

FEED ADDITIVES – CHEMICALS CONFERENCE EXPERT PANEL

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom

Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

STRATEGIES TO GROW YOUR BUSINESS



TABLE OF CONTENTS

FEED ADDITIVES – CHEMICALS CONFERENCE EXPERT PANEL.....	1
PRESENTATION	1
<i>CPL Business Consultants Introduction</i>	<i>1</i>
<i>Farming Systems.....</i>	<i>1</i>
<i>Feed Additives Industry Structure</i>	<i>1</i>
<i>Compound Feed Market</i>	<i>1</i>
<i>Feed Additives.....</i>	<i>2</i>
<i>Feed Additives Q&A</i>	<i>2</i>

In this case study CPL Business Consultants provided industry insight on animal feed additives for a global investment bank's annual Chemicals Conference. CPL was engaged by Citi to make a presentation at its headquarters, which was also streamed globally to clients in 97 countries.

PRESENTATION

The presentation included an introduction, followed by a discussion of farming systems, and overview of industry structure, the markets and trends. CPL then answered questions from participants of the Chemicals Conference.

CPL Business Consultants Introduction

- Core Consulting Team
- Expertise in Animal Health and Nutrition
- Support and Experience in Transactions

Farming Systems

- Regional Differences in Farming Systems
- National Differences in Farming Systems

Feed Additives Industry Structure

- Complexity of the Animal Health and Nutrition Value Chain
- Fragmented Market Segments
- Consolidated Market Segments

Compound Feed Market

- Compound Feed Growth and Outlook
- Components of Animal Compound Feed
- Margins on Animal Feed Components

Feed Additives

- Why Additives?
 - Trends in Animal Protein Consumption
 - Compound Feed Use Trends
- Market
 - Market Growth and Outlook
 - Market Drivers
 - Growth Drivers and Restraints for Premixes and Additives
 - Discussion – Antibiotic Growth Promoter Replacement
 - Discussion – Regulations for Additives
- Value Proposition
 - Branded Additives – Example
- Adoption Rates
 - Discussion – Growth in Chinese Market

Feed Additives Q&A

Have a look at our [PowerPoint Introduction](#) and Brochure describing deliverables, differentiators and case studies. You can also review [eight case studies](#).