



Hubbard 100
YOUR CHOICE, OUR COMMITMENT 1921 - 2021

REDBRO

NEW



YOUR CHOICE

**A RESPONSE
ADAPTED TO
MARKET NEEDS**

**OUR
COMMITMENT**

**OFFERING
SUSTAINABLE
AND
AFFORDABLE
HIGHER ANIMAL
WELFARE**



**WORLD LEADER IN
SPECIALITY MARKETS!**



HUBBARD REDBRO

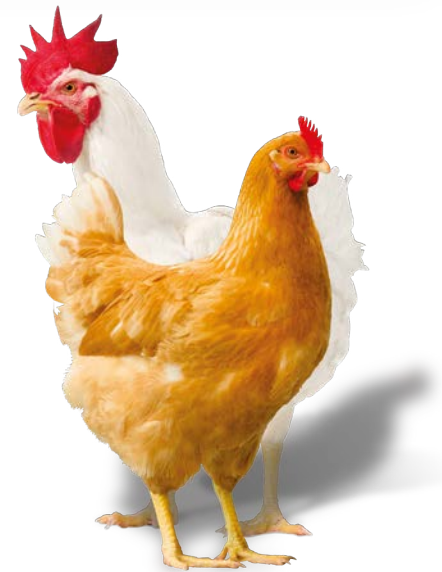
**THE LATEST HUBBARD PREMIUM BREED
ECC ACCREDITED**

The Hubbard REDBRO is a completely new slower-growing breed specifically developed with the Better/European Chicken Commitment (BCC/ECC) 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 two years of field and pen trials in the UK and France, the Hubbard REDBRO is accredited for indoor use by the European Chicken Commitment (ECC).

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	0-64 weeks	20-64 weeks
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