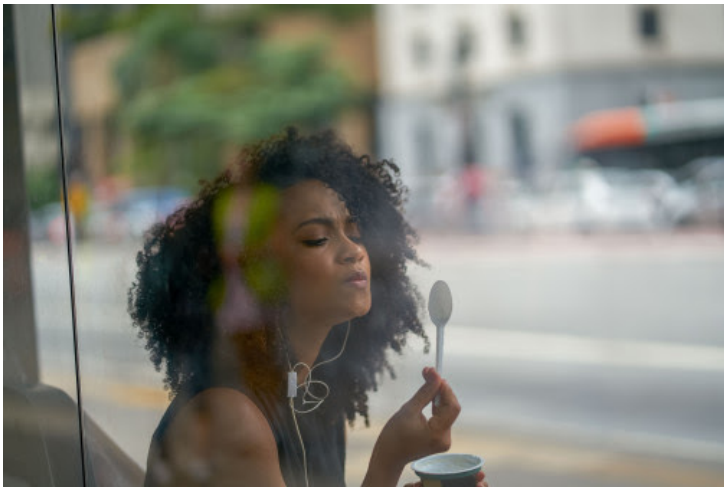


South American consumers willing to pay extra for more protein, says a survey

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Researchers from Lindberg International asked 4,000 consumers in Argentina, Brazil and Colombia if they would spend more on buying a product if it contained more protein than a similar product. Across all three countries, 61% of respondents said they would be willing to do so.

Thirty-nine percent stated that they would pay up to 5% more, 17% said they would pay up to 10% more, and 5% admitted they would pay over 10% more. Respondents in Colombia were most likely to be willing to pay more, with 73% saying they would be happy to do so. The equivalent figure was 60% in Brazil and 54% in Argentina.

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Results of the consumer survey also show that 80% of respondents believed they understood what protein is and what it does for the body, with awareness highest in Colombia, where 87% expressed this view.

Anne Hoest Stenbaek, Senior Global Marketing Manager at Arla Foods Ingredients, said: "South America has grown to become an important market for protein suppliers in recent years. Consumers in the region have good awareness and knowledge of protein and appreciate its benefits to their health. To serve these countries better, we are delighted to launch our new Spanish website, which will make it easier for us to deliver information to food and beverage manufacturers across

the region.”

South America is a key market for Arla Foods Ingredients. In February 2018, it agreed to acquire the shares in Arla Foods Ingredients S.A, its joint-venture in Argentina, that were owned by SanCor. The move will support the company’s ambition for growth in South America.