only vegan protein source, contact H.J. Baker at (501) 664-4870, or visit hjbaker.com.

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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.

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