



Hubbard

YOUR CHOICE, OUR COMMITMENT

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OVERWHELMING SUCCESS FOR FIRST HUBBARD PREMIUM FORUM

The first Hubbard Premium Forum fully focusing on Premium broiler products and markets, held in Breukelen near Utrecht in the Netherlands, was an overwhelming success with 106 attendees from 18 different countries. At the end of the forum Hubbard promised their customers of Hubbard Premium products that this well received forum will be the first of a series of meetings which will be held in different parts of Europe.

Hubbard, global leader in the market of "Premium chickens" (organic, Label Rouge, 81-day Free range, 56-day Free Range, Certified, Freedom Food, Chicken of Tomorrow, etc.), gathered its main customers of "Premium chickens" in Europe to get to know each other better, to exchange about Hubbard's R&D for Premium products and to share technical and practical information from the field. It allowed the participants to increase their knowledge about Hubbard's Premium product range, the growing differentiation of the broiler markets in the EU and how to get the best performance and optimal results for this growing segment of the market.



During two morning sessions several presentations focussed on different aspects of the Premium products and markets in Europe. The recent developments of differentiated broiler production chains in the Netherlands, e.g. "Beter Leven" and the "Chicken of Tomorrow", were given as a good example on how the industry can react to changing consumer demands. Not only Europe but also in the USA the market is changing with the emerging production of Antibiotic Free (ABF) broilers and slower growing chickens. ABF broilers are now becoming the norm, and in 2015 represent nearly 25% of the total output of broilers.



"Beter Leven 1-Star" production in the Netherlands using the Hubbard JA757 broiler in an enriched environment and at lower stocking density (25/m²) according to the EU Marketing Terms for Extensive Indoor broilers. The pop-holes to the additional wintergarden can be seen on the right.

Frederic Fagnoul (Hubbard Geneticist for the Hubbard Premium product range) gave more insight in the work done at R&D level with a clear focus on robustness, welfare traits, productivity, efficiency and meat quality. Hubbard has been selecting slow(er) growing broiler breeds for nearly 50 years and has adapted its breeding program to changes in consumption patterns and the increased demand for conformation and meat quality. For that, Hubbard has intensified its selection following these latest trends and is finalising a multi-million Euro investment in its R&D and production centre for the Hubbard Premium product range in Courtenay, France.

Marcel Vanlauwe, who has been involved in the selection of the Hubbard Premium Products for several decades, summarised the excellent breeder results in the field for the Hubbard JA57, JA87, Redbro M and P6N. These field results are gathered from Hubbard's customers using the Hubbard Flock Recording system, which is available for free for all Hubbard customers. Based on these data Marcel could proudly show that for all breeder females the average production of hatching eggs per hen housed is above the Hubbard standard. He stressed that it is very important to develop a good carcass during the first period of rearing. It helps to achieve the best uniformity, combined with good appetite and egg size and to get good peaks and good persistency.

Claude Toudic (Hubbard Technical Manager EMEA & Brazil) focussed on the results of an experimental trial done by ITAVI and INRA in France on a multi-criteria evaluation of the Hubbard JA757 and JA957 broilers in indoor, winter garden and free range housing systems. He concluded that carcass quality tends to be better when birds have access to a winter garden or a ranging area (less fat pads and skin lesions). The winter garden and free range systems are improving the image of broiler growing towards consumers. However, "free range" is a recognised category in the EU regulation, but the "winter garden" as used in the Netherlands is not. This makes the involvement of retailers in the communication to consumers very important.

At the end of the forum it was clear to all attendees that Hubbard offers the largest range of parent females and males to be able to



The wintergarden of a broiler house for the 56-day "Beter Leven 1-Star" production in the Netherlands.

respond to all the different requirements of the Premium markets ranging from organic, Label Rouge, 81-day free range, 56-day free range, certified, Freedom Food and the more recent developments like "Beter Leven" and the "Chicken of Tomorrow" in the Netherlands.

Hubbard takes the Premium market segment very serious as it is a key objective of Hubbard to bring the "taste with a difference" to more people in the world!



The group having a close look to a brand new broiler house for the 56-day "Beter Leven 1-Star" production in the Netherlands.

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HUBBARD IN THE NEWS



HUBBARD QUALITY DEPARTEMENT

Since March 2008, Philippe Keramprant (on the right here on the picture) is for Hubbard SAS the Manager for Quality, Safety and Environment. Three working areas with a very strong interrelationship.

How is this department organised?

There are two other people in the QSE department:

- Yann Thoueille (on the left on the above picture) leads the department for Hubbard SAS, Hubbard LLC, the subsidiaries (Hubbard Polska, Hubbard do Brasil) and the distributors.
- Céline Marc (lady on the above picture) is the QSE Coordinator for France.

We carry out audits (verification of the organisation's defined quality), as well as inspections of hatcheries and breeding. We target corrective or preventive actions and search for possible improvements with the people concerned. We follow the indicators.

How do you interact with the other services?

We are entirely cross-disciplinary; we work with every department! Sanitary, veterinary, production (for egg quality, chicks, process improvement and work organisation), planning, HR, sales and logistics, whose efforts have been exceptional over the last three years.

What are the objectives?

There are four objectives that everyone must know:

- Guaranteeing the genetic potential of the animals delivered
- Ensuring maximum, standardised bio-security in every subsidiary
- Supplying chicks of identical quality regardless of where they are produced
- Securing the supply for our customers

How do you monitor progress in quality?

Through daily indicators. At Hubbard, everyone works for quality and every indicator has been chosen for its direct impact on the quality of the chicks delivered. More specifically, we monitor:

- Mortality rate at delivery and at 7 days
- Any malfunctions or complaints
- Hatchery hygiene results
- Rates of exploders at transfer of incubated eggs
- Selection levels in the hatchery
- Cleanliness of the eggs

An identical quality regardless of the country of production, what does that mean for our distributors?

Our quality system provides specifications (sanitary, technical, hygiene, management) that must be implemented in order to work with Hubbard.

Every candidate will be evaluated and an action plan will be put in place. Once the Hubbard standard has been obtained, periodical audits will take place and continuous improvement plans will be defined for the optimal quality of Hubbard products.

Quality is of the utmost importance to our clients. How can we assure them of our quality?

The organisation, the work methods, the biosecurity rules, etc. must be clearly defined, and it must be proven on a daily basis that they have been implemented. This can be demonstrated through inspections, registrations and audits. That ensures their trust.

For three years, our results have never stopped improving.

What are the great challenges ahead with regards to quality?

New demands emerge daily (food safety, antibiotic resistance, traceability, safety, environment, etc.) and we must put them in place collectively. After being drawn up, the quality department verifies and ensures that we are on the right path. After that, the biggest challenge is ensuring that the measures are enforced by EVERY EMPLOYEE.

WORLDWIDE TEAMS HUBBARD AND NOVOGEN GATHERED IN NANTES

France – End of June Hubbard and Novogen gathered their worldwide teams in Nantes for a week. More than 100 technicians and sales representatives from 5 continents shared and exchanged their knowledge and experience on specific themes meeting the challenges of today and tomorrow focussing on Hubbard's "Less Feed, More Meat" and Novogen's "Genes for Better Eggs" campaigns.



During many workshops not only genetics, product performances and management were addressed, but also incubation, nutrition, processing, quality and animal health as well as business were well taken care of. A tour of Groupe Grimaud's headquarters and facilities was part of the global meeting, emphasising the synergy between the different companies of the group.

All investments made in R&D, technical know-how and people are clearly paying off now as Hubbard is rapidly gaining market share around the world, including the fast growing regions like Asia.

And since its launch in 2008 Novogen has quickly been recognised as a reliable global supplier of layer genetics with excellent field results of the NOVOgen Brown and NOVOgen White products on all continents.

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HUBBARD HELD SUCCESSFUL INTERNATIONAL HATCHERY MANAGEMENT TRAINING IN THE USA

In May this year, Hubbard incubation specialist Jiggs Killgore and the hatchery team of Hubbard LLC conducted an International Hatchery Management training in Chattanooga and Pikeville (Tennessee). Participation in the program included key management and operations personnel from Hubbard customers coming from Brazil, Pakistan, Egypt, Nepal, Sri Lanka, India, Indonesia and Japan.

The three day event started with presentations from poultry professionals addressing topics including sanitation, advancements in chick treatments, the latest incubation technology and software updates, application and administration of Coccivac, day-old-chick

hydration products including the delivery systems for applications of those products, and embryo diagnosis techniques for identifying and troubleshooting issues occurring in the incubation process.

The course continued with presentations by hatchery manager Tony Britt and his team on: egg room operations, incubation programs, environment management and processing through incubation, transfer and chick processing. Laboratory manager Wes Miller presented his bacterial plating, monitoring and analysis programs.

Hands-on training for all attendees formed the main part of the course and focused on actual egg break-outs and candling with analysis and troubleshooting recommendations, bacterial plating including actual location plate exposures with readings 24 hours after exposure, chick sexing, chick handling in the chick processing area and Coccivac applications. The hands-on training was completed with chick storage environment observation, application, monitoring and management techniques.

The training finished with a presentation by Jay Daniels, Hubbard LLC's Director of Operations, on the Smithway chick and egg transportation operations, management, temperature/humidity monitoring and control, and concluded with a hands-on opportunity to access the controls of given vehicles on site.



The international event closed with a southern style barbeque during which the certificates for the successful completion of the training course were presented to the attendees. The visit concluded with a drive-by of one of Hubbard's multi-million dollar recently constructed Grand Parent farms. The participants all expressed their appreciation for the presentations, depth of knowledge and hospitality to Hubbard's staff and the excellent condition and appearance of the Hubbard facilities.

SUCCESSFUL HUBBARD TECHNICAL FORUM HELD IN BANGKOK

In May 2015, during the week of VIV Asia in Thailand, Hubbard organised a successful Technical Forum for its main customers. The event attracted close to 100 people from 17 countries, who appreciated the indepth-knowledge shared by the Hubbard experts.



The Technical Forum was opened by Olivier Rochard, MD of Hubbard, who focused on the Hubbard theme "Less Feed, More Meat". Presentations on breeder level included "accumulated bodyweight and breeder maturity" by Dr. Eric Bonjour, "lighting techniques to boost peak production and persistency" by Kabir Ehsanul and "the use of scratch grain and grit to improve intestinal health" by Alastair Lewin.

Dr. Costas Constantinou addressed "respiratory challenges in broilers" and Jacky Michard shared his practical experiences of "broiler performance in Asia using different energy & amino acid

levels" followed by Claude Toudic who explained an important topic seen more and more in the field about "emerging meat quality defects in broilers".

The importance of "ensuring water quality" was highlighted by Dr. Olivier Leon and Hubbard Incubation Specialist Stéphane Hémon went into detail about "water loss management and chick quality". Yann Thouelle, Global Director of QA/QC, gave his view on "operational management of traceability" to the attentive audience.

The informative 1-day forum ended with an "update on Hubbard's R&D" by Yves Jégo, R&D Director of Hubbard, and a discussion and wrap up by Hubbard's Business Director Asia David Fyfe who concluded that this successful Hubbard Technical Forum definitely will see a sequel as Hubbard is fully committed to share its technical knowledge with its strongly growing customer base in the area.

After the lectures all attendees could enjoy a nice reception and dinner giving them a perfect chance to get to know each other and exchange practical experience and knowledge.

HUBBARD LLC OPENS ITS FIRST GP FACILITY IN ALABAMA

Early March this year, Hubbard LLC hosted an open house located at a new production complex which is its first in the isolated region of North East Alabama. The Open House initiative exposed Hubbard to the community, the state and to solicited perspective growers for Hubbard's future production requirements. Hubbard was very pleased to welcome Deputy Commissioner Reese H. McKinney, JR to the event (on the below picture, on the left). Also in attendance was a nice representation from the Alabama Poultry Federation located in Montgomery, Alabama.



The event was well attended by community leaders, Hubbard's poultry vendor partners, state representatives and many interested individuals from the state of Alabama. Hubbard's Production and Technical Teams were on hand to tour and explain their facilities first hand as well as to educate the attendees on Hubbard's initiatives in the "Less Feed, More Meat" campaign. Activities included vendor information centres, poultry house tours, information on the importance of bio-security and Hubbard LLC farm contract explanations. A catered "chicken" tender lunch was provided and enjoyed by all!

Hubbard expresses a special thank you to the farm owners, the Shiflett Family (see picture on the left), for their participation and willingness to share their experiences. Mark Barnes (CEO of Hubbard LLC) was present together with Sean Holcombe (Director of Technical Services & Sales), Joshua Cox (Hubbard LLC Technical Service manager) and his team. Hubbard also thanks its vendor partners for their participation and support and to the Hubbard

Production Staff: David Garrison (Breeder Manager for Tennessee & Alabama), Leslie Eggleston (Breeder Supervisor for Tennessee), Jeff Moore (Pullet Supervisor for Tennessee) and Melinda Morgan and Kim Lawrence (both Production Administration Assistants).

"Hubbard LLC is very proud to be an integral part of the state of Alabama by starting up our production in this region", said Mark Harmon (Hubbard LLC Production Director). "The state and local Jackson county officials have been very accommodating in the whole process. We are looking forward to additional placements in 2015 as we increase our housing with the current and future demands of Hubbard breeding stock both internally and externally", continued Mark Harmon.



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HUBBARD DISTRIBUTORS NETWORK

HUBBARD WELCOMES A JAPANESE DELEGATION LEAD BY ITS REDBRO DISTRIBUTOR YAMAMOTO CORP.

Hubbard's Japanese Redbro Distributer Mr. Yamamoto (Snr) of Yamamoto Corp accompanied by Mr. Yokoo President of Yokoo Corp Japan and Mr. Arai (Marketing Consultant Yokoo Corp Japan) paid a short visit to Hubbard's European Headquarters in July to meet and discuss with Mr. Olivier Rochard (CEO Hubbard) at the time of a private visit in France of Mr. Yokoo to mark the 25 anniversary of the Twinning of his native village in Japan with Cussac village close to Bordeaux. During the visit the group also visited with ECAT hatchery automation company in nearby Landivisiau before travelling on to visit with Frederic Grimaud (President of Groupe Grimaud).

During the visit to Cussac Mr. Yokoo had the opportunity to meet with the Twinning Committee of Cussac and various dignitaries who recall well visits by Mr. Yokoo's father and mother all those years ago. The twinning between these two villages both of around 2500 inhabitants continues to thrive with annual or bi-annual exchanges particularly under the youth programme which allows youngsters to spend time living with host families either in Japan or Cussac. Much to everyone's surprise whilst visiting vineyards in the area to hear many of those earlier French exchange students exchanging fluently in Japanese!



Picture from Left to right: Mr. Kohei Izumi (Head of Yamamoto USA), Mr. Norio Arai (Marketing Consultant Yokoo Corp Japan), Mr. David Fyfe Business Director Hubbard (Asia), Mr. Yamamoto (Snr) (President of Yamamoto Corporation and Japanese Redbro Association), Mr. Kazuhiro Yokoo (President Yokoo Corp Japan).

HUBBARD AND CPGP SUPPORT SUCCESSFUL 18TH CPC POULTRY SCHOOL IN EGYPT

The well attended 18th CPC Poultry School took place at the Jasmine Palace resort in Hurghada on the Red sea in Egypt end of 2014. Owners and senior project managers from the big companies joined new farm managers for the 6-day event which included many interesting presentations on breeding, incubation, management, nutrition, physiology and veterinary/pathology issues. The 2 full days from the Hubbard technical team revolved around the theme of Male and Female management and Disease.

International speakers were Mr. Thomas Verrey (Are Sales Manager for the region), Dr. Miguel Valls (Hubbard Veterinarian) who updated the group on the importance and control of coccidiosis. Hammed Abdelmotal (Hubbard Technician) talked about the "Right Females For Right Stimulation", Stéphane Hémon (Hubbard Incubation Specialist) talked about "Key Points for Hatchery Management" and Alastair Lewin (Hubbard Senior Technician) presented talks on breeder male and female management.



Egyptian speakers were Dr. Said Shalash on nutrition, Dr. Hassen Byoumy on lighting and ventilation, Dr. Abd El Rahman on physiology and reproduction, Dr. Awad on respiratory diseases, Dr. Mohammed El Manawy on management. Dr. Shahin (CPC Vet. Manager) gave an excellent talk on "Dealing with Manure" to reduce spread of disease and a case study which opened the door for some excellent discussion. Furthermore, Dr. Hamoud (CPC Technical Director) gave a good talk regarding hot points on "Avian Immunity & Vaccination", and Dr. Mohamed Kamel (Veterinary Manager of the Technical Follow up Team) gave a good talk on "Current Challenging Diseases".

Each participant received all the talks in English and Arabic and many Hubbard technical presentations and bulletins. After the exams on the final day, the first three best students were rewarded with a nice watch.

Hubbard, co-sponsor of the event, wishes to thank Dr. Nabil Darwish, Executive Managing Director of CPGP (Hubbard distributor for Egypt), Dr. Khaled Mostafa General Manager of CPGP and the organisers: Eng. Ezat, Eng. Medhat and Dr Ahmad Hassan, along with Dr Sayed Shalash and their colleagues, for their hard work, excellent organisation and continued CPC Poultry School commitment to the continuous education of project managers, farm managers and supervisors. The CPC Poultry School is a real asset to enable the technicians to achieve the best results and benefits from the Hubbard Classic product. The 18th CPC Poultry School continued the excellence of bringing together key member of the industry for a week of communication.

4 RECENT CHANGES IN THE HUBBARD TEAM



SAADIQUL ISLAM SAADI:
ASSISTANT TECHNICAL SERVICE MANAGER
BANGLADESH

Early May 2015 Mr. Saadiqul Islam Saadi has joined Hubbard as Assistant Technical Service Manager. In this role he will provide technical services to Hubbard Grand Parent, Parent Stock and commercial broiler customers in Bangladesh.

Saadi graduated with a bachelor degree in Animal Science in 2011 from the Agricultural University in Bangladesh. He then worked for 3.5 years for CP Bangladesh as farm manager of a commercial pullet and layer project. Saadi will be based in Bangladesh and reports directly to Ehsanul Kabir Mosru, Hubbard Regional Senior Technical Manager.



JONATHAN PEEPLES:
SOUTHEAST REGION SALES MANAGER, USA

Jonathan Peeples has joined end of June to fill the position of Southeast Region Sales Manager. Jonathan will have the sales responsibilities for this region that includes Georgia, Florida, Alabama, Mississippi and a portion of Southeast Tennessee. Jonathan will report directly to Mark Barnes, COO of Hubbard LLC.

Jonathan has 25 years of experience in the poultry industry in the southeast region holding various management positions in live production, most recently as Live Production Manager with a large integrator in north Georgia. His many years of experience and vast contacts in this region have him ideally suited to increase the market share of Hubbard products in the region.

Jonathan's location in north Georgia is ideal given the large concentration of poultry companies in that region. His addition to the group will continue the forward momentum with the successful introduction of the Hubbard Classic female and the continued dominance of the Hubbard M99 male in the market place.

**HUBBARD WELCOMES NEW MEMBERS TO ITS
R&D AND TECHNICAL TEAM**

As part of Hubbard's strategy for growth and its drive to continue to further improve of its products and service to customers, Hubbard recently has welcomed a few new top members to its R&D and technical French team. Their knowledge and experience will be an excellent addition to the Hubbard team and will contribute to further strengthen Hubbard's product performance and our technical support to our growing customer base.

JULIEN RECOQUILLAY

Julien recently obtained his PhD in animal genetics after 3 years of research on the genetics of behaviour in Japanese quail. Under the responsibility of Global R&D Director Yves Jégo, Julien will focus on genomic selection programs for the Hubbard pure lines and is based in Chateaubourg, France.



PAULA DIAS-RIBOULET

Paula will also be based in Chateaubourg and work under the responsibility of Yves Jégo as a program geneticist within the R&D department and will manage the breeding programs for some of Hubbard pure lines. Paula obtained her PhD in plant genetics from Rio Grande do Sul Federal University in Porto Alegre, Brasil. During the last 15 years, Paula was involved in several research projects in Brasil and France where she developed a solid background in molecular and quantitative genetics.



MAGALIE NONIS

Magalie joined as Nutritionist and Broiler Specialist. She will be based in France and work under the responsibility of Technical Manager Claude Toudic. She obtained a PhD in animal nutrition in the Animal and Poultry Science department of the University of KwaZulu-Natal in South Africa. Magalie has gained much practical experience through her work for different premix and feed additive companies in Europe.



ANDREA BENEVENTI

Andrea Beneventi has been appointed to the position of Senior Technical Specialist reporting to Eric Bonjour, the Global Director of Technical Services. Andrea has accumulated more than 20 years of practical experience in the field of poultry management and house design and equipment around the world, covering both the broiler and layer sectors from GP down to commercial stock.



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