

# HUBBARD NEWSLETTER

## EDITORIAL

Dear reader and business partner,

I recently joined HUBBARD in May 2012 as the new General Manager and it is a great honour to me that I can write this Editorial for the first time for you. Like before, it is our objective to keep you up-to-date with the latest developments of HUBBARD around the world.

Let me first introduce myself to you. For 13 years, I have been involved in the development of Groupe GRIMAUD's business, with and primarily thanks to very valuable team members. After having spent 2 years in the USA at Grimaud Farms of California, I became in charge of "Ecllosion" which became "Grimaud Frères Selection" in 2010 (specialized in breeding ducks, geese, pigeons and guinea fowl). I have been raised on a farm with poultry and sheep, so I grew up in a real agricultural culture. I specialised myself in Animal Production and graduated from the "Institut National of Agronomy" in Paris and later on I got a degree in management. I am thrilled to become a member of this great HUBBARD team, which includes you, and to keep developing and strengthening this great company.

Following recent markets trends and in our search to fulfil specific market needs many goals have been achieved during the past years, strengthening the HUBBARD company even more. Here are just a few examples to mention in particular:

- **HUBBARD LLC** is reconfirming its on-going success with the **Hubbard M99** breeder male in the largest broiler market of the world. The Hubbard M99 breeder male represents now more than 50% of the broiler industry in the USA. Now time has come to launch the **H1FF**, of which many good field results are to be expected soon.

- **Hubbard do Brazil** has been created some years ago from scratch and is currently experiencing an increasing success with the **Hubbard Flex**, which is now seen as the most feed efficient broiler in the 2<sup>nd</sup> largest market in the world.

- The **Feedsaver concept** using the "mini" (or dwarf) breeder females is accepted in many countries as a real economic alternative to conventional breeder females when it comes to produce small or medium birds (up to 2,4 kg / 5.25 lbs. live weight). More and more of you have become convinced or become aware of the savings in breeder feed costs being made. The still fast increasing feed cost makes it more than ever a key product of

HUBBARD. Furthermore, all our conventional products are being recognised by the industry as the most efficient broilers available in the market.

- Especially in hot climate regions the **Hubbard Classic** is gaining market share because of its excellent breeder performances, fast broiler growth and good FCR.

- Our products in the **Color Range** are still a niche market. On the top of fulfilling the need for high end quality chicken meat markets, it could also very well be a response to the consumers' demand to reduce the use of antibiotics in poultry.

In this ever changing environment, the skyrocketing price of raw materials is no good news for the poultry industry in general. However, each time when major changes happen there are winners and losers. HUBBARD strongly believes in its strengths and personally I strongly believe that the HUBBARD team is on the right track. We have been anticipating for these feed price increases by developing over the last years the best products with the lowest FCR. The world population wants to eat chicken at an acceptable cost despite the grain prices. Finding an opportunity in such a context is our work. Taking that into account, the success story of our Hubbard M99 breeder male is just at its earliest days. The Hubbard M99 male now starts to be recognized worldwide as the best male of the industry. Its rusticity makes it well suited for every country and every environment. Having by far the best mating ability, the best FCR of the industry is a proof of the work consistency of our valuable people.

HUBBARD remains to be totally committed to fulfil your expectations to find the best possible solutions in an ever changing poultry industry.

I am looking forward to working together with you and to meeting you in the very near future.

Enjoy your reading,

Olivier ROCHARD  
*General Manager HUBBARD*



SPECIAL FOCUS ON....

**THE HUBBARD M99 BREEDER MALE  
FROM A HUMBLE BEGINNING TO  
THE NATION'S MALE OF CHOICE IN THE USA INDUSTRY**

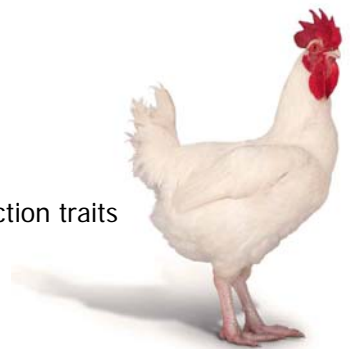


Despite severe world competition the USA still enjoys the world's largest broiler industry. Competitive costs of production, economies of scale, technical knowledge & historical background all play their part. HUBBARD has long been a fixture in the USA broiler industry since our early days in New Hampshire. Today, this association is stronger than ever.

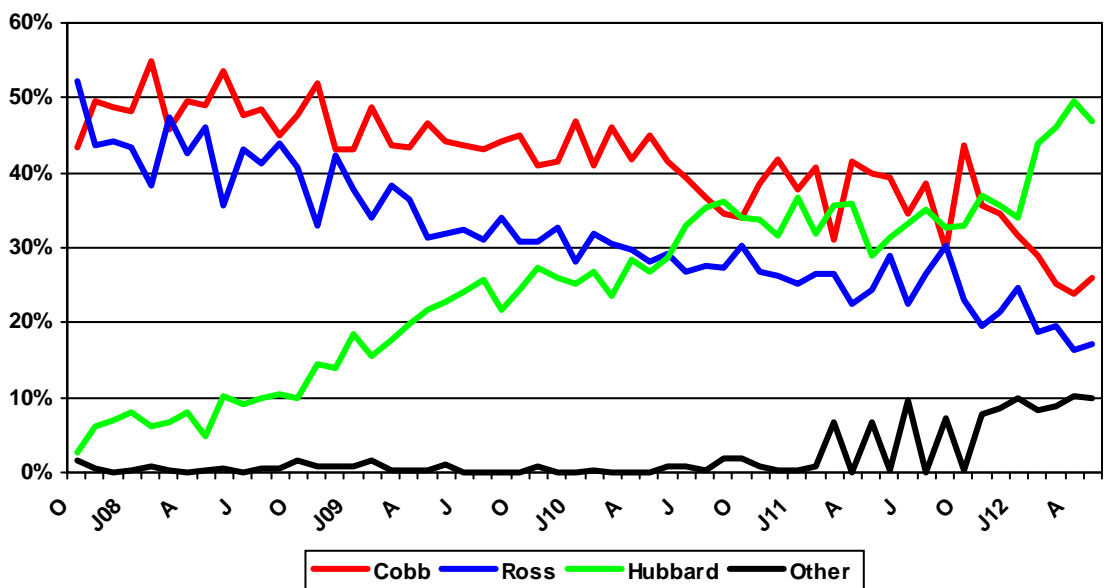
It was only a few years ago that the Hubbard M99 breeder male was introduced in HUBBARD's largest customer in a few complexes. What began then has since led to dominance in the USA industry. Present calculations and industry demand indicate that the Hubbard M99 breeder male is the leading male in the USA industry with the gap growing larger by the month.

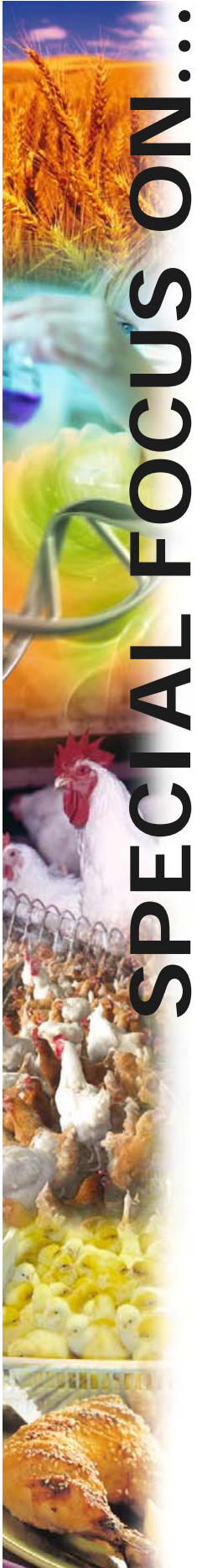
As such the HUBBARD technical service team under Sean Holcombe has three experienced technicians to follow the product in a growing customer base. The Hubbard M99 breeder male is going strength to strength and is now transcending conversations not only in the USA broiler industry but also across the globe. The Hubbard M99 male is present in all USA integrations except one as well as the major hatching egg companies. The Hubbard M99 breeder male has numerous positive advantages but it is well renowned for:

- Superior liveability
- Feed efficiency
- Maturity at early and lighter weights
- Excellent hatchability
- Adequate but not excessive aggression
- Excellent foot pad & leg quality
- Production of an exceptional broiler with excellent live production traits
- Easy adaptation to the Industry's facilities
- Excellent mating ability on any female
- Excellent overall meat yield



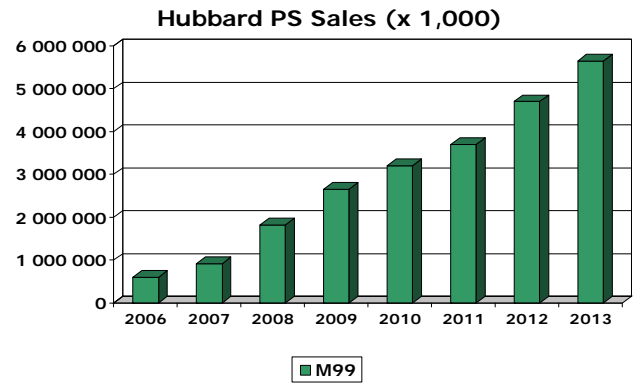
As the graph shows these are the males capitalized in the USA industry from October 2007 through May 2012 showing the Hubbard M99's growth versus competitive breeds.





SPECIAL FOCUS ON...

As such the Hubbard M99 sales continue to progress in the United States as illustrated by the growth from 2006-2013.



The Hubbard M99 **broiler live weight** traits are being noticed the world over, but as the table below illustrates at broiler weights of 5.00 lbs. (2.23 kg) this is simply the best option available. The Hubbard M99 breeder males in association with the Hubbard Yield breeder female has proven to give the best live cost to poultry companies in the USA.

**USA Industry - Live Production Cost @ 5.00 lbs. (2.23 kilos)**

Breed	Number	Liveability (%)	FCR (adj, 1500 lb.)	Cost (¢) per lb.	Cost (¢) per kilo
M99 x Hubbard H1	214,221,449	96.77	1.67	42.31	93.27
M99 x Breed B	415,018,368	96.30	1.71	42.68	94.09
M99 x Breed C	133,001,015	96.18	1.74	43.74	96.43
Breed C x Breed C	486,276,313	95.90	1.75	43.82	96.60
Breed D x Breed E	489,029,217	95.41	1.79	44.92	99.03
Breed C x Breed E	26,489,159	94.59	1.85	46.33	102.14

The tremendous sales growth in the USA prove that the Hubbard M99 breeder is clearly the USA number 1 male & the world's best broiler breeder male available and a new revelation to the worldwide broiler industry. The careful breeding of HUBBARD products on two separate continents and longevity of the lines will enable the male to be bred successfully for many years to come. The Hubbard M99 is really breeding success that has been heard around the world.



*The Hubbard LLC sales and technical team gathering at the Walpole (NH) office.*

SPECIAL FOCUS ON...

## HUBBARD CONTINUES TO GAIN THE BRAZILIAN MARKET

Groupe GRIMAUD has now two solid bases from where it can develop its activity in Brazil: with HUBBARD DO BRASIL and PEN AR LAN BRASIL, our Group can serve the largest companies operating in this area.



When in 2009, the first **Hubbard FLEX** Grand Parent stock – coming from GGP (Great Grand Parent stock) shipped from France in 2008 – entered into production, the Brazilian market only remembered that HUBBARD had left Brazil ten years before.

Although broiler tests remained positive, we still had to prove that our FLEX product was significantly ahead of the competition as far as feed conversion and that it will permanently maintain its decisive edge compared to the products from our well-established competitors.

While Brazil is the main exporter and the third world producer of chicken meat as well as a very large producer and exporter of corn and

soy, this country remains however dependent on the pricing of raw materials used for animal nutrition. Having a competitive edge corresponding to several points in feed conversion (from 60 to 100 g of feed per kilogram of live weight for chicken) is therefore an essential criterion to win back the Brazilian market. Operators know that and confirm after a two-year assessment the obvious economical advantage of our FLEX product.

For the first time in March 2012, sales of HUBBARD parent stock on the free market (companies that do not have their own GP stock) reached 10% and exceeded those of our no. 2 competitor (AVIAGEN-ROSS). At the same time, some operators are starting to request our FLEX product instead of the products offered by our no. 1 competitor (COBB) which is very well established in the country.

To support its sales growth, HUBBARD has decided to maintain its Goiás GP production unit (*see below picture*) and supply some large independent producers (Cooperatives and clients from Paraná) while all the other PS sales are supported by a distributor with a well-established production/multiplication structure.



SPECIAL FOCUS ON...

Brazil, like other Latin American countries, is a GP market; there has been a concentration of the companies operating in that market and all operations include the production of parent stock and thus have their own GP. It was therefore necessary to develop our local GP production capacity to be able to serve those markets.



HUBBARD, with the clear support of Groupe GRIMAUD, has been able to set up the structures (farms, hatchery (*above picture*)) and teams necessary to ensure its success.

In the next few years, our goal will be to develop our sales of GP to the main integrated Brazilian operations (BRF, MAFRIG, JBS etc.). One essential fact is that the four main companies operating on the Brazilian market represent a sales volume of breeders equivalent to the one of the twelve main EU member states ...!

**Hubbard do Brasil Avicultura Ltda.** at your service:

*On the right picture:*  
José Renato Branco – Veterinarian, Luiz Tadeu Ribeiro – Production Manager, Isabela Ferreira – Veterinarian, Ana Helena Marins – Veterinarian, Patrick Dolci – Hatchery Manager, Alberto Minoru Miyasaka – Director, Fernando Soares – Administrative Manager.



*On the left picture:* Maiara Caixeta, Roberto Roriz, Rodrigo Siqueira, Miriam Alves, Leandro Oliveira and Fatima Spies, Hubbard do Brasil Administrative Assistants.

For more information please contact:

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## HUBBARD LLC SPONSORS AWARDS CEREMONY IN PANAMA



During the XXII Central American and Caribbean Poultry Congress held in Panama at the end of May, HUBBARD sponsored an awards ceremony that recognized the top poultry professionals in the region.

One of the important events held during the XXII Central American and Caribbean Poultry Congress was a recognition ceremony for the top Central American influencers in the poultry industry.

On the night of May 24, the ceremony to honour the Distinguished Poultry Business Leader and the Distinguished Poultry Professional was held at the Union Club in Panama City. Two members from each of eight different countries were recognized that evening.

HUBBARD sponsored this prestigious invite-only event. Mark Barnes, CEO of Hubbard LLC, was present for the ceremony, along with Arnoldo Ruiz, HUBBARD Latin American Sales Manager and Juan Diaz, HUBBARD Manager for Mexico.



*Juan Diaz (second from left) and Mark Barnes (centre) from HUBBARD, with members of the Panamanian Poultry Association at the awards ceremony.*

Source: *ThePoultrySite News Desk*

HUBBARD'S  
DISTRIBUTION NETWORK

**JAPAN: HUBBARD WELCOMED ZEN-NOH CO.  
TO ITS HEADQUARTERS IN FRANCE**

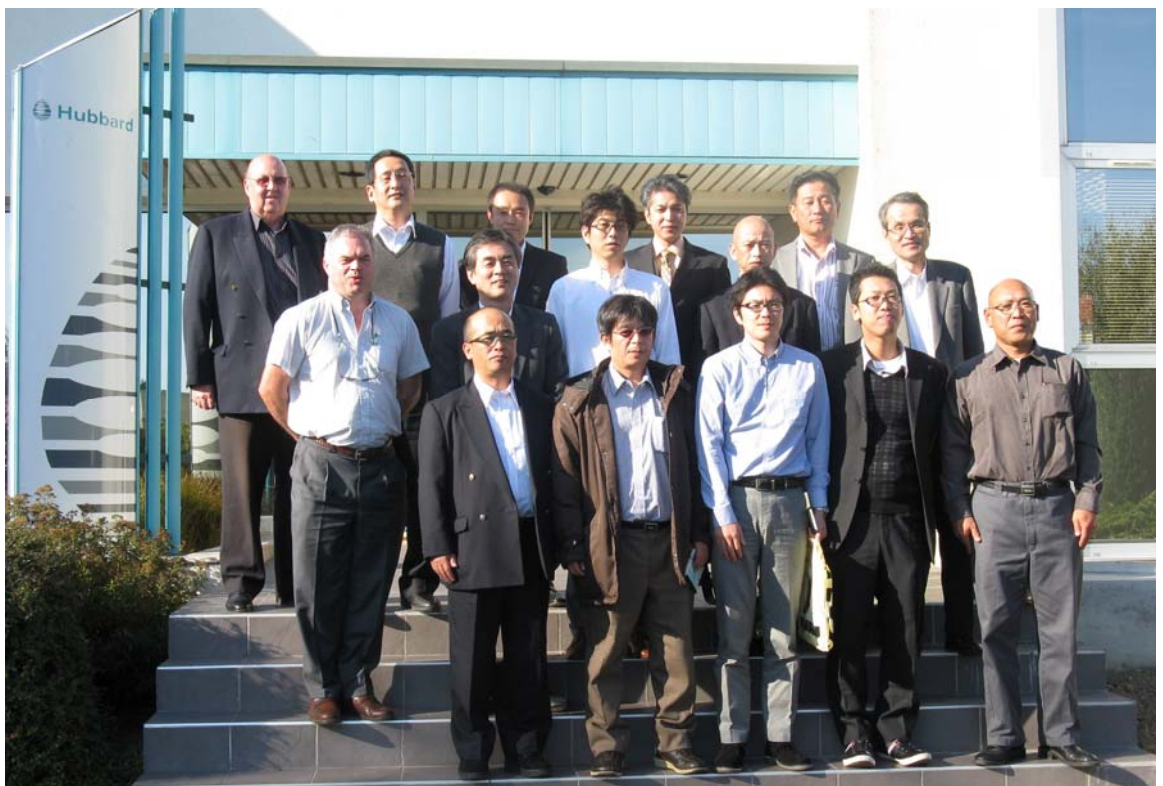


HUBBARD was pleased to welcome a delegation from the ZEN-NOH group together with the HUBBARD Flex distributor ISHII CO. LTD to its headquarters in Brittany.

ZEN-NOH are a major producer of poultry meat in Japan representing 11.0% of the market. As part of their European fact finding tour, the company was interested to discuss the most up-to-date data on the companies within Groupe GRIMAUD and the HUBBARD range of products.

During the visit David Fyfe, HUBBARD Business Director Asia, updated the visitors on the full range of Groupe GRIMAUD companies with particular detail to the continued success of HUBBARD range of products worldwide. Yves Jego, HUBBARD Worldwide R & D Director updated our guests on the most recent FLEX results together with future tendencies. Together with the features of its very strong breeder male (the M99), HUBBARD is in a position to make good progress in the Japanese market. In addition to the presentations a farm visit was made to one of HUBBARD's latest GP farms.

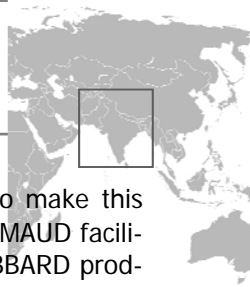
David Fyfe comments: "We were delighted that ZEN-NOH selected HUBBARD to visit during their stay in Europe. Hubbard Flex tests in Japan over the past year have shown it to be a very competitive product in this heavy bird market that debones 100% of its chicken meat. Japan is an important market in Asia, we are looking forward to gaining increased market share over the coming years, we believe with its balanced breeder and excellent commercial performance it is the future bird for Japan and other countries in the region."



*ZEN-NOH group together with ISHII delegates and HUBBARD members at HUBBARD Headquarters in Brittany, France.*

# HUBBARD'S DISTRIBUTION NETWORK

## INDIA: SKYLARK HATCHERIES PVT. LTD AND HUBBARD STRENGTHEN THEIR ASSOCIATION



Skylark Hatcheries from India has been associated with HUBBARD since 2003. To make this association stronger the key people of Skylark Hatcheries visited HUBBARD and GRIMAUD facilities followed by the official signing of the agreement for GP and distribution of HUBBARD products for India.

The Skylark staff was well represented by: Jagbir Singh Dhull (M.D. of Skylark Hatcheries Ltd.), Jasbir Deshwal (Director Skylark Hatcheries Ltd.), Surender Singh Dhull (Director Skylark Hatcheries Ltd.), and Satish Pal (Associate of Skylark from Surya Farms). During their trip they were accompanied by Kapil Manwal of HUBBARD.

Skylark is one of the strong players in the broiler business in North India. By signing the contract with HUBBARD it has given Skylark the right to distribute the HUBBARD products now all over India. The MD of Skylark, Jagbir Singh, said: "HUBBARD and Skylark have been working for a long time as trusted partners. Signing this new agreement with HUBBARD will help Skylark to develop its base all over India and this would help both the companies to grow and develop its businesses in India."

David Fyfe, Business Director of HUBBARD in Asia, commented: "Skylark is a group with a very strong base in technical knowhow and in-depth knowledge of the chicken business. This contract with Skylark will help HUBBARD to grow its market share in India even stronger."



*Skylark Hatcheries Ltd. delegates visiting HUBBARD Headquarters and HUBBARD members:*

*From left to right:*

*Front line: Alice Remingol - Sales Assistant HUBBARD - Jagbir Singh Dhull, M.D. of Skylark Hatcheries Ltd, David Fyfe - Business Director HUBBARD.*

*Back line: Kapil Manwal - Technical & Sales Manager HUBBARD, Skylark Hatcheries Ltd: Jasbir Deshwal and Surender Singh Duhll - Directors, Satish Pal - Associate of Skylark from Surya Farms.*

### About Skylark

Skylark started in 1980 with broiler farming and in 1986 this company entered into the broiler breeding business. Besides having the Hubbard F15 GP, at present the Skylark company has got 650,000 Hubbard F15 breeders and 1.2 million broilers per week. They also have 3 feed mills with a capacity to produce 1,000 tons of feed per day.





# HUBBARD'S DISTRIBUTION NETWORK

## INDONESIA: HUBBARD EXTENDS ITS DISTRIBUTION NETWORK BY SIGNING AN AGREEMENT WITH THE SUJAYA GROUP



HUBBARD is very pleased to announce that they have concluded a Grand Parent Stock agreement with Sujaya Group Ltd., based on Kalimantan-Indonesia, for the production and sales of the Hubbard Classic in Indonesia. The Hubbard Classic is renowned for its ease of management and outstanding day-old-chick production at breeder level - recent records show that it is possible to reach up to 158 chicks at 65 weeks of age - and a broiler recognised as one of the fastest growing strains available in the market today, making it a combination which is difficult to beat. The Hubbard Classic is already used by many customers in Central and South America, Africa, the Middle East and South East Asia.

Indonesia is one of the major broiler markets in South East Asia and has, with a population of around 240 million people, a tremendous opportunity for further development of its poultry meat sector. In 2010 around 1,226 million day-old-chick production were produced and between 2000 and 2010 the poultry meat consumption has grown with 5.5% per annum from 2.3 to 3.9 kg per capita.

Vincent Baumier, Area Manager for HUBBARD, explains "HUBBARD already has a very long history in the Indonesian poultry industry through our existing distributor Wonokoyo Jaya Corporation based in Surabaya. The new agreement with the Sujaya Group extends HUBBARD's distribution network and re-inforces HUBBARD's presence following the recognition of the HUBBARD products and its excellent performance by the local market."

"The Sujaya Group is a vertically integrated broiler business, but we also have interests in layers and the production of egg trays, fertilizer and palm oil. We are very excited about this new venture with HUBBARD and are looking forward to expanding our business in the near future", stated Mr. Tetetiono, President of Sujaya Group Ltd.



*In the centre: Mr Tetetiono - President of Sujaya Group Ltd. and Vincent Baumier - Sales Manager Hubbard.*

# HUBBARD'S DISTRIBUTION NETWORK

## JAPANESE INCREASE MARKET FOR HUBBARD REDBRO



Seen pictured at the 2012 IPPS Nagoya Exhibition in Japan Yamamoto Hatcheries, the father and son team, are long-term partners of HUBBARD producing and distributing Hubbard Redbro coloured broilers in Japan for over 35 years through the members of the Hubbard Redbro Association. The Hubbard Redbro Association, a group of like-minded producers of premium chicken meat from Coloured broilers, reported increased sales during the first half of 2012 in particularly in conjunction with the Hubbard ColorYield male line.

"Japan is one of the most competitive markets in the world to produce chicken meat, in particular thigh and leg meat which attracts nearly a four times premium over breast meat. The Hubbard Redbro is a superb breeder, straight forward to handle with high day-old-chick output as well as advantages in leg meat percentage which is highly valued by consumers. However, there are limits even in Japan to what customers are willing to pay so price competition is fierce. With the introduction of the ColorYield breeder male 4 years ago, the Japanese customers have seen the feed conversion rate to produce a kilo of thigh meat improve significantly which in turn has created increased demand through both retail and restaurant customers", commented Tsuyoshi Yamamoto.



*From left to right: Tsuyoshi Yamamoto - Production Department Chief and Mitsuo Yamamoto - Director.*

## SERBIA: PERUTNINA PTUJ – TOPIKO MEETS WITH HUBBARD IN FRANCE



HUBBARD has welcomed a delegation from the Perutnina Group from Serbia, the biggest integrated poultry company in Serbia, at the HUBBARD office in Quintin, France. Perutnina Ptuj – Topiko belongs to the Perutnina Ptuj Group in Slovenia which comprises of 18 companies in six countries (Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Romania and Austria) with 3 600 employees and 500 co-operatives.

In February this year the Perutnina team received the first breeder flock of F15 mated with the M99 male. The team stressed the excellent quality of the chicks at the delivery with less than 2% mortality at 14 weeks of age.

The “Feedsaver” concept with the F15 broiler breeder has been well understood by Dr. Dragan Milic, the Production Director. “This allows our company to produce excellent quality of broiler chicks at a low cost due to the very low feed consumption of the F15 PS females. The F15 broilers are very well known in Serbia for their good performances at all levels (FCR, growth, quality of the litter, low foot pad lesions and a good quality carcass...). The best way to produce broilers in Serbia is F15 which the intrinsic qualities will fit very well to the market demands and at a lower cost than our competitors.”

During the visit, general broiler breeder management and the high level of technical broiler performances which nowadays can be achieved, and a demonstration of the technical tools used to express the high genetic potential at breeder and broiler level to ensure the best economic performance with the HUBBARD products have also been addressed.



*From left to right, Dragan Salapura - Feed mill Director, Jozef Nemeth - Sales & Technician Manager HUBBARD, Phd Dragan Milic - Production Director, Nemanja Blagojevic - Agent HUBBARD, Sladana Zec - PS Manager, Bruno Briand - Sales Area Manager HUBBARD, Gabriela Benčik - Chief Veterinarian.*

**USA: HUBBARD GRAND PARENT FORUM  
2012 HELD IN PIKEVILLE - TENNESSEE**



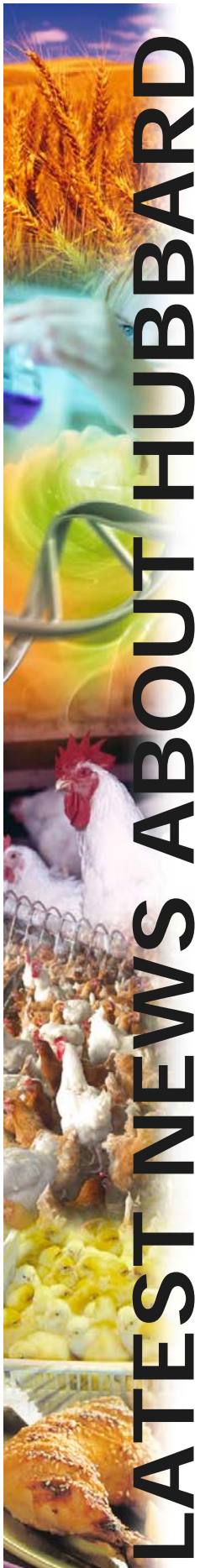
In 2012 HUBBARD recently held a successful GP Forum for some of their Classic and H1 customers from the Americas, Asia and the Middle East. This year Hubbard LLC hosted this important event from 23<sup>rd</sup> to 27<sup>th</sup> April at its USA production centre and the Sheraton Read House Hotel in Chattanooga.

Each morning presentations were given on different aspects of the management of Hubbard Grandparent Stock and technicians presented their individual experiences from around the world. On the final day there were presentations on nutrition, hatchery and hatch day breakout. The afternoon sessions were conducted at HUBBARD's production facilities, which included visits to rearing and production Grandparent farms and to the Hubbard Grandparent hatchery in Pikeville, Tennessee with a capacity of 12 million breeders per year.

The unique mixture of both theory and practice was well received by the customers, who were able to see first-hand in the afternoon what was being described in the morning sessions.



*HUBBARD GP customers from the Americas, Asia and the Middle East in front of the Pikeville hatchery.*



## SUCCESSFUL HUBBARD CLASSIC SEMINAR HELD IN BANGLADESH

To get to know more about the recent genetic improvements of Hubbard Classic a seminar was organized by "Poultry Consultant & Development Services", HUBBARD Agent in Bangladesh, for breeder and broiler farmers on the 25<sup>th</sup> of February 2012 at the Ruposhi Bangla Hotel.

Almost 70 people attended the seminar from the different poultry farms including some leading poultry farmers like Paragon Poultry, Aftab Bahumukhi farms Ltd. and Nourish Poultry & Hatchery Ltd.

Rafiqul Haque, HUBBARD Agent in Bangladesh delivered his opening speech. Abu Luthfe Fazle Rahim Khan, Managing Director of Aftab Bahumukhi Farms Ltd., and Moshir Rahman, Managing Director of Paragon Poultry Ltd., delivered their valuable speeches on technical service and the present situation of AI in Bangladesh.

David Fyfe, Business Director HUBBARD Asia, highlighted in his presentation the various activities of Groupe GRIMAUD and their role in overall improvement of Poultry genetics.

Ehsanul Kabir Mosru gave the main technical presentation which was really very informative and important for the present situation of Hubbard Classic, particularly the excellent performances of the Parent Stock and broilers under Bangladesh condition.



### Awards for best performances

At the end of the Seminar, there was an award giving ceremony program in which three breeder farms: Nourish Poultry & Hatchery Ltd., Quality Breeders Ltd. and Rashid Krishi Khamar awarded for the excellent performance of their PS in the year 2011. Towhidul Islam, Deputy General Manager received the Plaque on behalf of Nourish Poultry and Hatchery Ltd.; Dr. Golam Morshed, Director, received the Plaque on behalf of Quality Breeders Ltd.; Md. Abdul Mannan, Deputy General Manager, received the plaque on behalf of Rashid Krishi Khamar.

## HUBBARD F15 'FEEDSAVER' CONCEPT FORUM IN FRANCE

More than 40 participants from 14 different countries in Europe, Middle-East, Africa and Asia gathered in France to attend the HUBBARD "F15 – Feedsaver" technical seminar

held between the 16<sup>th</sup> and the 21<sup>st</sup> of September.

The lecturing programme covered a vast array of subjects from husbandry to health and nutrition, and underlined the economic advantage of the "F15 – Feed saver" concept in a wide variety of conditions. It was completed by field visits and social activities. Both guests and HUBBARD participants could share their complementary field experiences in a professional, yet cheerful, atmosphere and make it together a very fruitful and successful meeting.



## HUBBARD POLSKA CUSTOMER SEMINAR WELL ATTENDED

The Hubbard Polska customer seminar again has been a great success with around 150 customers attending this event held from 16-18 May, 2012 at the Ossolinski Palace in Sterdyn, about 120 km East from Warsaw. After the welcome speech of Dr. Andrzej Rosinski (General Manager of Hubbard Polska), Aleksandra Golebiowska focused on the Hubbard Flex breeder management and the excellent results that have been seen in the field with flocks peaking over 88%. Lech Filipiak and Lukasz Sloniewicz showed the good technical results achieved by the Hubbard Flex and Hubbard F15 broilers and went in more detail about the lighting programs to be used and the importance of low levels of footpad dermatitis as seen in all the Hubbard products. Professor Piotr Szeleszczuk of the

Warsaw University of Life Sciences addressed 3 different main topics: "Enterococcus, a real problem for Polish poultry production", "Mycoplasma dilemmas - Mycoplasma Synoviae contamination and not only" and "Biosecurity in poultry production". On the last day, Paul van Boekholt (Hubbard Business Director) gave an update on the current situation in poultry production in the world and in the EU.

The social aspect of this bi-annual event was also addressed through a hunting show with falcons, a spectacular gala dinner with music from 80-ies and a tour around the completely renovated palace. The next customer seminar will be held in 2014 when Hubbard Polska will organise the 20<sup>th</sup> customer seminar to celebrate its 25<sup>th</sup> anniversary.



LATEST NEWS ABOUT HUBBARD

# THE HUBBARD TEAM AROUND THE WORLD

## EMEA: Hubbard S.A.S. – France



**Yoann EON** has joined the Technical Service Team of Hubbard SAS as Junior Technician.

Yoann started in April 2010 to work with HUBBARD after finalising his international mission as a volunteer. Back in France, he continued his training on Production and Sales Management.

Yoann is 28 years old and graduated as an Agricultural Engineer at the "Ecole Supérieure d'Agriculture d'Angers" (ESA) in France. Yoann works as a technical

advisor to customers in collaboration with the commercial team. He reports to Claude TOUDIC, the Technical Service Manager for the EMEA region.



**Jérôme PRELY** has started to work with HUBBARD as Breeder Manager.

Jérôme is 47 years old and has worked for more than 20 years with a cooperative called "la Coopérative des Fermiers de l'Orléanais" first as a technician and later on as technical manager and manager of the R&D. After his training period with HUBBARD, he now works at the HUBBARD production at St. Loup d'Ordon, under the responsibility of Nicole VANLAUWE, the site Manager, and in close collaboration with Joël LAUDRIN, Hubbard S.A.S. Production Director.

Jérôme is in charge of the technical follow up of the contract farmers and will also look after the renovations currently being done at this production site.



**Mathieu LARDIERE** has been appointed as Junior Technician as part of the Technical Service Team of Hubbard SAS based at "le Foeil".

Mathieu is 25 years, graduated at the "Ecole Supérieure d'Agriculture d'Angers" (ESA) and has had a lot of interest in the poultry industry for many years. He has also got experience in genetics and nutrition.

He will work under the responsibility of Claude TOUDIC and after his initial training period in the field (farms and hatcheries), Mathieu will work as a technical advisor to customers.

## America's: Hubbard LLC - USA



**Robin MARSTON** is a 2009 graduate from Kansas State University majoring in Agricultural Communications and Journalism. Since January of 2011, Robin has worked in the hatchery as a Production Administration Assistant. She now serves as the GP Planning Coordinator of Hubbard LLC focusing on short range set planning and GP/GGP product availability. Robin started in her new position in September 2011, and reports to Jay DANIELS – Planning Department Manager of Hubbard LLC.



**Joanna HANKINS** is a 2005 graduate from the University of Tennessee, Knoxville- majoring in Business Administration, Logistics and Operations Management. Joanna comes to us from ABS National Auto Services in Knoxville, TE. She serves as Hubbard LLC's PS Planning Coordinator focusing on the BPA (Breeder Planning Assistant) used for long range product forecasting within our MTECH database system and PS product availability. Joanna started in her new position in October 2011 and reports to Jay DANIELS as well.



**Fariba IZADI** has joined Hubbard LLC as Geneticist in October, 2011. She received her Ph.D. in Poultry Genetics from the University of British Columbia, Vancouver, Canada in 2011. Fariba works at the R&D location in Walpole (NH) in the USA and reports to the Global R&D Director Yves JEGO. Fariba will be a valuable addition to our R&D team as we continue our goal in becoming the premier supplier of breeding stock to the worldwide broiler industry.



# Hubbard

## AMERICAS

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