

# HUBBARD



ON THE FRONTPAGE

**In the aftermath of a nearly worldwide lockdown, we all have worked together above and beyond our normal day-to-day duties to secure the continuity of your deliveries. The main difficulties we have been and are still facing are deliveries by airplane as most of the airlines have reduced flights or grounded their aircrafts.**

I really want to take advantage of this newsletter to thank each and every one of our dear partners, as well as all Hubbard employees for the extraordinary efforts and patience to make the deliveries happen safely, proving our company's reliability and resilience even during such hard times for everyone. As the COVID-19 pandemic is still ongoing, we know that the future remains uncertain and a worldwide vaccination program is much expected to get out of this crisis.

Our industry is fortunate enough to be vital to keep feeding the people, which makes this crisis easier to face than many other industries. Therefore,

let's stay positive and have a look at the latest Hubbard developments. Over the past year we have been focusing on the **launch of the Hubbard Efficiency Plus** with the first GP and PS flock deliveries. Our dedicated Customer Support and data collection activities have made sure

that we could provide the best advice to reach optimal production in many different conditions.

Despite the limitations to physically visit farms due to COVID-19, we worked well together with you, by using different kinds of digital tools to communicate in real time and exchange information. We even learned that it can be more efficient working this way instead of waiting for a farm visit to exchange information.

We are very excited about the encouraging breeder results. With over 100 flocks post peak and reaching up to 55 weeks of age, we can confirm that the Hubbard Efficiency Plus is exceeding our initial targets with a few more hatching eggs per hen housed. Fertility and hatchability are also above expectations, giving more chicks per hen housed than expected. It is a very good and positive start.

The first Hubbard Efficiency Plus broilers are showing very promising results in terms of liveability, robustness and very good growth rates and low FCR. Data collected from a wide range of countries and conditions show that the performance is very consistent across the board,

with significant advantages against competition when the temperatures are over 25-30°C.

Definitely, Hubbard has entered another era with the support of the Aviagen Group and we are proud to keep serving you with continuously improved genetics and performance. In order to always do better, our goal is to work closer with each of our customers by exchanging data as much as we can to help us understand how our products behave in different environments and by giving the necessary feedback based on a large amount of data collected worldwide.

Stay safe! No doubt we will overcome this crisis together.

**Olivier Rochard**  
Managing Director  
Hubbard



## IN SHORT



Due to the current COVID-19 situation, we are still not able to travel or be present at large gatherings or exhibitions.

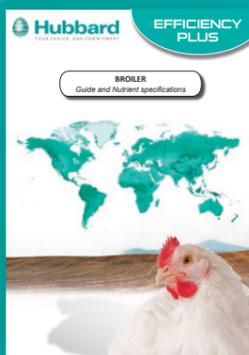
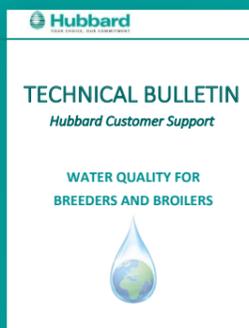
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## MAINTAINING CUSTOMER SERVICE - THE CHALLENGE POSED BY COVID-19

Hubbard is very fortunate to have an experienced team of specialists located around the world covering not only management for grandparents, parents and broilers but other specialist areas such as Veterinary, Nutrition and Hatchery support. Being close to our customers to understand the requirements of their business and help them meet the expectations of Hubbard products is a key priority. One of the main challenges today is to ensure customers receive the assistance they require both during a COVID-19 lockdown but also as we enter the new post lockdown world. So how are we planning to do this?

1. **Keep in touch with a flexible meeting strategy.** Whether by telephone, email, social media networks or online meetings, the **Hubbard Customer Support** remains available to answer your questions and requests for assistance. The importance of these exchanges has significantly increased during the lockdown period and will play a greater role in future not only due to COVID-19

but as we all must try to reduce our impact on the climate from travelling. Online meetings take many forms from replacing telephone calls to large conferences. So far, Hubbard has seen online meeting technology as being most useful for targeted regular review meetings with customers or for short focussed presentations on a key subject with essential personnel. The technology means the agenda, frequency, attendees and length of meetings can be very dynamic and flexible so this 'focussed and flexible' approach will be expanded and adapted to customer requirements and to remain in regular contact.

2. **Data sharing with customers will be more and more important.** This will help not only solve ongoing problems from a distance but also to help spot trends that may identify performance issues at an early stage. Remote access and sharing of data whether performance data or for other aspects such as environment or health will be more important across the poultry industry. This is not just for those responsible for many farms who maybe cannot visit farms

frequently but also for providing management advice. **Routine data sharing and reviews** is more powerful than waiting to share data when serious performance issues arise. Hubbard remains committed to help customers not only with advice on collecting their data but to continue and expand the programme for frequent analyses and review of data with customers.

3. Despite the use of technology, we must not forget though the **importance of face-to-face or human-to-chicken** encounters for three main reasons.

- In my view when trying to help solve many problems, sitting in a poultry house alone observing the birds for 20 minutes or getting the views and opinions of the people managing the birds on a daily basis is invaluable and difficult to replace. Personally, I regard it as a privilege to have personally observed and gained experience of poultry production in almost 50 countries and technology.
- The poultry industry is a dynamic global industry with many well-established international networks allowing scientific information to be disseminated quickly and customer service delivered locally and internationally. This is not only farm, hatchery or factory visits but poultry meetings, conferences and fairs. Many people in this industry not only have professional links with people in many other countries but long-lasting friendships formed over many years. Face-to-face meetings have been a key part of these networks and while technology helps to maintain parts of these networks we must work hard to maintain relationships especially between academic researchers and the poultry industry.



- We must not forget these networks also allow younger people in the poultry industry to gain valuable practical experience and scientific knowledge.

The battle against COVID-19 has disrupted these networks but we need to adapt to maintain them. Where it is possible to do so safely and in line with international and local regulations, visits will be focussed particularly initially 'on farm' spending time with chickens on farms or hatcheries where this is necessary.

Be assured that the Hubbard Customer Support team looks forward to meeting customers and seeing old and new friends once again whether online or face-to-face.

Please do not hesitate to get in touch with us – we are there for you.

*James Bentley, Global Technical Director Hubbard* •



### Hubbard do Brasil investments emphasise its customer commitment

To underline Hubbard's commitment to its customers in Brazil and the South Cone, major investments in the infrastructure and biosecurity of its facilities in Luziânia (Goiás, Brazil) started in October 2019, with a plan for completion by early 2021.

Focus is put on biosecurity with updated regulations meeting the highest standards for quality, safety and procedures for the production department. Specific projects for the best environment, temperature and light control using new equipment tools to ensure high level uniformity and the best conditions for the proper management of the Grand Parent flocks with the lowest level of stress in hot weather were implemented. These investments offer a more suitable environment for production, fully meeting Hubbard's principles of excellent animal welfare, handling of the animals and eggs produced resulting in superior quality of the progeny.

In the hatchery, major investments were made in terms of biosecurity and environmental conditions optimising productivity. Along with the installation of a grader to guarantee the quality and weight of hatching eggs this results in good

uniform and high-quality Parent Stock day-old chicks delivered to our customers enabling them to get the best performances in their own operations.

Last but not least, the safety of the employees is our main priority and we have and continue to take steps to protect the health and safety of our team members.

These investments are examples of the great evolution in the whole farm and hatchery process, with the best biosecurity, animal welfare, productivity, and safety for the team. In combination with the very good feedback about the Hubbard Efficiency Plus, Hubbard do Brasil is looking forward to continue to supply its growing customer base with the best quality chicks for the best results – which is our first focus. •

## Tunisia – Pisso: successful partnership with the Hubbard Efficiency Plus breed



Pisso Hatchery team from left to right: Othmen Ben Khalifa (Technician), Larbi Brahmi (Hatchery Manager), Dr Hiba Guellim (Veterinarian), Jasser Lahmar (General Manager), Hassen Zhir (Maintenance Manager), Ahmed Baatout (Technician) and Makram Zanned (Technical Director).

Interview with Jasser Lahmar, General Manager Pisso, by Lamin Youssef, Customer Support Hubbard.

### Can you tell us about your company and the history with Hubbard?

The family owned company *Dindy* was founded by my father, Mohamed Lahmar, in 1997. At the time, the company was producing both breeder and layer chicks. In December 2013, the decision was made to split the two activities which gave birth to "Pisso" hatchery, of which I am General Manager since then. Since 2014, Pisso Hatchery has been working with Hubbard products exclusively and since July 2019, we started to place the Hubbard Efficiency Plus. Currently, around 200,000 chicks are produced per week, and the plan is to continue developing our business. To achieve this, we have expanded our technical team, and acquired two new hatcheries.

### How did you receive the announcement of the Hubbard Efficiency Plus?

At the launch of the Hubbard Efficiency Plus female, and the announcement of its performance characteristics, we have been immediately receptive to its excellent feed efficiency. We quickly placed a first breeder flock in July 2019. Since then we switched all our production to this new breed. We are currently setting up our 4<sup>th</sup> flock, i.e. around 80,000 breeders, and we are very confident with this strategic choice.

### Are you satisfied with the performance of the Hubbard Efficiency Plus breeders?

The performances of the Hubbard Efficiency Plus breeders have fully met our expectations. The flocks are reaching peaks of production and hatching over 90% and the persistency is excellent. The Hubbard Efficiency Plus females perfectly mate with the Hubbard M77 males. In addition, the birds are easy to manage. During rearing, the uniformity targets are easily achieved. The product adapts perfectly to our local conditions and the liveability is excellent. And on top, the broiler farmers really appreciate the very good quality of the chicks.



Hubbard Efficiency Plus at early production stage, 25 weeks aged.

### What is the feedback from the market regarding the broiler performance?

We have had a lot of excellent feedback regarding the performances at broiler level. Most of the flocks reach 1.6 kg at 28 days with an excellent FCR. One broiler farmer even reported reaching 2.5 kg at 37 days with a FCR of 1.57 and 97% liveability. Moreover, the Hubbard Efficiency Plus breed is recognised by the Tunisian farmers to offer better resistance to hot temperatures than the competing breed on the market. At slaughterhouse level, performance is not left out with optimal meat yields.

### How do you see your future with the Hubbard Efficiency Plus?

We are confident about the future of the product. Our customers are very satisfied, and we are gradually developing our market share. With such balanced genetics each player in the production chain is a winner, as we are convinced that the product will be a benefit to everyone. The future looks promising in this market which is becoming more professional every day.



**Mohamed Lamine Youssef** joined the Hubbard team in April 2019, to provide Hubbard Customer Support locally, in coordination with Florian Allègre, Area Sales Manager and Paulo Paz, Customer Support Hubbard. His mission is to ensure the follow-up of deliveries of breeders and reception of the chicks. He also provides support to Hubbard customers.

After obtaining an Agricultural Engineering degree at the National Agronomic Institute of Tunis, and completing this training with a professional master degree at the Mediterranean Agronomic Institute of Montpellier in 2012, he acquired a solid experience in poultry farming as Production Manager in *Savinord* (Chahia Group) between 2013 and 2017. In 2018, he served as Technical Director at the *Miamys* hatchery in Tunisia before joining the Hubbard team.



## Recently seen on LinkedIn: Hubbard Efficiency Plus campaign



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## Egypt - Cairo 3A Poultry: new Hubbard Distributor for the Hubbard Efficiency Plus

During spring 2020 Cairo 3A Poultry was appointed as distributor of the Hubbard Efficiency Plus broiler breeders in Egypt. They are a member of the Cairo 3A Group, which is considered as being one of the biggest corporations operating in the poultry industry in Egypt. Besides the acquisition of several poultry companies, Cairo 3A Poultry has dedicated a 12,000 hectares project in Wahate to run its integrated mega-project including Grand Parent Stock, Parent Stock and commercial broilers. This project has been established in order to provide the Egyptian market with 60,000 tonnes of meat/year in the first phase and 120,000 tonnes of meat/year in the second phase. With this additional production it is expected that Egypt will become self-sufficient for broiler meat.

The Hubbard Efficiency Plus represents a perfect blend of advanced breeder and broiler performance. Egyptian customers will benefit from high egg and chick numbers, robust broiler growth rate with good health, and a high output of good quality saleable meat. Additionally, its excellent feed efficiency results in economic advantages for producers and a lower carbon footprint for the environment.

Hubbard is very proud to have Cairo 3A Poultry as a member of the Hubbard distribution network and we are looking forward for a long and fruitful collaboration. "Cairo 3A Poultry aims to be a leader in the Egyptian poultry industry and a real role model for integrated broiler corporations in the Middle East. We are sure that our partnership with Hubbard is the first step forward within this target" adds Mr Amir Izkander, CEO of Cairo 3A Poultry.



Dr. Amir Iskander,  
CEO Cairo 3A Poultry



Mr. Ayman El Gamil,  
Chairman Cairo 3A Poultry

## Ecuador: Genetica Nacional S.A and Hubbard, a successful relationship of many years

Genetica Nacional S.A sells day-old Hubbard Redbro chicks since it was founded in 2007. Before the company existed, its main shareholders, Juan Carlos Monge and Javier Jaramillo, were already poultry producers and Hubbard customers.

It was in the early months of 2003 that after a short meeting between Juan Carlos Monge and Hubbard's regional manager, that the purchase of the first one thousand Redbro S breeders and their respective males was completed. Since that date the development of this product in Ecuador has been constant. Today the company produces and markets more than four million chicks of this breed annually.

Genetica Nacional is located in the city of Montecristi, Manabí province, on the north coast of Ecuador. On an area of 2.3 km<sup>2</sup> the company conducts the breeding and incubation operations. The day-old chicks are then distributed to agro-veterinary stores throughout the country, where they are sold to small farmers for backyard purposes.

According to official figures, income poverty in Ecuador, as of December 2019, affects 25% of the population and in rural areas it reaches as high as 41.8 percent. For this reason, local authorities (municipalities and prefectures), joined by several NGOs, have been developing social projects for a decade, aimed at linking families of scarce economic resources to food production. Among these projects stands out the production of "criollo chickens" with the Hubbard Redbro being the preferred line for its rusticity and rapid growth. The plan is to deliver chicks and balanced chicken feed to families to start their entrepreneurship, they are also given the necessary training and ongoing flock management support during the development of the project. The results have been very positive, it is estimated that thousands of families now have made the rearing and growing of "criollo chickens" their main means of subsistence.

### "Criollo", a special market

In rural areas and around major Ecuadorian cities there is an ancestral culture of raising backyard chickens, from local ("criollo") breeds, that are fed locally produced grains and feed. These chickens are raised and bred mainly for the consumption by the families themselves, but part can also be sent to local markets and artisan squares. Birds at these places are traded alive, at 12 to 15 weeks of age and a bodyweight between 4 to 5 kilograms. Depending on the region of the country there are different physical characteristics the chickens must meet; for example, in coastal areas they prefer lighter, naked-necked birds; on the contrary, in Andean areas tastes are inclined towards birds of greater weight and completely feathered. The preferred colours are red and all shades that can be generated from this colour. The least popular ones are white feathered birds, because they are considered as conventional broilers, and black birds for superstition themes. Ecuadorian cuisine is very rich and diverse, in many typical dishes the presence of "criollo chicken" stands out, chicken soups accompanied by potatoes or cassava are very traditional throughout the territory and just as typical is rice with chicken.

Courtesy to Juan Carlos Monge – Genetica Nacional S.A.



## Norway - 'Good Chicken Award 2020' for REMA 1000 and Norsk Kylling



Norwegian retailer REMA 1000 and its broiler integration Norsk Kylling received the Compassion in World Farming 'Good Chicken Award 2020' in June for their commitment to comply with the 'Better Chicken Commitment' by 2022 for all their products, both fresh, frozen and processed. During the year 2018, they fully changed their production chain from conventional broilers to the Hubbard Premium (JA787) chickens with lower stocking density and additional playing material. This recent commitment includes a further reduction of the stocking density to 30 kg/m<sup>2</sup> and reflects the companies' ambition to be in the top regarding animal welfare and quality in the Norwegian grocery market.

"We are very proud and grateful, and it means a lot to us to receive this award! We believe that improving animal welfare is of great importance to secure a sustainable poultry industry in the future. The good Chicken Award represents for us a validation of our efforts to ensure animal welfare throughout our value chain and underlines our contribution to improving the poultry industry" says Kjell Stokbakken, CEO of Norsk Kylling.



Merete Forseth, Chief Veterinarian Animal Welfare and Hilde Talseth, COO of Norsk Kylling AS and CEO Hugaas Ruger AS.

## IN SHORT

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## THE PEOPLE BEHIND HUBBARD

### USA: Pedigree expansion continues as Walpole approaches the Centennial anniversary

Starting in June of 2018, Walpole's pedigree program has expanded in all current farm locations. The planned growth continues in 2020 and through 2021 to include the construction of new poultry houses on existing farms, the complete renovation of the 'Pleasant Valley' farm (including new state-of-the-art housing) and the purchase of a new grow-out farm, aptly named the 'Centennial' farm in recognition of Hubbard's 100<sup>th</sup> anniversary in 2021.

**Diane Myers Miller** will retire at the end of the year 2020 after spending more than 40 years at Hubbard. Diane's successor is **Lucas Harrington** who comes from Arkansas and has degrees in Animal Science and a poultry husbandry background.

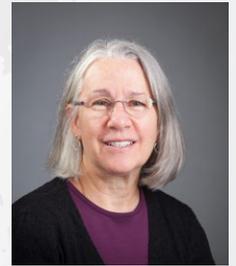
When Hubbard became part of the Aviagen Group in 2018, it was immediately decided to upgrade and expand the R&D facilities to ensure continued genetic gains needed to meet the worldwide poultry industry demands. To facilitate the growth and accuracy of the expansion program Hubbard hired geneticist **Dez Ann Sutherland**.

The initial renovations to existing R&D poultry houses started in June 2018 and were completed in October 2019. Current plans for new feed conversion housing and two new grow-out farms are in the final planning stages. The two new grow-out farms will allow for lifetime feed conversion (LFCR) and CT scan measures on the Hubbard pedigree lines. The additional work on these lines will provide all the genetic backdrop for the growing demand of the Hubbard Efficiency Plus females mated with the M77 and M99 males.

The Walpole pedigree hatchery expansion plans have begun including doubling the size of the existing hatchery and the installation of the latest hatchery equipment. The first hatch is planned for October 2020 and full completion of this project is scheduled for late December 2020.

Also the laboratory is undergoing a thorough renovation as more stringent testing is required as Hubbard has embarked on an exciting genomics project on all pedigree lines. For the additional testing and to have full National Poultry Improvement Plan (NPIP) certification, Hubbard has added key personnel to its laboratory staff: **Christopher Malcom** and **Korin Albert**.

As facility expansion also requires additional personnel for the operation, several new employees have joined the Hubbard team during the past 12 months: **Trevor Beaudry**, **Ingrid Kuhlka** and **Charles Susick**. The overall need for employees has led to a fourfold increase in new employees and with the new Centennial farm coming on line in 2021 this will be increased significantly. All these changes are very exciting, and the Hubbard Walpole team is ready to meet the challenges to set the success for the next 100 years! •



*Diane Myers Miller,  
R&D Site Manager*



*Lucas Harrington,  
Production Manager of Pedigree  
Operations*



*Dez-Ann Sutherland,  
Geneticist*



*Christopher Malcom,  
Laboratory Manager*



*Korin Albert, Laboratory  
Technical Manager*



*Trevor Beaudry, Environmental,  
Health and Safety Manager*



*Ingrid Kuhlka,  
Assistant Production Manager  
of Pedigree Operations*



*Charles Susick,  
Selection Management Trainee*