

# HUBBARD

## 2016: NEW PERSPECTIVES...

May I first wish you a happy 2016!

2015 was a record year for Hubbard thanks to the growth of our sales and the consistency in our leadership in the Premium markets. This success has rewarded the hard work of our teams and investments made. We will keep the pace of our successes by sustaining our efforts in R&D, in order to maintain our leadership in FCR, growth rate and - most importantly - the robustness of our Hubbard chicken. Together with our technical services, we are confident that we will cater to the needs of tomorrow, and that Hubbard chickens of today and tomorrow can be yours.

This new year brings a new presentation of our Newsletter: this volume will be issued twice a year, and supplemented by a digital version that will reach you every two months. Please sign up on our site to get your copy: [www.hubbardbreeders.com](http://www.hubbardbreeders.com).

Enjoy the reading,

Olivier Rochard  
CEO Hubbard



ON THE FRONTPAGE

## R&D, the beating heart of Hubbard

As a primary breeding company, Research & Development is the beating heart of our activities. With the ever-changing market needs we need to stay ahead of what the final customers want from us within 5 to 10 years.

On top of the known requirements for efficient food production through improvements in productivity, growth and feed conversion we see an upcoming demand for a strong reduction in use of antibiotics and meat quality.

In some well developed countries we also see an increased consumer demand for higher welfare broilers. For that, Hubbard had already intensified its selection following these latest trends and recently has finalised a multi-million Euro investment in its R&D and production centre for the Hubbard

Premium product range in France. In addition Hubbard continues to invest and develop its conventional lines to offer the best response to the diversified markets around the world demanding products able to adapt to different requirements depending on climate, housing, nutrition, etc. while assuring the best quality of the final product. Therefore on R&D level we have a clear strategy and focus on productivity, efficiency, robustness, welfare traits, conformation and meat quality for all Hubbard products with a final objective to reduce the use of antibiotics to zero.

## The Hubbard France Production Department

The technical follow up of the farms and the modernisation of the production tools of Hubbard France are being looked after by Production Director Jacky Michard and his recently reinforced team. They are doing everything to get the best quality of production from the Hubbard GGP and GP flocks. We would like to introduce the team to you, which is of course well supported by our contract farmers and all of the farm staff:

- Murielle Mercier, Morgane Zadick and Béatrice Gault who both recently joined, carry out the administration and the follow up of the flocks placed on as well as Hubbard's internal facilities as contract farms (farms around Quintin and Chateaubourg).
- Alain Le Borgne and Rachel Denoual, Senior GP Technicians, are giving the technical support to the production farms in Brittany. They were recently joined by Estelle Poher, Didier Chevance, Philippe Cotillard and Anthony Pasco.
- In the Courtenay area, Olivier Delachaussée, Romain Chagnet and Benoît Delarce are taking care of the technical and administrative follow up of the production farms.



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## IN SHORT



VIV MEA 2016  
February 15 - 17, 2016

The Hubbard team will be pleased to welcome you in Abu Dhabi.

International Hubbard Asian Team supporting growth in the region



Hubbard's Asian team gathered for its Autumn Meeting held in Bangkok in October 2015, to review current results and management recommendations, and to welcome several new members who recently joined the company. Hubbard's team operating in the Asian Region involve more than 30 experts coming from 14 different countries.

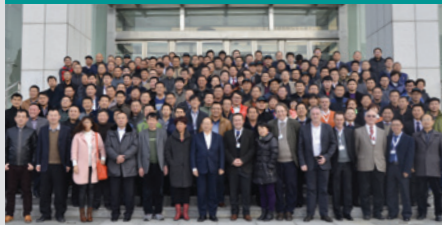


# 100

countries throughout the world have been served by Hubbard in 2015

through its worldwide network.

China: Hubbard seminar well received by Shandong Yisheng.



Shandong Yisheng, a major customer of Hubbard in China, was strongly supported recently by over 200 of their national customers at a two-day seminar held in Yantai. A senior management team from Hubbard comprising a range of senior technical specialists presented a series of relevant papers. The excellent performance of Hubbard products was reconfirmed by a summary of current performances in Chinese conditions.



# DON'T UNDERESTIMATE THE ROLE OF FEED DISTRIBUTION!

On breeder farms some fundamentals on feed distribution don't seem to be applied properly in the field. This means that mistakes are often made when determining the distribution time and management of the last feeding period. And these errors can have a negative impact on performance and limit the birds' expression of their genetic potential. E.Viénot (*Filières Avicoles*)

The desired objective for breeders is to produce a maximum number of fertile eggs at the lowest possible cost. But a certain number of preconditions have to be in place to achieve this:

- a flock which is uniform in terms of sexual maturity, which supposes reasonably uniform weights (even distribution of feed, enough material, etc.) and adequate light management (dark rearing houses). They shouldn't be stimulated too early so that as many breeders as possible are receptive. The stimulation age varies with strain, average weight, and flock uniformity. It often falls between 147 and 154 days.
- achieve good laying persistency, which also depends on the age of the breeders at the onset of lay (22-25 weeks depending on the breed). Too early: the persistency will be too low; too late: the number of HE will be lower.
- good liveability thanks to compliance with good sanitary barriers, biosecurity rules, prophylactic program and the distribution of balanced feed (formulas, quality, feed amounts, rapid increase from 5-10% production reaching the maximum at 50-60% daily production).

"If all of these fundamentals are properly in place, performance is assured: performance that is equal to or better than the benchmark", emphasizes Michel Clech, Responsible for the Technical Support of breeder flocks with Hubbard customers

in France and Northern Africa. Unfortunately, we have to admit that this is not always the case. And often, one of the reasons behind the poor performance seen on farms is due to poor management of feed distribution. An opinion that is shared by his colleague, Mathieu Lardière, also Responsible for the Technical Support of breeders flocks in Europe/Middle East and Morocco, in addition to his R&D work.

And this is all is even more harmful given the fact that a poor feed distribution directly penalises the results of a flock, despite the quality of the feed and all of the efforts made and knowledge gained elsewhere.

### The fundamentals to know and to respect

What are the secrets of good feed distribution? Michel Clech and Mathieu Lardière have given us a helpful summary for chain feeders, but the principles behind good feed distribution also apply to other feeding systems (pans, spin feeders).

- Feed must be distributed quickly (less than 4 minutes, generally at a rate of 36m/min). Intermediate hoppers may be added if the distribution is too slow.
- Exclusion grills should be added (grills with additional tubes if necessary) to prevent the males stealing feed from the females.
- Set the feeders to the appropriate height for the birds' size.
- Properly clean the feeding systems to avoid

the accumulation of litter and feathers that may obstruct the flow of feed.

- Do not use every feed line from the beginning: if the animals have too much room, this may also lead to low uniformity (greedy birds). Observing the flock when the feed is distributed is the best way to adjust the required space. In general, animals will have access to all feeding systems from 8-10 weeks (12-15cm/bird depending on the breed).
- Try to have the same level of feed across all lines (same openings), because with vibrations the screws can loosen. They must be checked regularly.
- Accurately evaluate the time needed to properly distribute the feed: this is the time after which the level of returning feed is the same as the outgoing feed across all lines (satisfactory level: good feed depth without overflowing).
- Management of the last feeding period (see opposite details).

Try to have the same level of feed across all lines (same openings), because with vibrations the attachment screws can loosen. It is a necessary to check them regularly.



Filières Avicoles

Avimag

Issued from *Filières Avicoles* and *Avimag*, Oct., 2015.

### Management of the last feed...

When the final quantity of feed left in the hopper doesn't allow for a full turn of the lines with the usual amount, and when you aren't in the building when it is distributed, you should change the time of the last feed rather than the rate. The procedure involves checking the amount of feed left in the hopper after distribution when you arrive in the morning. Three situations are possible:

1

Either the hopper is empty, meaning that the amount of feed left to be distributed wasn't properly spread across all of the circuits, and some of the animals may not have eaten their portion. This means that the time of the last feed should be brought forward so that the troughs can be refilled evenly across the whole circuit.



2

Or too much feed is left in the hopper (5-10kg and more). This means that the animals have not eaten their full portion, and feeding time should be later.

3

Ideally, a few (2-5kg) kilos of feed should be left in the hopper to guarantee good distribution (this quantity often represents less than one gram per bird, so will not have any major effect on performance).



Producers must regularly adjust the time of the last feeding period, especially before 50-60% laying and after 32 weeks (after peak), periods in which birds' feed portions increase or decrease regularly.



### WHAT THEY SAY

"Proper feed distribution helps to get the correct body weights. However, below 80% uniformity the expression of the birds' performance compared to their genetic potential will be less than optimal"

Michel Clech.



## FROM OUR DISTRIBUTORS

### Jordan: successful Al Jazeera 9<sup>th</sup> Poultry School

Al Jazeera held their 9<sup>th</sup> Poultry School representing Hubbard in Jordan and the surrounding regions, hosted by Eng. Abdel Nasser Al Hussein, President of the Al Jazeera group, in Amman on October 20<sup>th</sup>- 21<sup>st</sup> 2015.

Hubbard was well represented by Olivier Behaghel (Business Director), Thomas Verrey (Area Sales Manager) along with Nabil Khoury (Hubbard Area Representative) and Technicians Eng. Hammad Hammad, Stéphane Hémon, Olivier Léon and Alastair Lewin.

Technical presentations covering broiler and hatchery management, as well as veterinary matters were given by the Hubbard team and invited guest speakers. This year a most successful panel discussion with key project managers of three big partners was introduced. They shared their key management points and excellent results achieved with attendees coming from Jordan and the surrounding countries.

All the attendees of this year's School were rewarded with Recognition Certificates of Achievement during an exquisite official closing dinner. •



### South Korea: very successful Hubbard Flex seminar with Dongwoo

In December 2015, Dongwoo Co. Ltd, an important Hubbard Flex producer in the region, has gathered more than 200 of their partners during a two-day seminar organised in conjunction with Hubbard.

Hubbard Technical Specialists have shared their analyses and advises on key management points of the Hubbard Flex products. An additional important aspect was also to communicate the ongoing advances in Research & Development at Hubbard, which will continue to improve the already excellent performance that is being achieved with the Hubbard Flex in many parts of the world. Gary Millar, International Business Development Manager for Hubbard in Asia, is very proud to support Dongwoo in advancing their business, and grateful to them for this very successful Hubbard Flex meeting. •

### Peru: Gramogen new Hubbard Distributor

Gramogen has officially unveiled its partnership with Groupe Grimaud during the 24<sup>th</sup> Latin American Poultry Farming Congress that was held in September 2015 in Ecuador.

Gramogen becomes from now the Distributor for Hubbard breeders as part of their Grand Parent operation, as well as Novogen layer products through the placement of breeder flocks.

Arnoldo Ruiz, Sales Manager for Hubbard in Latin America and the Caribbean reports with satisfaction: "The tests showed that Hubbard's genetic combination of the Hubbard Classic female and Hubbard M77 male is the most competitive on the highly demanding Peruvian market." •



Mark Barnes (left), Director of Hubbard LLC, and Dario Soto, Gramogen General Director.

## CONTACTS

### AMERICAS - HUBBARD LLC

1070 Main street  
Pikeville, TN 37367 - U.S.A.  
Tel. +1 (423) 447-6224  
Fax. +1 (423) 447-6661  
contact.americas@hubbardbreeders.com

### E.M.E.A. / BRAZIL - HUBBARD S.A.S.

Mauguérand - P.O. Box 169  
22800 Le Foëil - Quintin - FRANCE  
Tel. +33.2.96.79.63.70  
Fax. +33.2.96.74.04.71  
contact.emea@hubbardbreeders.com

### ASIA - HUBBARD S.A.S.

Mauguérand - P.O. Box 169  
22800 Le Foëil - Quintin - FRANCE  
Tel. +33.2.96.79.63.70  
Fax. +33.2.96.74.04.71  
contact.asia@hubbardbreeders.com



## THE PEOPLE BEHIND HUBBARD



### Let's meet with: Julien Recoquilly, Geneticist

Under the supervision of Yves Jégo, R&D Director, Julien is in charge of the genomic breeding program of the Hubbard pure lines.

His work consists of implementing genomic evaluation methods by making use of associations between bird performance and genetic markers for specially targeted traits.

Hubbard has set up a close partnership with INRA Animal Breeding & Genetics scientific team (Animal Research National Institute), with whom Julien is now fully embedded; he also has the support of the R&D expertise of the other subsidiaries in Groupe Grimaud.

### Welcome to:

**Nicolas Lecuit** (Sales Manager - France) - **Mingdong Zhou** (Technical Service Manager - China) - **Wei Liang** (Technician - China) - **Julien Recoquilly** (Geneticist) - **Paula Dias-Riboulet** (Geneticist) - **Magalie Nonis** (Nutritionist and Broiler Specialist) - **Andrea Beneventi** (Senior Technical Specialist) - **Grant White** (Senior Technical Service Manager - Asia) - **Saadiqul Islam Saadi** (Assistant Technical Service Manager - Bangladesh) - **Jonathan Peoples** (Southeast Region Sales Manager - USA).