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# Juan Carlos Feregrino Quezada

Grupo Delicias

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“ I saw an opportunity to transform the meat and dairy industries with a unique product. ”

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<b>COUNTRY</b>	Mexico
<b>INDUSTRY</b>	Consumer
<b>YEAR SELECTED</b>	2014
<b>PARTNER</b>	Antonio Feregrino Quezada

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#### COMPANY SNAPSHOT

Since taking over the reins of their family-owned dairy farm in 2000, Juan Carlos and José Antonio Feregrino have expanded their original product offering from milk and dairy byproducts, using proprietary technology to develop cost-effective, value-added cattle feed to sell to dairy farmers and feed lots. Compared to traditional feed, Grupo Delicias's alternative solution costs about 12% less and, with up to 100% more protein, provides the nutrition needed for efficient meat and milk production.

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