

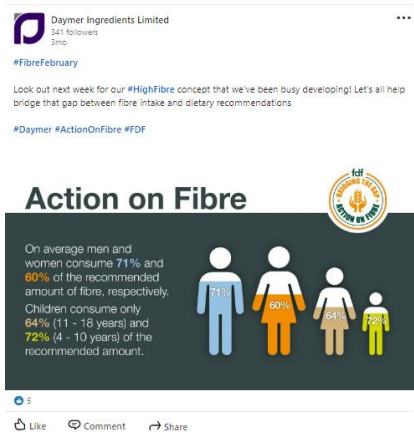
Case Study

Daymer Ingredients



Daymer Ingredients Limited
responsibly sourced ingredients for the food industry

In accordance with our pledge, we have concentrated on fibre, and associated benefits, within our LinkedIn posts. On our LinkedIn page we ensured we included a mix of posts covering concept recipes alongside informative/ educative posts.



Our concept recipes demonstrated alternative high fibre options and strongly showcased high fibre ingredient application areas. These posts resulted in discussions with manufacturers regarding how they could implement higher fibre ingredients within their products.

Our informative posts focused on emphasising the gap between actual fibre dietary intake and the recommended amount. We also shared a comprehensive article detailing the benefits of fibre with particular importance on a high fibre diet. This initiated some discussion amongst our colleagues and with customers.

To overcome the challenge of ensuring we reach, and engage with, as wider audience as possible, we have monitored each post's statistics and have accordingly amended posts.

Going forward we will continue with these posts and intend to place more emphasis on the benefits of high fibre.

Daymer Ingredients Limited's Post

