

HUBBARD



ON THE FRONTPAGE

HUBBARD blossoms under new wings

Having passed from Groupe Grimaud's embrace to that of the Aviagen Group since February 15, 2018 Hubbard will continue to keep its own identity. Hubbard remains a totally independent entity within the Aviagen Group, with its own R&D, its own sales and support teams, as well as administrative support. The headquarters of the company is also maintained in France.

During the time before the change of ownership, we have gone through some very difficult times. The necessary operational and strategic restructuring that resulted from this ownership transition, will only be fully completed by the middle of 2019. Immediate benefit for Hubbard is that the Aviagen Group has injected significant financial and human resources into Hubbard, particularly into the R&D. It is our clear goal to accelerate genetic progress on several important parameters: e.g. FCR, meat yield and robustness.

During this year we have moved forward in a determined way to make the necessary changes for a better future of our customers, our company and employees. The final result ultimately leads to even better products and services that meet the different needs of various markets in the world. Not only now, but also in the future, we can continue to

underline our main objective with pride:

"Hubbard: your choice, our commitment"!

In the coming period we will keep you informed of new developments and investments.

On behalf of the Hubbard team, I would like to wish all our customers and business partners a prosperous and healthy 2019.



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SAVE THE DATE !

3RD HUBBARD PREMIUM FORUM
MAY 20-22, 2019 - BARCELONA

By invitation only ! More information will be shared through the local representatives of Hubbard.



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Your next rendez-vous with Hubbard:

13th - 15th March 2019
VIV Asia - Bangkok - Thailand

19th - 20th March 2019
Dutch Poultry Expo - Hardenberg - Nederlands

27th - 29th March 2019
FierAvicola - Forlì - Italy

23rd - 27th April 2019
Pamed - Hammamet - Tunisia

28th - 30th May 2019
Meat and Poultry Industry - Moscow - Russia

10th - 13th September 2019
SPACE - Rennes - France

Pakistan: GPP successfully attended the last IPEX



Grand Parent Poultry (GPP), Hubbard's historic distributor in Pakistan, received many visitors on their impressive booth during the last International Poultry Exhibition held in Lahore on 26-29 September 2018. Not less than 175 local and 46 foreign companies exhibited, giving this event an increasing success and major poultry business meeting date. The Hubbard team took this opportunity to come over to Pakistan to exchange with the numerous visitors and also to give their lectures during the successful GPP customer seminar organised during the first day.



FOCUS ON

TWO CRITICAL POINTS IN THE REARING OF HUBBARD PREMIUM PULLETS

Achieving good uniformity is not the biggest challenge during the rearing period of Hubbard Premium breeder females. Because they take a fairly long time to clean-up the feeders, this allows for exceeding 85% uniformity as from an early age and to be maintained throughout the rearing period.

The most critical points in rearing are focusing on the natural early sexual maturity of the Hubbard Premium females. If the pullets come into lay too early, they are not able to ingest the amount of feed required to support their needs for production. This leads to a risk of broodiness and a drop in production after peak as well as to reduced egg weights for several weeks.

The main objectives are to develop a good frame size during the first weeks, then to encourage the pullets to consume larger amounts of feed and finally to adjust the lighting programme to delay the onset of lay. It is also important to avoid any stimulation through nutrition between 16 weeks of age and 5% of lay.

The priorities in the rearing phase can therefore be grouped into two critical points:

1. Development of the pullets' appetite

Achieving bodyweight targets in the first ten weeks

Rearing techniques can be introduced as soon as the chicks arrive in order to stimulate feed consumption and thus promote weight gain from the first few days of life.

- The use of an **intermittent lighting programme** until the age of 3–4 weeks (e.g. between Day 0 and Day 7: 2h30 of light and 30 minutes of dark; to be adjusted depending on flock behaviour) stimulates the birds' activity and therefore their feed intake.
- The use of a **Pre-starter feed** for the first 4–5 weeks of life (2,850 Kcal/kg and 19% crude protein) also promotes weight gain right from the early weeks. A Starter feed (2,750 Kcal/kg and 18–19% crude protein) can then be used up to 8 weeks of age depending on the weight of the females.

Feed and feeding technique

- In terms of appetite, Premium breeder females are closer to laying hens than to conventional

breeding stock. Feed clean-up time can easily exceed 4 hours in the rearing house. This therefore calls for **good feed presentation**, especially for the Starter crumb (no fine particles).

- Development of the pullet's crop capacity is the main key to a good appetite in the production phase, especially as production increases. The use of a **5/7 feeding programme** from 6 weeks of age (to be adjusted depending on clean-up time and subject to applicable legislation) is essential to increase the pullet's eating capacity.

- In addition, switching to a **Grower Plus energy-reduced feed** (2,650 Kcal/kg) allows the quantity of feed to be increased while maintaining the birds' physiological appetite. The 100 Kcal/kg reduction between Starter and Grower diets (at around 8–9 weeks) allows the feed quantity to be increased by 3 grams (in the case of a 55g ration) for the same calorie intake.

- For this transition to succeed, **frame development** should start within the first four weeks of life (see fasted bodyweights according to the breeder guide).

2. Management of onset of lay in the rearing house (before 154 days)

From 11 weeks of age, growth control should be stepped up to manage the females' physiological development and thus minimise stimulation of the pullets' sexual maturity related to bodyweight. To support the growth profile, a number of techniques can be employed to control the age at which pullets come into lay:

- The use of a **slow step-down light programme** for the breeder females only (see examples in the tables below) delays the start of sexual development in pullets.
- Use of a **Pre-lay feed after transfer** only (around 20 weeks of age) and up to 1% daily lay.
- Introduction of **light stimulation (+1h/week) after 154 days**. The light intensity will need to be adjusted depending on flock behaviour while maintaining a minimum of 60 lux.

Of course, this article can only explain a general approach. The Hubbard Technical Manager in your area will be able to tailor these techniques more closely to the practical situation of each customer. •

Example for Hubbard JA57 females

Age (days)	Duration of light (h)	Light intensity (lux)
0	24	60
1	22	60
2	22	60
3	20	To be adjusted depending on behaviour and weight gain
4	20	
5	18	
6	18	
7	17	
8	17	
9	17	
10–14	16h30	
15–28	16	
29–35	15h30	
36–42	15	5–10
43–49	14h30	5–10
50–56	14	5–10
57–63	13h30	5–10
64–70	13	5–10
71–77	12h30	5–10
78–84	12	5–10

Example for Hubbard JA87 females

Age (days)	Duration of light (h)	Light intensity (lux)
0	24	60
1	22	60
2	22	60
3	20	To be adjusted depending on behaviour and weight gain
4	20	
5	18	
6	18	
7	17	
8	17	
9	17	
10–14	16	
15–28	15h30	
29–35	15	
36–42	14	5–10
43–49	13	5–10
50–56	12	5–10
57–63	11	5–10
64–70	10	5–10

FROM OUR CUSTOMERS

Norway: Responsibility Award for introduction of Hubbard Premium breed



Merete Forseth (left) receives the award

Merete Forseth, Chief Veterinarian Animal Welfare for Norsk Kylling and Hugaas Rugeri, received end of August 2018 the "REMA 1000 Responsibility Award". This award is given to people working within the REMA 1000 operation who have made an extra effort for society, environment and animal welfare. Merete Forseth was given the award for implementing the Hubbard Premium breeders and broilers (JA787) in Norsk Kylling and REMA 1000. According to the jury, Hubbard is regarded as the biggest ever responsibility measure made in REMA 1000.

Norsk Kylling is a fully integrated broiler operation based in in Støren – Norway and since 2012 part of REMA 1000. They have great ambitions for further growth and development with food safety, animal welfare, well-being and more attention for the environment as priority. In their search for a breed suiting these targets best, Norsk Kylling decided in 2017 to start to work with the Hubbard JA787. By November 2018 they already changed 100% of their production from conventional broilers to the Hubbard Premium chickens which are offered in all REMA 1000 supermarkets around Norway. Every producer and member of Norsk Kylling is very proud on the new chicken breed they have introduced into the Norwegian market. •

Vietnam: DABACO expands in premium market

DABACO, one of the biggest integrations in Vietnam is on its way to a huge expansion in the South of Vietnam. With a new farm expected to be ready at the end of this year, the total capacity will be up to 250,000 Parent Stock.

For the premium market DABACO uses a recessive breeder female so that phenotype of the breeder male is passed on to the progeny. They have chosen the Hubbard JA57Ki breeder female, which is colour recessive and highly prolific. At 64 weeks of age, it produces about 211 hatching eggs per hen housed with an average egg weight of 54 grams and a final body weight of 2.2 kg.

The male line used by DABACO is a native breed, which the company has selected specifically for robustness and local preferences. Of the progeny, the females achieve a bodyweight of 1.8-2.0 kg within 100 days while the males can reach 2.5-2.8 kg. •



Canada: Ingenious AG Investments chooses Hubbard's Premium products

In 2017, Ingenious Ag Investments sought to target some growing trends in the Canadian poultry market from consumer demands wanting "value added", organic and antibiotic-free (ABF) which addresses the consumer's concern for personal health, environment, animal welfare, taste and quality.

After Ingenious Ag Investments had trialed Hubbard's Premium products, they found that these Hubbard Premium chickens had a cost of production and quality between ABF and organic markets, which currently comprise 2% of the market or 10 million chickens per annum.

Their initial primary targets are high-end grocery chains and food service companies looking to provide a "Heritage" premium product to meet that increase in consumer demand. The secondary targets are ethnic and live bird markets and backyard flocks. The first Hubbard Premium breeder flock has been placed in July 2018 and during 2019 placements will increase. Currently they are testing more Hubbard Premium products for additional targeted markets. Hubbard looks forward to future growth with Ingenious and Canada. •

New organisation for the Japan Premium Chicken Association

The Japan Premium Association (J.P.A.) held its first General Assembly early October 2018, in Miel Parque in Kyoto city in Japan. The event has been a great success, gathering 30 managers from 13 of the leading companies in the Japanese Premium Akadori* market.



The J.P.A. has been newly established as a general incorporated association, in order to expand the Premium market and its recognition toward Japanese customers, retailers and restaurants. It is founded on the basis of the previous and well-known Japan Hubbard Color association, which had been more a best practice exchange platform for the Hubbard Premium Parent Stock customers in Japan over the last 30 years.

In addition to the Hubbard Parent Stock customers and the previous Japan Hubbard Color association members, several new commercial customers who are using Hubbard Premium chickens joined the newly created J.P.A. During this first General Assembly, the association decided its logo, trademark application and also founded a 'Committee of Experts' with a mission to promote and strengthen the superior quality of Akadori* in the market.

As world leader in the Premium Chicken market, David Fyfe (Hubbard Global Business Director), Frederic Fagnoul (Hubbard R&D Director) and Yann Thoueille (Hubbard Regional Technical Director ASIA) attended the first General Assembly. During 3 morning sessions they shared several presentations and updates on different key aspects of the Hubbard Premium products, such as recent great developments in the Hubbard Premium R&D and a review of the Hubbard Parent Stock and commercial broiler performances. •

* Akadori: Premium Chicken in Japanese: general meaning use of coloured chickens.

IN SHORT



HUBBARD LLC sponsors National Poultry Congress in Panama



ANAVIP
Asociación Nacional de Avicultores de Panamá

Hubbard successfully attended the XXIXth Poultry Congress in October 2018 in Panama, the annual and major poultry event of the industry in the country organised by the Panamanian Poultry Association. Mark Barnes (Hubbard LLC's General Manager) and Arnoldo Ruiz (Hubbard Sales and Technical Service Manager for Northern Latin America) had the opportunity to meet with the numerous national and international visitors who all recognise the performances of the Hubbard males and the Hubbard Premium range. In addition, the new ownership of Hubbard has given a real boost to the industry's sense of security and optimism about Hubbard's future in the region.

Poultry industry in Bangladesh discusses action plan against LPAI



Bangladesh Poultry Industries Central Council (BPICC) organised a seminar on "Low-Pathogenicity Avian Influenza (H9N2): A Worldwide Concern and Prevention Tools" at the Radisson Blu Water Garden Hotel in Dhaka on 25th September 2018. Hubbard, represented by Dr Olivier Leon, Director of Veterinary Service Hubbard, was invited to give an extensive presentation about biosecurity tools and recommendations to a large attending audience of poultry industry actors.

Reconquering the conventional market in Africa

During the last two years, Hubbard confirms its coming back on the conventional poultry markets in Africa thanks to its latest genetics. Following its success story in Asia and especially China, where the new Hubbard conventional chicken continues to progress, supported by its performance. The implementation of highly innovative technologies into the Hubbard breeding program have resulted in spectacular improvements, which are now becoming evident in the field.

Florian Allègre, Regional Sales Manager Hubbard, has led several seminars in Ivory Coast, Algeria and Tunisia. These events gathered many Hubbard customers, poultry professionals and farmers showing their great interest in the Hubbard Conventional product performances currently seen in the field.



In Ivory Coast, Hubbard presented the new Hubbard product at the Journées Nationales Avicoles (National Poultry Days) organised by the local trade association. The well-informed audience was introduced to the Hubbard breed, selected for a high adaptability and productivity in tropical areas thanks to its US breeding program on a corn/soy feed basis.



In Algeria, at the 14th edition of the SIPSA exhibition in close collaboration with its historical GP distributor, Hubbard confirmed its latest genetics are perfectly adapted to the regional conditions that call for a heavy and well-conformed broiler, in this 6 million breeder market.



Finally, in Tunisia, Hubbard clearly set out its development ambitions by inviting breeders and specialists of the poultry industry to a series of seminars about the new product. The industry professionals found that several flocks exceeded the production standard of 148 chicks/hen housed at 64 weeks. Similarly, the live performance of the broilers stands out from competition thanks to better growth rates and FCR.



HUBBARD CONVENTIONAL BROILER

**Robust
Fast Growth
Excellent Conformation**



www.hubbardbreeders.com

"A team of dedicated specialists working to deliver top-class genetics bred under the best possible conditions is Hubbard's formula for success". Bruno Briand, Sales Director for the EMEA region, confirms that the performance improvement will accelerate even more rapidly in the next two years thanks to the use of new technologies such as Radio Frequency Identification (RFID) and CT Scanner.

Having already achieved our objective of offering a product perfectly adapted to the needs of the African market, Hubbard concludes the year 2018 looking forward with strong confidence to a successful 2019. •

CONVENTIONAL RANGE



YOUR CHOICE
A BROILER ADAPTED
TO YOUR CIRCUMSTANCES

OUR COMMITMENT
GENETICS TESTED UNDER
ALL FIELD CONDITIONS



ROBUST RESULTS
WHEREVER YOU ARE!

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Middle East: Hubbard Conventional regaining its share

During the last quarter of 2018, Hubbard and its distributors in Egypt and Pakistan organised two successful technical seminars in the Middle East area to share the latest genetic progress and field results of the Hubbard Conventional product.



Egypt – the Misr Poultry Group organised the first edition of the Hubbard Conventional Technical meeting in Cairo, gathering more than 50 of the major Egyptian broiler breeder customers.

Despite tough local conditions, Hubbard's latest Conventional product has brought remarkable field performances showing good robustness and productivity, as on the breeder as well as the broiler level. Based on the very positive feedback given by many customers, Dr Mostafa Abd-Alazeez (CEO of Misr Poultry Group) is very confident in the further development of Hubbard's Conventional products and capability to gain market share. He trusts it will draw a lot of extra attention as from the year 2019.

Pakistan – Grandparents Poultry (GPP), Hubbard's historic distributor in Pakistan, organised a Technical Seminar in Lahore Pakistan, one the day before the International Poultry Exhibition (IPEX).

A team of 5 experts from Hubbard in Europe met and exchanged with around 200 attendees from different segments of the Pakistani poultry industry; including Chief Executives, Chairmen of broiler breeder companies, Farm Managers and veterinarians. Dr Mustafa Kamal (MD of GPP), emphasized the high standards of product quality and services provided by Hubbard and GPP over the last three decades, when Hubbard and GPP's successful collaboration started. •

Here from right to left: Mr. Abdul Basit, Chairman Big Bird Group of Companies, and Chief Guest Dr. Muhammad Aslam presenting shield to Mr. David Fyfe, Hubbard Global Business Director, with on his left, Dr Mohammad Mustafa Kamal Managing Director of Big Bird Foods (Pvt) Ltd, and Director of all Group Companies. •



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THE PEOPLE BEHIND HUBBARD

Let's meet with:

Jean Le Bec - Sales Manager France and Eastern Africa

Graduated as agronomic engineer, Jean Le Bec initially joined Hubbard in 2015 as International Business Development Manager in East Africa. After a very successful experience, Jean has been appointed to manage Hubbard's sales development in France, a continuously evolving and very demanding market. In parallel, Jean will continue to have a close look at Hubbard's interest in East Africa in close relation with the Hubbard distributor on Mauritius and the new Hubbard recruit, Mrs Laure Marie-Noël, who has taken over local responsibility in that region. •