



Vinderup 1. July 2008

Rose Poultry is Denmark's largest producer of poultry products for the Danish and international consumers. Rose Poultry offers a wide assortment of frozen and fresh poultry products with a growing selection of highest quality processed food products. More than 300.000 chickens per day are processed in some of the world's most advanced production plants at 3 sites in Denmark. We export approx. 70% – mainly to Sweden, UK Germany, the Middle East and the Far East.

Danish poultry is among the safest poultry today. In fact, less than one per cent of Salmonella infections in Denmark are related to chicken.

Rose Poultry engaged in a partnership with an aim to use novel technology to map consumer behaviour and consumer relationships by connecting the Nokia Mobil telephone technology and poultry products using RFID technology handled by ProSign.

Rose Poultry can use the technology to connect closer to the consumer and meet their demand for more information and help them in their decisions in the supermarket.

The survey where we placed an RFID tags with information about a specific chicken product was done in the supermarket in April 2008. 75 consumers where asked if they wanted to use the Nokia telephone and place it close to the chicken with the RFID tag.

75% think that RFID labelling is a very good idea because it provides important supplemental information and inspiration/recipes. Only 13% of all survey participants are familiar with or have heard the term RFID, whereas 84% have never heard of it

Shelf life and traceability are the most relevant information for the consumer. Many find also chicken's feed and also cited as relevant was information about salmonella and other bacteria tests, and whether or not the chicken is organic.

65% would choose a product with RFID labelling over a product without where the 35-45 year old group is more willing than the younger group.

85% are willing to pay about DKK 2 extra for a product with RFID labelling

**Rose Poultry A/S**

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The survey was very positive and gave Rose a lot to work further on.

Best regards

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