

HUBBARD FOCUS ON WELFARE PERFORMANCE LEADS TO SUCCESS

The UK is the largest broiler breeder market in Europe, and for a long time it had been dominated by two UK-based primary breeders. Hubbard Breeders considered the UK market very important, particularly for its development of 'alternative' and high welfare production systems. Hubbard therefore set about a long term strategy to focus on product needs and product development, coupled with investment in their own production facilities in the UK, to facilitate a successful place for themselves in the British market.

Hubbard Color Product Range for speciality markets

Using the range of Hubbard



Color PS females and the large selection of Hubbard PS males, Hubbard has been directly involved in the development of alternative broiler markets, such as organic, free range and more recently the Freedom Food standards. These breeds can be used in such a way so that customers can create their own combination to suit their specific needs. And, even


though the economy has slowed down recently, overall the speciality chicken market has seen a tremendous growth over the last few years and is still expected to grow consistently in the future.

For more than 40 years Hubbard's coloured genetic lines have been bred in France responding to the different world market requirements for this type of product focussing on welfare, quality and taste. Currently the Hubbard JA57 PS female is the main choice for alternative markets in the UK, fulfilling requirements for Freedom Food, 56 day free range, 81 day free range and organic. Since 2008 Hubbard have also introduced a new product called the "Hubbard JA87", which accommodates

recent changes in consumption patterns and offers a real balance between economic growing of alternative chickens and the demand for conformation and meat quality in combination with very good welfare traits. This new product fills the gap between the standard broiler and the 56-day free range chicken, and - like the JA57 - also complies with Freedom Food standards.




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to make the difference with
HUBBARD FLEX!



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ARE, QUALITY AND SUCCESS IN UK MARKET



Hubbard Flex for the standard broiler market

Hubbard will never ignore the standard broiler market. Their conventional broiler, the "Hubbard Flex", entered the UK market about 5 years ago and has proven to give enormous advantages in animal welfare traits such as active behaviour, very low levels of hock burn and footpad lesions, in combination with very competitive technical results

in the field and in the processing plant. The quality of the litter in broiler houses is remarkably good and dry, resulting in reduced requirements to re-litter houses or to use antibiotics. Thus additional costs are lowered and there is less labour needed to produce a good quality, final product.

In 2006 Hubbard set up its own production locations and a GP hatchery in the UK to secure continuity of supply.

The result of all Hubbard's breeding development and investment is that now they supply all the major poultry producers in the UK and have quickly become the second largest supplier of broiler breeding stock in the UK.



And as Paul VAN BOEKHOLT, Business Director says,

"We are very proud of our standing in the UK market and assure our customers that we will not lose our focus to continue this growing success."

Hubbard around the world

Hubbard, with almost 90 years of experience in selecting the best genetics for the broiler industry, provide their

products to nearly 100 countries and focuses on the economic performance, health and well-being of its breeding stock. Hubbard offers a range of products to respond to the current and future needs of the broiler industry and has longstanding experience in breeding, developing and marketing breeding stock for both conventional and alternative markets.

Hubbard operates its selection programs in 3 different R&D centres in North America and Europe, along with its own production sites in North America, Europe and Brazil.

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