

Hubbard

YOUR CHOICE, OUR COMMITMENT

BREEDING
FOR
YOU

SINCE 1921

REDBRO



YOUR CHOICE

A RESPONSE
ADAPTED TO
MARKET NEEDS

OUR
COMMITMENT

OFFERING
SUSTAINABLE
AND
AFFORDABLE
HIGHER ANIMAL
WELFARE



THE REFERENCE FOR
PREMIUM MARKETS

www.hubbardbreeders.com

HUBBARD REDBRO

THE PROVEN CHOICE FOR BCC/ECC AND GAP

The Hubbard REDBRO is a slower-growing breed specifically developed with the Better Chicken Commitment (BCC), European Chicken Commitment (ECC) and Global Animal Partnership (GAP) in mind. Many food service companies and retailers that have committed to these concepts are looking for a higher welfare chicken that is affordable to a larger group of consumers.

The Hubbard REDBRO is the key solution to meet this demand as it has been developed to provide the optimal combination of very good animal welfare, economics and environment. It is the most economic choice with a lower carbon footprint than any other slower-growing chicken options available in the market.

Based on several years of field and pen trials in Europe and North America, the Hubbard REDBRO is accredited by BCC/ECC in Europe, BCC and GAP in North America, and RSPCA and Red Tractor Enhanced Welfare in the UK.

Since its official introduction in 2021, the Hubbard REDBRO has become the preferred breed for BCC/ECC and GAP. The excellent field results at breeder and broiler level, combined with a very good animal welfare, prove the choice made by our customers.

BREEDER LEVEL		
Body weight at 20 weeks	2 100 g	4.63 lb
Body weight at 64 weeks	3 455 g	7.62 lb
TE/HH at 64 weeks	211.9	
HE/HH at 64 weeks	201.1	
Average hatch at 64 weeks	86.0 %	
Chicks/HH at 64 weeks	173.0	
Feed consumption, excl. males	0-64 weeks	22-64 weeks
Per total egg produced	257 g / 0.567 lb	210 g / 0.463 lb
Per hatching egg produced	271 g / 0.597 lb	221 g / 0.487 lb
Per chick produced	315 g / 0.694 lb	257 g / 0.567 lb



BROILER LEVEL			
AGE	LIVEWEIGHT (as hatched)		FCR
28 days	1 228 g	2.71 lb	1.47
35 days	1 705 g	3.76 lb	1.58
42 days	2 203 g	4.86 lb	1.67
49 days	2 701 g	5.95 lb	1.77
56 days	3 170 g	6.99 lb	1.91
63 days	3 608 g	7.95 lb	2.07