

# Hubbard

YOUR CHOICE, OUR COMMITMENT

BREEDING  
FOR  
YOU

SINCE 1921

# REDBRO



YOUR CHOICE

A RESPONSE  
ADAPTED TO  
MARKET NEEDS

OUR  
COMMITMENT

OFFERING  
SUSTAINABLE  
AND  
AFFORDABLE  
HIGHER ANIMAL  
WELFARE

WORLD LEADER IN  
SPECIALITY MARKETS!

[www.hubbardbreeders.com](http://www.hubbardbreeders.com)



## HUBBARD REDBRO

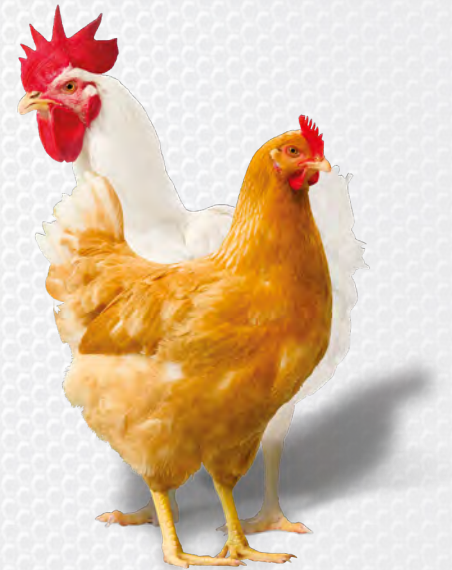
## THE LATEST HUBBARD PREMIUM BREED BCC (ECC AND GAP) ACCREDITED

The Hubbard REDBRO is a completely new slower-growing breed specifically developed with the Better Chicken Commitment (ECC & GAP) in mind. Many food service companies and retailers that have committed to the BCC/ECC are looking for a higher welfare chicken that is affordable to a larger group of consumers.

The Hubbard REDBRO is a key solution to this as it is developed to provide the optimal combination of very good animal welfare, economics and environment.

When compared at the same bodyweight to the Hubbard JA787, the progeny of the Hubbard REDBRO breeder female mated with a Hubbard Conventional breeder male has similar animal welfare outcomes, about 8 % faster growth rate, 0.4 % higher breast meat yield, with 9 points lower feed conversion. This makes it the most economic choice with a lower carbon footprint than any other slower-growing chicken currently available in the market. Based on several years of field and pen trials in Europe and North America, the Hubbard REDBRO is accredited by ECC/BCC in Europe, GAP/BCC in North America, and the RSPCA and Red Tractor Enhanced Welfare in the UK.

BREEDER LEVEL		
Body weight at 20 weeks	2 090 g	4.61 lbs
Body weight at 64 weeks	3 455 g	7.62 lbs
TE/HH at 64 weeks	204.6	
HE/HH at 64 weeks	192.4	
Average hatch at 64 weeks	84.9 %	
Chicks/HH at 64 weeks	163.3	
Feed consumption, incl. males	<b>0-64 weeks</b>	<b>20-64 weeks</b>
Per total egg produced	300 g / 0.661 lbs	250 g / 0.551 lbs
Per hatching egg produced	320 g / 0.705 lbs	270 g / 0.595 lbs
Per chick produced	370 g / 0.815 lbs	320 g / 0.705 lbs



BROILER LEVEL			
AGE	LIVEWEIGHT (as hatched)		FCR
28 days	1 204 g	2.65 lbs	1.50
35 days	1 661 g	3.66 lbs	1.62
42 days	2 135 g	4.71 lbs	1.73
49 days	2 609 g	5.75 lbs	1.84
56 days	3 062 g	6.75 lbs	1.98
63 days	3 485 g	7.68 lbs	2.15