

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

THE REFERENCE FOR
PREMIUM MARKETS

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HUBBARD REDBRO

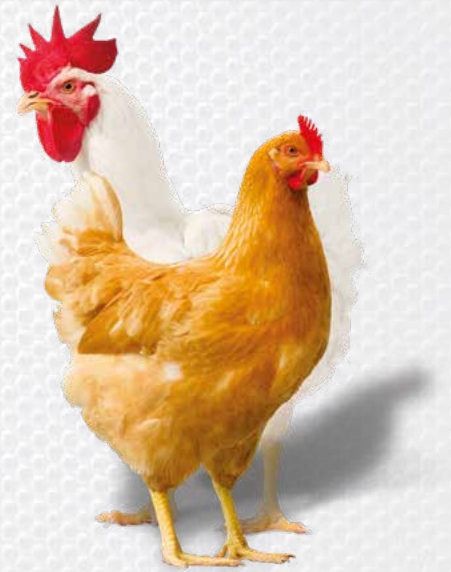
THE LATEST HUBBARD PREMIUM BREED BCC (ECC AND GAP) ACCREDITED

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	210.1	
HE/HH at 64 weeks	197.8	
Average hatch at 64 weeks	84.9 %	
Chicks/HH at 64 weeks	167.9	
Feed consumption, incl. males	0-64 weeks	22-64 weeks
Per total egg produced	280 g / 0.617 lbs	222 g / 0.489 lbs
Per hatching egg produced	297 g / 0.655 lbs	236 g / 0.520 lbs
Per chick produced	350 g / 0.772 lbs	277 g / 0.611 lbs



BROILER LEVEL			
AGE	LIVEWEIGHT (as hatched)		FCR
28 days	1 218 g	2.69 lbs	1.49
35 days	1 686 g	3.72 lbs	1.60
42 days	2 174 g	4.79 lbs	1.70
49 days	2 661 g	5.87 lbs	1.81
56 days	3 062 g	6.89 lbs	1.95
63 days	3 555 g	7.84 lbs	2.11