

Outline

Part one: Introduction and objectives

Part two: Overview of feed enzyme industry

- Market size and value
- Trade data
- Demand and supply – compound enzyme
- Demand and supply – phytase
- Increased market share of concentrated enzyme
- Enzyme consumption – by province
- Enzyme consumption – feed consumption
- Enzyme consumption – volume of feed with enzyme inclusion
- Enzyme consumption – by livestock sector
- Enzyme consumption – by types of feed

Part three: Decision makers & influencers on enzyme usage

- Decision maker on brand purchased
- Decision maker on amount of enzyme used
- Influential person on enzyme usage
- Factors determining amount of enzyme used

Part four: Feed enzyme brand awareness and usage

- Type of enzyme used in last 12 months
- Top-of-mind recall of enzyme brands
- Feed enzyme brand recognition – foreign brands & local brands
- Enzyme brand used in last 12 months – foreign brands & local brands
- Form of enzyme used
- Enzyme price and inclusion rate

Part five: Enzyme brand satisfaction level

- Factors influence the change of brand purchase
- Ease of brand replacement
- Value-for-money
- Satisfaction level
- Brand loyalty

Part six: Enzyme product performance evaluation

- Improvement on feed conversion ratio
- Improvement on weight gain
- Reduction of feed cost
- Improvement on feed intake under stress
- Lower feed cost per kilogramme meat
- Allow use of cheaper substitutes
- Produced by trusted manufacturer
- Improvement on energy uplift

Part seven: Evaluation of enzyme manufacturers

- Product support
- Technical support
- Sales representatives
- Diagnostic or lab Services
- Wide selection of products
- Knowledge on enzyme
- Research and development
- Provide reputable data to support enzyme use
- Support education and training for farm workers
- Support meetings and events for nutritionists and producers

Part eight: Observations & findings

Part nine: Conclusion & recommended further studies



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