

HUBBARD



ON THE FRONTPAGE

Major investments in Hubbard's Premium R&D to be prepared for the future

As global leader in the Premium market segment Hubbard has been involved in the selection and marketing of slower-growing broiler breeds for more than 50 years. To be fully prepared for the future, Hubbard recently invested an additional €8 million in its Premium R&D centre in France.

Major investments

Hubbard has always adapted its breeding program to changes in consumption patterns such as increased demand for conformation, meat quality and efficiency without losing focus on robustness and animal welfare. For that, Hubbard intensified the R&D of its Premium Product Range a few years ago, resulting in even more productive and efficient Premium chickens in order to keep the price of Premium meat close enough to conventional products. "During the last two years, we have completely refurbished our Premium R&D centre in France. This has been a huge project with many people and resources have been involved. This

major additional investment of €8 million allows us to be even better prepared for the future. This involves implementation of state-of-the-art technologies and equipment,



renovation of R&D farms and the pedigree hatchery. The effort profits Hubbard customers by a boost in performance, health and welfare of their broiler breeder lines" says **Frédéric Fagnoul**, R&D Director Hubbard (here on the left).

Increased selection pressure

Increased selection pressure results in seeing improvements in the field much faster. Hubbard's Premium R&D is now in line with its Conventional R&D. To achieve this Hubbard has increased the **population size** and the **number of hatches** of each pedigree line in its Premium R&D program. On top of this, the **accuracy** of genetic selection methods have been increased by using the **latest technologies and techniques**, such as advanced 3D-imaging to improve selection for skeletal health, meat yield and quality. Also, new technology is being implemented to observe FCR and feeding behaviour during a bird's lifetime in order to select birds that are the most efficient in converting feed to body weight. These additional gains in FCR means that less feed is needed to produce healthy and productive Premium chickens.

New Developments

Hubbard offers a large range of Premium breeder females and males to be able to respond to the growing differentiation of the broiler markets. New developments are driven by the 'Global Animal Partnership' (GAP) in North America and the 'European Chicken Commitment' (ECC) in Europe. "With several new options in our R&D pipeline and some test products currently being placed in the field, we are fully prepared for future market developments in this segment of the broiler industry" says Frédéric Fagnoul.

The people behind the product

Hubbard is proud to say that we have very dedicated teams working every day to further improve our Premium breeds for our customers. All our staff is very passionate about their jobs in taking care of our Premium birds and selecting the best candidates for the future. Everyone at Hubbard has the key objective to be 'the natural choice to bring the taste with a difference to more people in the world!'

IN SHORT



Your next rendez-vous with Hubbard:

28th - 30th January 2020
IPPE - Atlanta - USA

9th - 11th March 2020
VIV MEA - Abu Dabi - UAE

10th - 13th March 2020
SIAGRO - Dakar - Senegal

17th - 18th March 2020
Dutch Poultry Exhibition - Hardenberg - The Netherlands

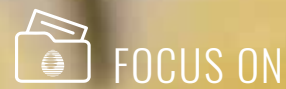
12th - 13th May 2020
Pig & Poultry Show - Stoneleigh - UK

2nd - 5th June 2020
PAMED - Tunis - Tunisia

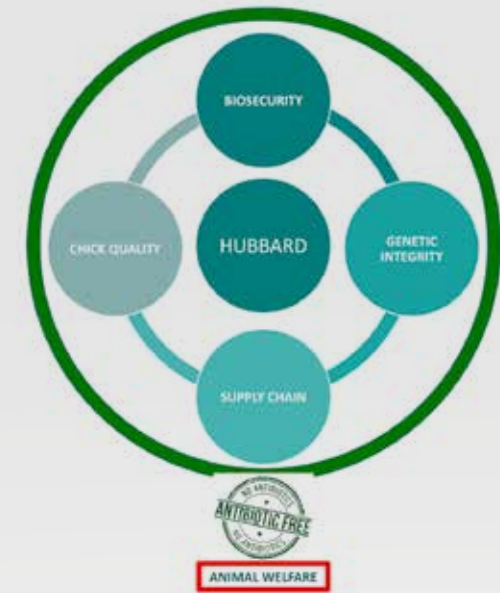
Roberto Yamawaki honoured with the "30 under 30" award at the IPE 2020

Hubbard do Brasil Technical Service Manager Brazil - South Cone, Roberto Yamawaki is young but also talented, committed and enthusiastic about his role in the poultry industry. This has not escaped the attention of the International Production & Processing Expo (IPPE). Roberto has been rewarded by the IPPE Young Leaders "30 Under 30" program.

This program, designed to recognize professional leadership qualities and provide exposure to the world's largest trade show involving among other industries, the poultry world. Hubbard is very proud and congratulates Roberto with this enormous achievement. It is also a very welcome recognition and motivation to continue to support many new young talents within the company.



HUBBARD'S QUALITY SAFETY ENVIRONMENT PROGRAM: WHICH PROCEDURES FOR WHICH SECURITY?



Over the years, Hubbard has developed and implemented global management projects with the aim of ensuring the supply of continuously improved products and services to its customers. The key points of Hubbard's Quality Safety Environment (QSE) program are described below.

1. Hubbard is a **CUSTOMER-oriented** company. A broad analysis of interactive stakeholders with production allows the essential formalization of CUSTOMER needs: expressed or not, present or future. The key areas of these needs are:







- biosecurity,
- physical and sanitary qualities of the chicks delivered,
- genetic integrity,
- supply chain,

relying on two essentials foundations: health and animal welfare.

2. The company's activities are organized in **processes** and each field expert implements the best available techniques to guarantee their proper functioning.

3. Because **continuous improvement** requires continuous search for excellence, Hubbard calls on numerous organizations to validate the organizational systems in place. These can be institutional (state) services or private certification bodies commissioned by recognized professional representative parties, e.g. SNA, SYSAAF, etc.

Today, in addition to "sanitary" approvals (validating the utilization of each hatchery and each farm) or "exports" (validating the process of exporting live animals), Hubbard relies on 6 certifications or approvals which are a crucial part in the ultimate process of **customer satisfaction**.

CERTIFICATION	DESCRIPTION	MAIN TARGET
	After applying the SYSAAF (Syndicate of French primary breeders of poultry and aquaculture) standards on the selection of lines and production of parent stock, Hubbard requests validation of the processes with the SYSAAF organisation. SYSAAF auditors (Geneticists, Quality managers) audit Hubbard every 2 years.	SYSAAF's approval provides a guarantee on the method of selection and the health status of poultry breeds, as well as on the origin and health status of the parent stock breeders and their offspring. The certification attests to the mastery of skills as a primary breeder.
	The SNA (National Syndicate of Hatcheries) standard validates the correct application of the general principles of sanitary control at the hatchery. By extension, and since 2019, it guarantees animal welfare at the hatchery and in breeding operations. Certification for 3 years is delivered by the SNA expert.	The SNA approval allows a detailed external vision on Hubbard's principles of hygiene, disinfection, sanitary control and respect for Animal Welfare. This certifies the processes developed internally.
	The Dutch 'IKB' certification corresponds to the SNA charter. It is required by Dutch, but also by Belgian, German and Romanian producers. It incorporates the principles of hygiene but also the traceability of the products delivered. Accreditation is only possible after 100% satisfaction of the points of the standard during the six-monthly audits.	Required by certain countries in Europe, the IKB approval validates respect for hygiene and traceability. It is an outside view and allows us to frequently calibrate our practices (every 6 months).
	The 'Known Consignor' demonstrates Hubbard's commitment to the air cargo security chain. The Directorate General of Civil Aviation audits Hubbard annually to verify the conformity of its Safety Program.	The implementation of a program guarantees the safety of Air Freight. It limits control times at the airport (therefore total transport time) and avoids handling by employees outside of Hubbard (improved sanitary control).
	The 'Authorized Economic Operator' (AEO "Full package") status is issued by customs. It secures the logistics chain. Customs auditors assess our supply chain every 2 years.	This approval allows customs simplification and facilitates exports to our many foreign customers.
	A good quality management system is the main tool to guarantee the right orchestration of all the requirements mentioned above. An annual audit by a COFRAAC-accredited body ensures the continuous improvement of the implemented system.	No customer openly asks Hubbard for this type of approach. It is a purely internal desire to ensure sustainable and efficient management of our continuous improvement processes.

In Poland and the US other certifications schemes guarantee the sanitary standards: 'ISO 22000' in Poland and 'USDA NPIP' in the US.

There are many parameters that can affect quality of day-old chicks. All of Hubbard's departments and staff work every day to manage them in order to ensure that all customers are supplied with quality chicks. •



THE HUBBARD EFFICIENCY PLUS BREEDER INTRODUCED TO THE POULTRY INDUSTRIES AROUND THE WORLD



Rwanda: Hubbard introduces the Efficiency Plus in Eastern Africa during Poultry Africa exhibition



The second edition of the Poultry Africa Show organized by VIV was held in Kigali, Rwanda on October 2nd and 3rd, 2019. This exhibition was the perfect event for Hubbard to communicate on the launch of the Hubbard Efficiency Plus parent stock female to the Eastern African region. This new breeder replaces all previous conventional Hubbard female breeders, and is designed to perform well under many different and difficult conditions. The poultry farmers in East Africa already have been benefiting from the ongoing performance improvements, such as FCR, liveability, daily weight gain, etc. of the Hubbard breeds. Now with the Hubbard Efficiency Plus, even better field results can be expected.

During this show, Hubbard was seconded by 'Avipro East Africa Ltd', a branch of Hubbard's long-term Parent Stock distributor 'Avipro' in Mauritius and now also operating in Kenya. Avipro East Africa Ltd will

start to supply the Hubbard Efficiency Plus parent stock as from the beginning of 2020. Poultry breeders and hatcheries in East Africa have been expecting a local or, at most, a regional source for their breeding stock since quite some time. This is now made possible thanks to Avipro East Africa's facilities. This brand-new Grandparent operation combined with the latest genetics will give the East African industry the possibility to become even more competitive.

Hubbard and Avipro East Africa remain focused on customer and market needs and strive for customer satisfaction by continuing to offer high level customer support to get the best results out of the new Hubbard Efficiency Plus breed to the benefit of the Poultry industry in the region.

Algeria: launch of the Hubbard Efficiency Plus breeder



Hubbard focussed on the launch of its new conventional breed, the Hubbard Efficiency Plus, during

one of the major meetings of the sector in the Maghreb, the 'SIMA SIPSA' held in Algiers on October 7th to 11th, 2019.

Many poultry professionals met the team at the Hubbard stand to discover the advantages of the Hubbard Efficiency Plus with its high efficiency at all levels of the production chain; from breeders to broilers to processing. The visitors showed a profound enthusiasm in a market structured towards integrated operations, always looking for the best offering with the most economic performance throughout the whole process.

The Hubbard Efficiency Plus female breeder is already available in Algeria through the local distributor "Hubbard Algeria", who started marketing the product at the end of 2019.

Hubbard launches the Hubbard Efficiency Plus in the US

In association with the Hubbard teams around the world, Hubbard LLC is proud to announce the release of the Hubbard Efficiency Plus female breeder for the US market. The first breeder flocks have been placed since summer 2019. In July the Hubbard M77 x Efficiency Plus was placed at a leading hatching egg company. In early October the first flock of Hubbard M99 x Efficiency Plus combination was placed at the same company.

Hubbard LLC visited and notified the industry of the new product in conjunction with Hubbard SAS to maximize the global launch of the new conventional female. Hubbard highlighted the excellent economic traits that are now available to the world's largest broiler industry.

The Hubbard Efficiency Plus represents a perfect blend of advanced breeder and broiler performance. Customers will benefit from high egg and chick numbers, robust broiler growth rate with good health, and a high output of good quality saleable meat. Additionally, excellent feed efficiency results in economic advantages for producers and sustainability for the environment.

As part of the Hubbard Efficiency Plus launch, Hubbard LLC held a sales & service meeting in Walpole to have a look at the significant R&D investments undertaken in Walpole and to learn more about the excellent genetic evolution of the Efficiency Plus pure lines.



Hubbard Team for the America's at Walpole (NH).

Hubbard has planned future broiler trials and yield evaluations in the US market and will review progress of the product in the American and Latin American markets under the guidance of Product Managers: Dale Fowler for the US and Roberto Yamawaki for Latin American.

Peru: The Hubbard Efficiency Plus introduced at the OVUM - XXVI Latin American Poultry Congress



Also known as OVUM 2019, the Latin American Poultry Congress took place in Lima (Peru) on October 8th to 10th, 2019 of which Hubbard was one of the main sponsors. Our new products, the Hubbard Efficiency Plus female breeder and the newly improved Hubbard M77 male breeder, were officially launched in Latin America during this event that brought together more than 4,000 delegates from all over the region.

Representatives of the most important poultry companies visited the Hubbard booth to be informed about the positive attributes and advantages of the new Hubbard breeder package recommended for Latin America. Great expectations about the performance of the Hubbard chickens in the field and a strong inclination to test them under their particular conditions were strongly expressed. The year 2020 will be a period of many field tests in many different companies, which all have shown a desire to evaluate the broilers of this new package. Hubbard is looking forward to it with great confidence.



Hubbard team right prepared for the OVUM 2019: Mark Barnes – General Manager Hubbard LLC, David Fyfe – Global Business Manager, Arnoldo Ruiz – Sales and Tech Service Manager Latin America, Roberto Yamawaki – Technical Manager Brazil and South Cone and Carlos Antonio – General Manager Hubbard do Brasil (Brazil/South Cone).

FROM OUR CUSTOMERS

China: Hubbard Poland successfully delivering to China

Since 2016, the Hubbard Poland team, led by General Manager Andrzej Rosinski, has successfully produced, hatched and delivered day-old Grandparent chicks to China. With the recent launch of the Hubbard Efficiency Plus, Hubbard has been able to further increase its sales through its customer 'Shandong Yisheng Livestock and Poultry Breeding Company Co Ltd'. Yisheng is the largest Parent Stock distributor in China, supplying about 16 million Parent Stock per year to the Chinese market.

Mrs Barbara Zareba supervises all the administrative procedures, coordinating the whole process from start to finish being assisted by hatchery manager Mr Bartek Dabek (here on the right with the hatchery team). The Hubbard Polska facilities are accredited by the General Administration of Customs, P.R. China ('GACC') to export chicks to China. All chicks are directly delivered in temperature-controlled chick delivery vehicles to the airport of Warsaw. After completion of all export formalities they leave for an 8-hours flight to Beijing International Airport. At Beijing Airport, the team of Yisheng and Hubbard's local support staff receive the chicks and after a brief check the chicks are carefully transferred to the quarantine facilities of Yisheng where the multiplication process for the Chinese market can begin. •



Japan: 2nd Japan Premium Chicken Association General Assembly



The 'Japan Premium Chicken Association' (JPCA) was established to expand the Premium market and its recognition toward Japanese customers, retailers, and restaurants. The JPCA is based on the previous 'Japan Hubbard Color' association, which mainly organised knowledge exchanges for Hubbard Premium breeder customers during the last 30 years. During 2019, the JPCA welcomed 2 new members: Ishii and Akadori Agricultural Cooperative; the JPCA webpage has been updated (<https://nippon-akadori.or.jp>) and the JPCA members decided to organise a Food Education project focusing on consumers and children in each region of Japan.

The 2nd Japan Premium ('Akadori') Chicken Association General Assembly was organized in Kurume city in Japan, on the 2nd and 3rd of October 2019, and has been a great success gathering 25 attendees from 10 companies.

David Fyfe (Global Business Director), Greg Carter (Planning & Customer Support Manager) and Yann Thouelle (Regional Technical Manager ASIA) attended the general assembly on behalf of Hubbard. Several presentations were given focussing on "Chick Quality", "Summary of performance for Hubbard Premium breeders and broiler chickens", and "The latest news on Hubbard Premium R&D". At the end of the first day a convivial party was held in a traditional Yakitori style restaurant 'Sumitora', owned by Chairman 'Yokoo co.', where all members could taste the delicious premium chicken cuisine and exchange information. On the second day, the JPCA members visited the 'Yokoo Kyuragi' processing plant followed by the poultry meat retail store, 'Mitsusedori-Honpo' managed by 'Yokoo', showing the wide variety of processed products in addition to fresh cut up meat products (here on the left). During the lunch, a food education demonstration was given allowing all members to taste the whole-roasted Premium chickens. •



IN SHORT



Panama: XXX Congreso Nacional de Avicultura

As it is now tradition, Hubbard LLC supported the 'Asociación Nacional de Avicultores de Panamá' (ANAVIP) as Golden Sponsor of their national annual poultry congress.

Most people involved with breeders and broiler chickens from Panama's main poultry companies (e.g.: Melo Group, Productos Toledano, Arce Avicola, Avicola Chong, Cooperative Juan XXIII, Itacol-Panama, etc.) attended the Hubbard booth to be informed about the new Hubbard products and their advantages. Several companies have shown great interest to test the new breed during 2020.

In addition to Hubbard's presence at the exhibition, Arnoldo Ruiz made a presentation on 'Alternative Production Systems with Coloured Broilers' which was also well attended.

Get the latest documentation through the Hubbard website!

www.hubbardbreeders.com



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Hubbard launches the Hubbard M77 male in the US and Latin America

Hubbard is proud to announce that they have launched the Hubbard M77 breeder male in the US. This will act as a complement and not as a replacement to the already successful Hubbard M99 breeder male.

The Hubbard M77 is bred at the Hubbard R&D facilities in Walpole, New Hampshire and now supplied to the US and Latin America. At this moment all the Latin American Grandparent customers receive the Hubbard M77 breeding stock from either the US or France.

The Hubbard M77 has proven to be a nice fit with the independent hatching egg companies who export hatching eggs to a wide assortment of countries. This male adds a little bit more white meat to the progeny without sacrificing any other of the traditional live characteristics. It gives an excellent overall total yield and yellow pigmentation of the skin and the shanks – a must for many live markets.

This male has already been used for many years and with great success in other parts of the world. Field results confirm that this is a breeder male that:

- gives optimum fertility,
- requires a few extra kilo calories than the M99 male,
- is forgiving regarding management,
- stands out in stressful conditions,
- has a larger frame than its Hubbard M99 counterpart.

The first placement of Hubbard M77 males with the Hubbard Efficiency Plus Females was in the south of Georgia on July 29th, 2019. Over 250,000 breeders of this cross are scheduled for placement in the US broiler industry within the next 12 months. By the middle of 2020, Hubbard will be able to undertake full scale broiler evaluations and yield analysis in the US and Latin America. •



THE PEOPLE BEHIND HUBBARD



Alastair Lewin: towards a new page to write

Time flies fast . . . ! After close to 45 years of loyal service to the company Alastair Lewin has retired from Hubbard at the end of December 2019.

Alastair started his career on the 1st August 1974 at Shaver Poultry Breeding Farms in Bawdeswell Norfolk, UK. He then has held various management posts throughout his career and spent periods of time living / working at other past Shaver locations, in New Zealand (1976 – 1980) and France (1981 – 1986) a second stint in the UK (1986 – 1988). A period of secondment to the Robina Corp in The Philippines (1988 – 1990) was a most rewarding experience that helped mould him into the person that he is today.

Alastair spent his happiest and most instructive times when working alongside colleagues in the breeder houses handling and observing chickens.

Alastair is of the "Old School": there is not much he does not know or has not seen, and everywhere he has been involved and with every contact, internal or external with customers, has resulted in a real benefit both in terms of his humanity and professional value added to any operation.

Such a dedication to his missions could not have been possible without the strong support of his family. It is now time to wish a happy and pleasant retirement with your close ones to you Alastair! •