

HUBBARD

DEAR READERS, CLIENTS AND PARTNERS,

Social and legal obligations require our industry to know how to work without antibiotics. This is why the sanitary qualities of our chicks is of equal importance to their genetic potential. This antibiotic-free objective obliges us to come back to basics and forces us to look at the chicks from day-old, which is all too often overlooked.

All the worldwide Hubbard teams and I wish you a pleasant reading. We all stay fully dedicated and motivated to supply you with the highest quality chicks, while helping you maximize their full genetic potential.

Enjoy the reading,

Olivier Rochard
CEO Hubbard

ON THE FRONTPAGE

International Hubbard Hatchery & Poultry Management School in Tennessee, USA

The 2016 Hubbard International Hatchery & Poultry Management School was recently held in Tennessee, USA, with over 50 participants from 17 different countries in attendance. After a welcome by Olivier Rochard, Hubbard CEO, hatchery presentations were made on a wide range of topics from sustainability, early embryonic mortality, sanitation applications and embryo-diagnosis. The group also spent significant time visiting hatchery facilities in the region.

The Poultry Management segment of the International School began later the same week. The initial focus was on Hubbard's 95 years of Genetic Selection. Other topics included all aspects relating to breeder female management, health, productivity and lighting programs. The participants also travelled to a Parent Stock rearing Farm.

The second part of Poultry Management focused on the USA broiler markets, breeder male management, Quality Control laboratory audits and the effect of breeder diets on the performance of their broiler progeny. The group visited one of Hubbard's customers with the Hubbard Classic breeder flocks in production to receive hands-on management training by the farm staff.

The final days dealt with presentations on the worldwide Premium markets where Hubbard is clearly the global leader, the importance of early broiler management and a review of the Hubbard broiler testing facilities around the world. As part of this the group toured a state of the art broiler farm in Alabama.

Finally the attendees received an overview of the worldwide chicken markets and a much anticipated presentation on Global R&D. The group was also able to tour a US broiler processing plant to see the latest in modern technology.

The program finished with a focus on the Chicken Supply Chain in the USA, food industry in the USA, breeder management e-tools, flock technical services being the 'concept of success' and a leading US hatching egg producer presented a talk on the Hubbard Classic and how it fits their business model. The final evening ended with a ceremony and diploma presentation in Chattanooga (TN). According to Olivier Rochard, "The school demonstrates the increasing success of the Hubbard breeds across multiple continents. The attendees were able to learn of updates in various world markets where we operate, besides witnessing in person the latest in both hatchery and production techniques. What differentiated this school from others in the industry were the practical aspect and the possibility to enter various facilities in the industry ranging from parent stock through to processing.

VIV's POULTRY SUMMITEUROPE: Towards a world without antibiotics?

"A world without antibiotics?" was the theme of the first "Poultry Summit Europe" organised by VIV and held last May in Utrecht. Hubbard was represented by Olivier Demeure, Scientific Director of Grimaud Group. Improved animal robustness and well-being are at the heart of Hubbard R&D, whose expertise is illustrated by the desire to maintain genetic diversity and select animals on the basis of specific criteria: resistance to biotic and abiotic stress, less aggressiveness and better feeding efficiency. In addition to this, what sets Groupe Grimaud apart is its reliance on developing vaccines and using controlled bacterial flora to guarantee good animal health.

IN SHORT



Your next Rendez-Vous with HUBBARD:

13th – 16th September 2016:
SPACE – Rennes – France

4th – 7th October 2016:
SIMA SIPSA – Algiers – Algeria

15th – 18th November 2016:
EuroTier – Hanover – Germany



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What's up on the last shows...

Hubbard's Premium Chicken products in the spotlights during the last fairs: in January 2016 at the IPPE in the US, in March 2016 at the WPSA meeting in France, *Poultry Focus Asia* in Thailand, the LIV Venray exhibition in the Netherlands, in May 2016 at the *Pig & Poultry Show* in the UK...

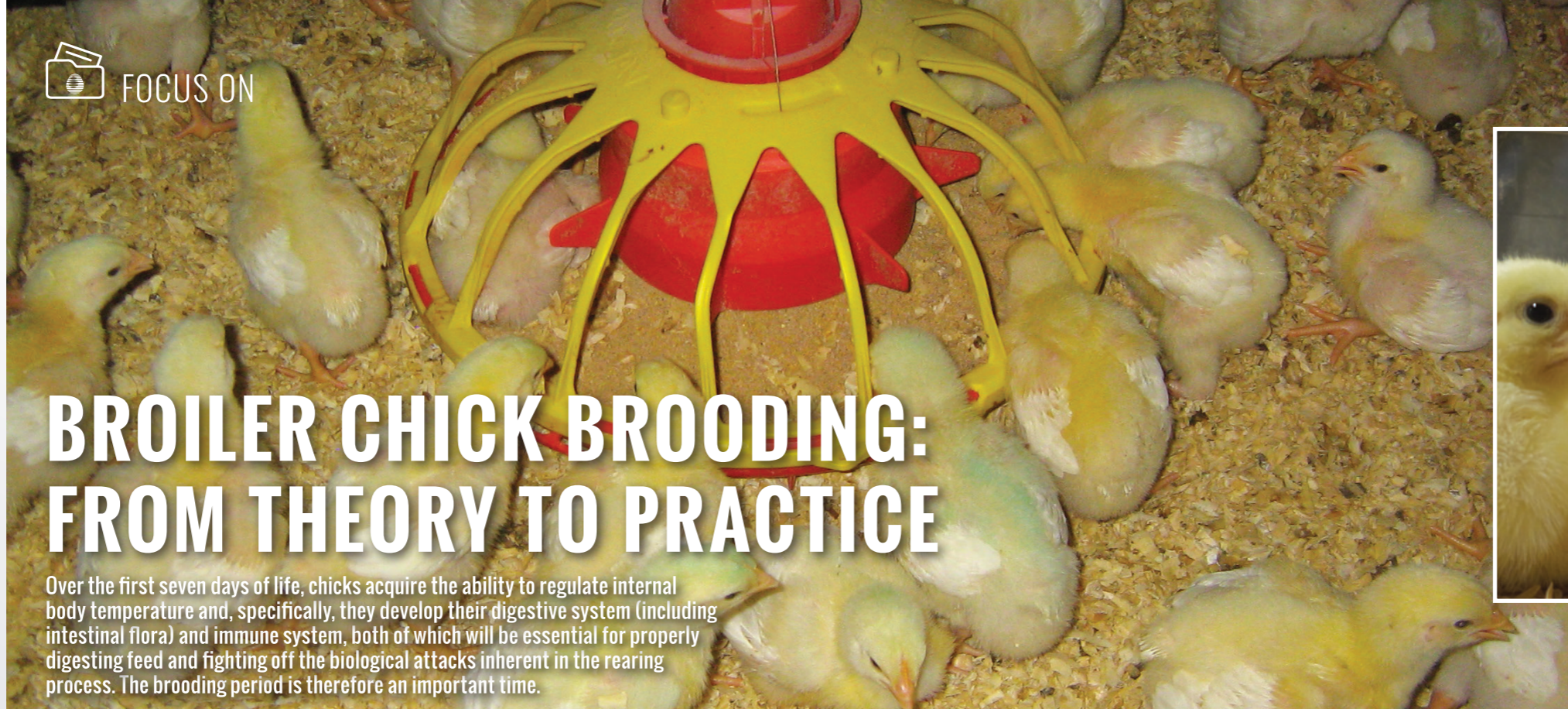
More information on Hubbard Premium products on the Hubbard website: www.hubbardbreeders.com

PAMED in Tunisia

PAMED, the unmissable professional poultry fair in Tunisia, took place last May in Tunis. The Hubbard team has welcomed many visitors, officials, farmers, poultry industry actors and students coming from Tunisia, Algeria or Libya.

The Tunisian market has turned into a particular context since the reintroduction of the quota system. Hubbard intends to strengthen its historic market share by promoting its dwarf breeds, perfectly adapted to the Tunisian production environment as they have high productivity levels and all assets to perfectly match with the poultry market requirements in Tunisia.

FOCUS ON



BROILER CHICK BROODING: FROM THEORY TO PRACTICE

Over the first seven days of life, chicks acquire the ability to regulate internal body temperature and, specifically, they develop their digestive system (including intestinal flora) and immune system, both of which will be essential for properly digesting feed and fighting off the biological attacks inherent in the rearing process. The brooding period is therefore an important time.

◀ 8 days old chicks homogeneous with a silky fluff.



▲ Day old chick with a full and soft crop.

Brooding starts a long time before the chicks arrive

Washing the house and its equipment, including water lines, must be finished off by disinfection and drying before litter and equipment is put back in.

Placing one-day-old chicks in a healthy environment enables them to use the nutrients they ingest for growth, rather than for fighting off microbial attacks.

Reception of chicks: a crucial moment

Assessing the physical condition of a sample of chicks as soon as they arrive makes it possible to anticipate and partially amend certain anomalies immediately:

- Cold feet: increase brooding temperature to 34-35°C for 4 to 6 hours. Check temperature of feet again and do not turn temperature down until feet are warm.
- Signs of dehydration: increase the number of drinkers and add 5g sugar per litre of water for 24 hours.
- Poor umbilical healing: keep under observation and contact a veterinarian if necessary.

Dim the lighting level and gently place chicks on chick paper near the drinkers or nipple lines. Turn lighting back up to full once the chicks have settled.

How to stimulate feeding

Many scientific studies have demonstrated that the first feed ingested:

- Triggers intestinal peristalsis, which in turn triggers yolk resorption.
- Causes rapid development of the gastrointestinal system and related organs involved in the digestive process (gizzard, pancreas, liver).

- Launches the development of digestive enzyme activity, which enables complex feed ingredients to be digested rapidly and more completely.
- Develops immune system organs.
- Promotes development of muscle fibres and multiplication of satellite cells, the guarantee of good meat yield.

In practice, it does not matter a great deal whether chicks start drinking or eating first, since one leads to the other. What does matter is that water and feed is of good quality and easily accessible for all the chicks.

Bear in mind that without light, chicks neither eat nor drink and their activity is proportional to lighting intensity. Nothing beats natural daylight, provided that it is complemented by powerful artificial lighting during the night (Chart nr.1).

Several times a day during the first week, most chicken farmers walk through the chicks to encourage them to move towards feeders and drinkers. This technique can be complemented by switching off the lighting (for periods of 30 minutes) and then switching it back on, which stimulates the chicks to move, eat and drink.

After this intermittent lighting programme for the first 4 days, we recommend going back to a regime of switching lighting off once a day, to be defined according to the type of house, breed, climate and farm records.

Temperature comfort must likewise be optimal. This means warm litter, adjusted temperature with no draughts and humidity ideally between 40 and 60%. If chicks position themselves evenly over the entire brooding area, this shows that the temperature comfort is correct.

Adhere to equipment and transition standards

It is very difficult to standardise the exact need for drinkers and feeders since it depends on the accessibility of drinkers and feeders: the less accessible they are, the greater the amount of specific brooding equipment will be required, which will have to be left in place longer.

The use of nipple drinkers gives the option to not use any additional drinkers, provided that the brooding area takes up at least 40% of the farm area and that brooding can be done in high ambient temperatures (Chart nr.2).

Additional drinkers and feeders for brooding should be taken away from day 3 onwards, removing one-third per day to give the chicks time to adapt.

Assess ingestion 24 hours after arrival

Successful settling of chicks can be assessed by performing the crop test 24 hours after chick placement on 100 chicks selected from different areas of the house. The objective is over 99% of chicks with full, soft crops.

Assess brooding after 7 days

The objective is to obtain a more than fourfold increase in chick weight during the first 7 days. Since the mean weight of chicks varies from 33-35 g at the beginning of production to 46-

48 g at the end of the life of the Parent Stock flock, fourfold increase will be in the range of 135 to 190 g.

Apart from weight, chick uniformity will be assessed by eye, or better still by weighing 100 chicks separately (the goal being a CV < 11%). Condition of feathers, roundness of the abdomen,

cleanliness of foot pads and brightness and roundness of the eyes are equally revealing the general condition of the chicks and their living conditions in the first days of life.

Chart nr.1

Age	Number of dark periods	Hours of dark	Intensity (lux)
0-4 days	Clear house: 3 Dark house: 6	3 X 30 min = 1.5 hours 6 X 30 min = 3.0 hours	> 50
5-6 days	1	4 hours	40

Chart nr.2

Equipments	Type of equipment	Standards equipment
Drinking	Drinkers	1 for 100 chicks
	Automatic drinkers	1 for 100 chicks (1 cm / chicken)
Drinking	Nipple	1/10-15 chicks (flow rate max. > 60 ml/mn)
Feeding	Paper and / or eggs tray	< 80 chicks / m ² or 1 eggs tray / 100 chicks
	Brooding feeders	1 feeder for 200 chicks
	Pan feeders	1 for 70 chickens (1.5 cm / chicken)



WHAT THEY SAY

The author's opinion: moreover, since final bodyweights are more or less stable, the slaughter age is lower every year. Therefore, the first week of rearing represents an increasingly larger proportion of the broiler's life.

Claude TOUDIC - Ingénieur Agronomist - HUBBARD Company
Technical Manager EMEA & Brazil



FROM OUR DISTRIBUTORS

Bangladesh: Paragon diversifies

Although live products account for almost 95% of the poultry meat market in Bangladesh, the market for processed products is undergoing a real boom.

Indeed, increased purchasing power, decentralization of Dacca and modernization of new generations are just some of the factors pushing the demand for processed products and better, safer hygiene. To meet this demand for diversification, Paragon decided in 2015 to expand its abattoir located to the north of Dacca in the town of Ashulia, building an extension to it to house a processing line.

This new line has been in operation for around 8 months and complements the initial abattoir, which handles 150,000 chickens per month of which one third are then further processed. Paragon's goal is to slaughter only Hubbard chickens coming from its own farms with performance targets of 1.5 to 1.6 Kg liveweight at 28 to 30 days and with a FCR of 1.5 to 1.6. With over 71 workers, the abattoir is able to produce nuggets, sausages and other processed meat products. In parallel, Paragon has decided to develop its own network of points of sale (Chittagong, Dacca, etc.). So Paragon is on a roll and plans to make the most of it; the company is currently negotiating agreements with KFC and Pizza Hut. •



Yamamoto meets Hubbard Premium producers around the globe

During the first half of 2016 Mr. Yamamoto, President of the "Japanese Hubbard Redbro Association" which was created 27 years ago in Japan, led a small group of customers into the US and Europe in order to build a global vision of the diversity and of the Hubbard products leadership on the premium market.

Three operators welcomed the delegation: Joyce Farms in the United States, Campoaves in Portugal and Hook2Sisters in the UK. These companies are examples of the recognition of the Hubbard Premium products on the world market, reflecting societal changes including consumer choice focusing on health, "zero antibiotics", taste, animal welfare and robustness. Already for decades these criteria have been developed by Hubbard positioning the company today as clear market leader in this market segment. These visits, an illustration of a true and longstanding partnership between Hubbard and Yamamoto, reinforced the "Japanese Hubbard Redbro Association" in its choice to step up their promotion of the Hubbard Premium products in Japan. •

Hubbard Premium Parent Stock delivered to SCP Cambodia through Chai-a-ree in Thailand

Chai-a-ree Farm Co. Ltd has been Hubbard's customer on Premium products for over 30 years.

From their regular imports of Hubbard JA57 Grand Parents of the Hubbard, Hubbard and Chai-a-ree have developed another step of cooperation with the supply of Hubbard JA57 Parent Stock to customers and countries who have had difficulties either with freight routings or the recent embargos on account of the outbreaks of Avian Influenza across the world. Chai-A-ree, importateur régulier de GP Hubbard Premium est devenu fournisseur de PS Hubbard Premium auprès des clients de régions qui ont dû faire face, soit à des défections logistiques, soit aux embargos mis en place en réaction à la multiplication des foyers d'Influenza Aviaire à travers le monde. Yann Thoueille, Global Quality Director, has accredited the Chai-a-ree operation for exports. As a result Chai-a-ree has joined other Hubbard Grand Parent Distributors accredited for exporting Parent Stock to Hubbard customers. SCP Co, Ltd. is owned by Mr. Kim, a Korean national who has invested heavily in the poultry business in Cambodia for many years. SCP Co, Ltd. has used Hubbard's Premium Product range from the start. Mr. Kim and his brother recently have spent time visiting the Chai-a-ree operation in Thailand. During this trip Mr. Kim also had the opportunity to visit Chai-a-ree's own Premium broiler facilities where they could handle first-hand the cross of the JA57 female mated with local Thai males. •

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THE PEOPLE BEHIND HUBBARD



Let's meet with:

Bruno Briand, Hubbard Sales Director EMEA

Bruno Briand has been promoted to the newly created position of Sales Director for the EMEA (Europe, Middle East & Africa) region, reporting to Olivier Rochard, CEO Hubbard.

Bruno joined Hubbard in 2004 and has since been in charge of the planning, later on combined with regional responsibilities for sales.

The team reporting to Bruno Briand consists of: Florian Allègre (Tunisia, Algeria, Libya, West Africa and La Réunion), Nicolas Lecuit (France and Switzerland), Bruno Besnier (Morocco, Central and Eastern Africa), Thomas Verrey (Middle East and Egypt) and Paul van Boekholt (Northern Europe, Israel and Southern Africa). Bruno continues to be directly in charge of sales in Turkey, Central and Southern Europe, and remains to be based at the head office in Quintin, France.

Welcome to: **Subratar Das** (Technical Service Manager India and Sri Lanka) - **Zvezdan Kiceek** (Senior Technical Consultant for Middle East) - **Nicolas Lecuit** (Sales Manager France and Switzerland) - **Dante Rivera** (Incubation Specialist)