



# Hubbard

YOUR CHOICE, OUR COMMITMENT

BREEDING  
FOR  
YOU



SINCE 1921



# Hubbard Company

- Established in 1921 in Walpole, New Hampshire, USA
- In 2022 : Headquarters in France:
  - R&D in France and the USA
  - Production centres in Europe, USA & Brazil
- Selecting and marketing breeding stock for:
  - Conventional broilers
  - Premium chickens
- Preferred supplier of slower growing breeds, focussing on:
  - Robustness, including Health and activity
  - Taste and texture
  - Good carcass conformation and yields
  - Efficiency
  - Colour (when required)

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# Main Premium concepts in Europe

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- **Indoor Certified: e.g. BCC**
  - Reduced stocking density & slower growing breed
  - No restriction on ADG or minimum age
- **Extensive Indoor:**
  - Minimum age
  - Reduced stocking density
  - Maximum ADG (in some cases)
- **56-day free range:**
  - Many target weights, but minimum age
  - One house - day old to 56d
  - Rear and move systems
- **Organic (up to 70+ days):**
  - Rear and move systems, ingredient use
- **81-day free range / Label Rouge**



**EACH CONCEPT MAY USE A DIFFERENT BREED, FEED & HOUSING**

# Genetics need to match the concept!

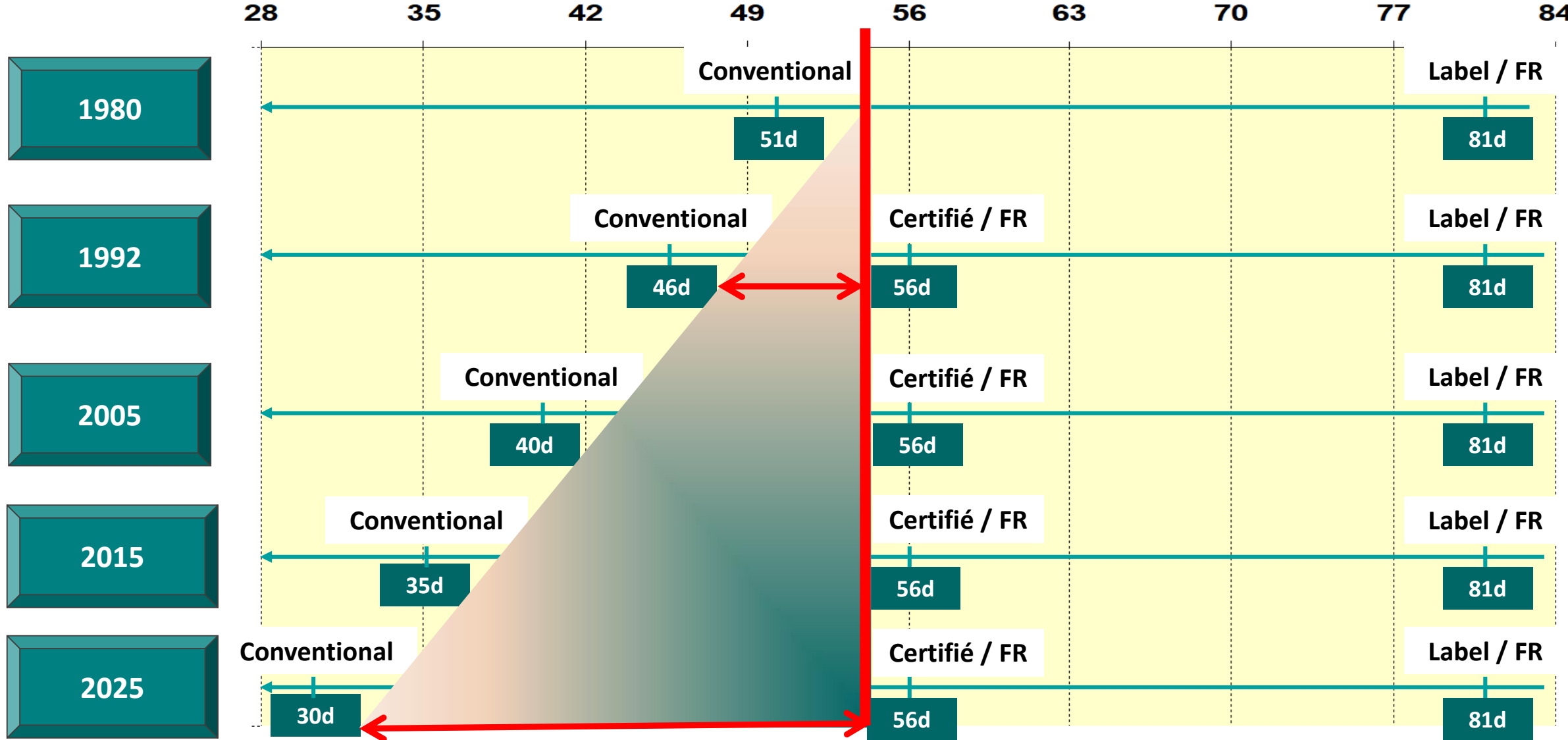
- **Housing systems:**
  - Indoor, Covered range, Free range
- **Husbandry practices:**
  - Enrichments
  - Stocking density
  - Minimum age at slaughter
  - Maximum growth rate levels
  - Target weight
  - Organic?
- **Nutrition:**
  - Concentrated or diluted
  - Presentation (pellet, mash, crumble)
  - Whole wheat feeding?
  - Coccidiostats?



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# Evolution of ADG allowing for differentiation

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Room for new developments  
→ BCC



# BCC: In brief

## ✓ Companies that have committed to the BCC are:

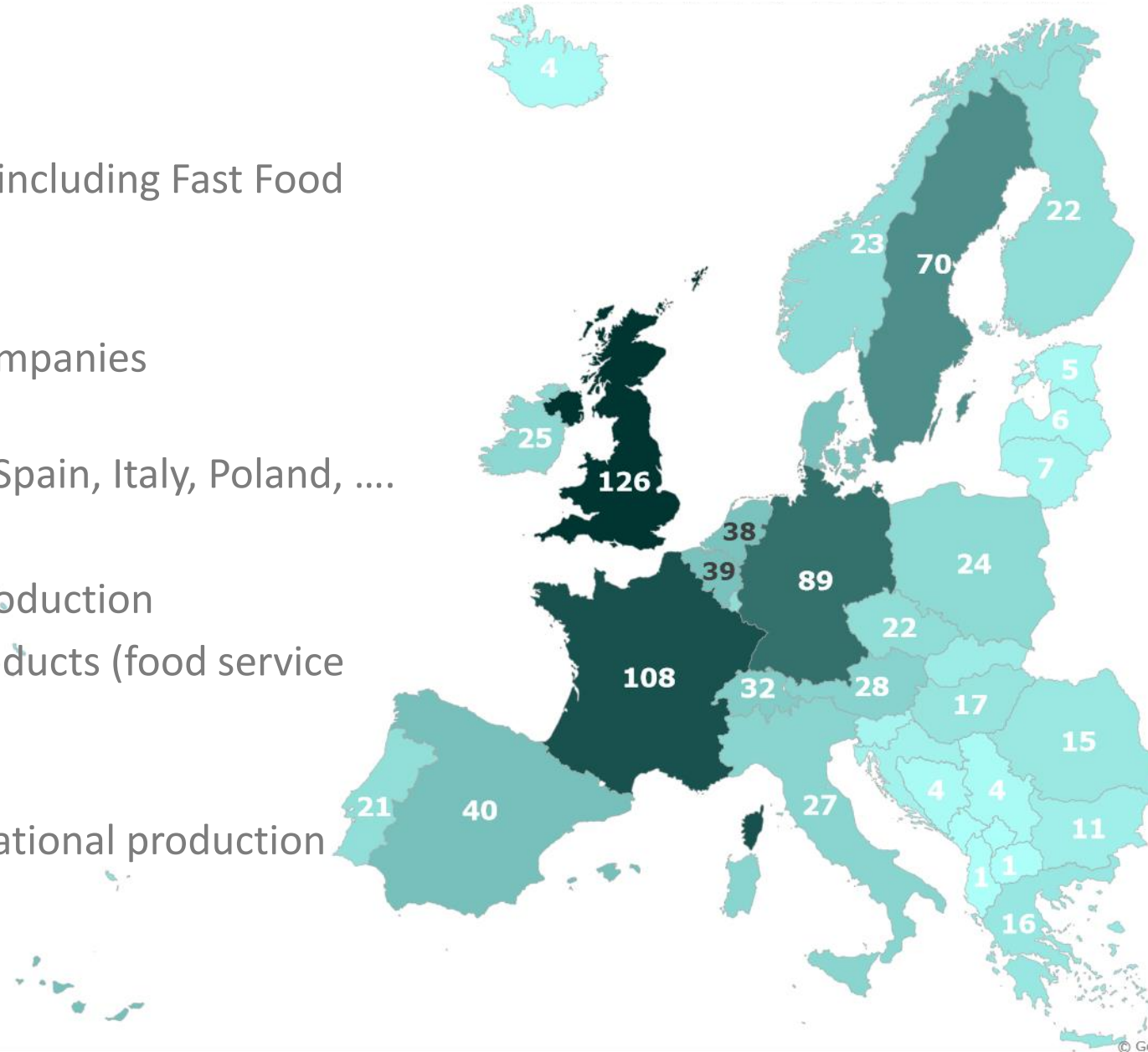
- Several large global food (service) companies, including Fast Food chains
- Several UK retailers and food companies
- Almost all French retailers and several food companies
- Other countries following as well:  
Germany, Scandinavia, Netherlands, Belgium, Spain, Italy, Poland, ....

## ✓ First focus will be on fresh products:

- Coming from national or regional European production
- There is also a market for frozen or cooked products (food service and fast food)

## ✓ UK and France are nett importing countries:

- A move to slower growth will decrease their national production capacity, exporting countries to fill this gap:
  - e.g. Netherlands, Poland for fresh products
  - Thailand, Brazil for frozen/cooked products



# Better Chicken Commitment

## *Basic principles:*



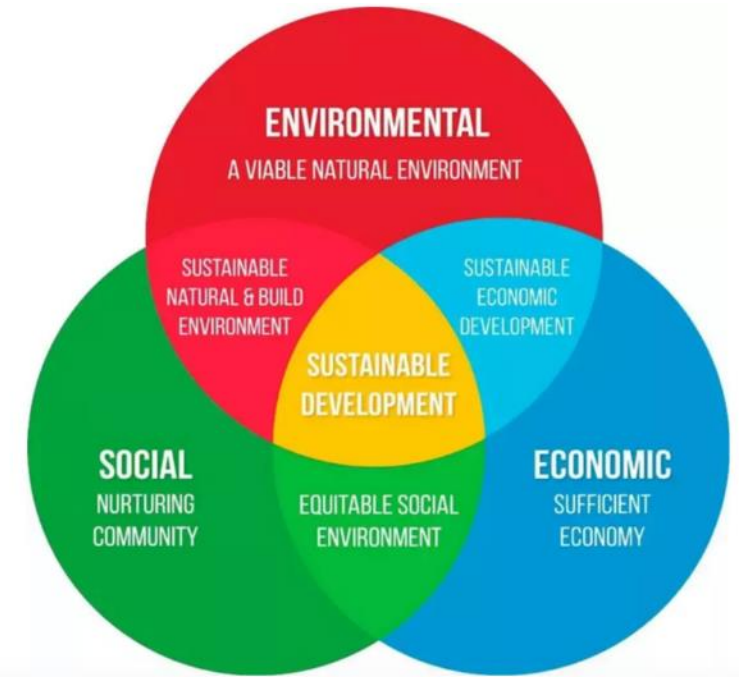
By **2026** to meet the following requirements for 100%:

- ✓ Comply with **EU animal welfare laws & regulations**, regardless of country of production.
- ✓ Maximum stocking density of **30 kg/m<sup>2</sup>** or less. Thinning (1x) is discouraged.
- ✓ Adopt breeds that demonstrate **higher welfare outcomes** following the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol.
- ✓ Meet **improved environmental standards** including:
  - At least **50 lux** of light, including **natural light**.
  - At least two metres of usable **perch space**, and two **pecking substrates**, per 1,000 birds.
  - No cages or multi-tier systems.
- ✓ Adopt **controlled atmospheric stunning** using inert gas or multi-phase systems, or effective electrical stunning without live inversion.
- ✓ Demonstrate compliance via **third-party auditing** and **annual public reporting on progress**.

# +/- of change - sustainability

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- When making a change in the production system from conventional such as to ECC there are many factors where it is important to assess the benefit or disadvantage and what is acceptable to target consumers:
  - cost of production
  - welfare
  - environment: global warming, land use, acidification of seas, soya use
  - eating quality
  - safety
  - social benefit for farmers
  - biodiversity
  - antibiotic use
  - locally grown – not imported
- Retailers and Foodservice makes choices too on how to invest in their business for their view on the pillars of sustainability and balance all the costs and benefits





# Hubbard Premium Product Range

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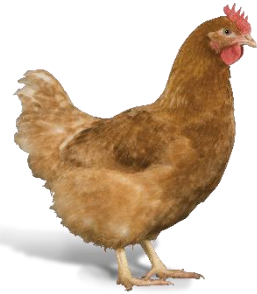


***Hubbard offers a variety of Premium females to be mated with a range of males to suit different market needs***

# Hubbard Premium Product Range

## Tailored to specific market needs

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**JA57**

**JA87**

**REDBRO (=new!)**

**Growth rate:** 40-45 g/d  
**Feather Colour:**  
 White & some brownish  
**Used for:**  
 Extensive indoor, Free  
 Range, Organic

**Growth rate:** 45-50 g/d  
**Feather Colour:**  
 White & some brownish  
**Used for:**  
 Extensive indoor, Free  
 Range, Organic

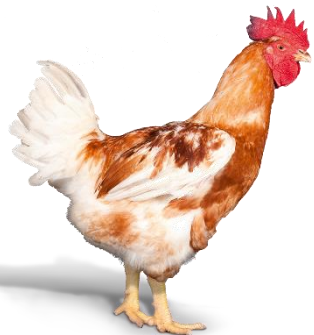
**Growth rate:** 50-55 g/d  
**Feather Colour:**  
 White & some brownish  
**Used for:**  
 Extensive indoor, Free  
 Range

**Growth rate:** 35-42 g/d  
**Feather Colour:**  
 Brown & some white  
**Used for:**  
 Extensive indoor, Free  
 Range, Organic

**Growth rate:** 38-45 g/d  
**Feather Colour:**  
 Brown & some white  
**Used for:**  
 Extensive indoor, Free  
 Range, Organic

**Growth rate:** 45-50 g/d  
**Feather Colour:**  
 Brown & some white  
**Used for:**  
 Extensive indoor, Free  
 Range

**Conventional (M77 / M99)**



**ColorYield**

## Recent addition to Premium PS female range

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### Hubbard REDBRO:

- A complete new slower growing breeder female developed with concepts such as BCC in mind
- Filling the gap between the JA787 and conventional broilers
  - Maintaining the robustness of slower growing chickens  
→ Similar **welfare** characteristics as **JA787**
  - **Environmental** and **Economical** Sustainability closer to conventional broilers
  - Based on two years of trials in the UK and France **accredited** in 2021 by **ECC, RSPCA Assured** and **Red Tractor** (REDBRO PS female x Conventional PS male)
- **Standard Slower Growing PS Female**
  - Not a dwarf breeder, but feed intake very **close to ad libitum** level



# Main points of difference for Premium flocks

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- When compared to conventional flocks the main points of difference are :
- **PS Rearing:** Lighting programme
  - **Slow step down to a 10-12 hour day**
    - Determined by whether the males are in the same house or not
    - Premium females do not need a dark period of only 8 hours – it makes them very responsive to very small changes in daylength and risks very early egg production
- **PS Production:** Appetite management and behaviour
  - Synchronisation of feed increases to develop appetite and stay ahead of production
  - The females are fed to appetite and will take most of the day to consume their allocation
- **Broilers:** Because of the slower rate of growth all phases of development/transition just start later and take a little longer



# Premium Breed Differences to Conventional Breeds

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**Parent Stock**



# Poultry Breeders

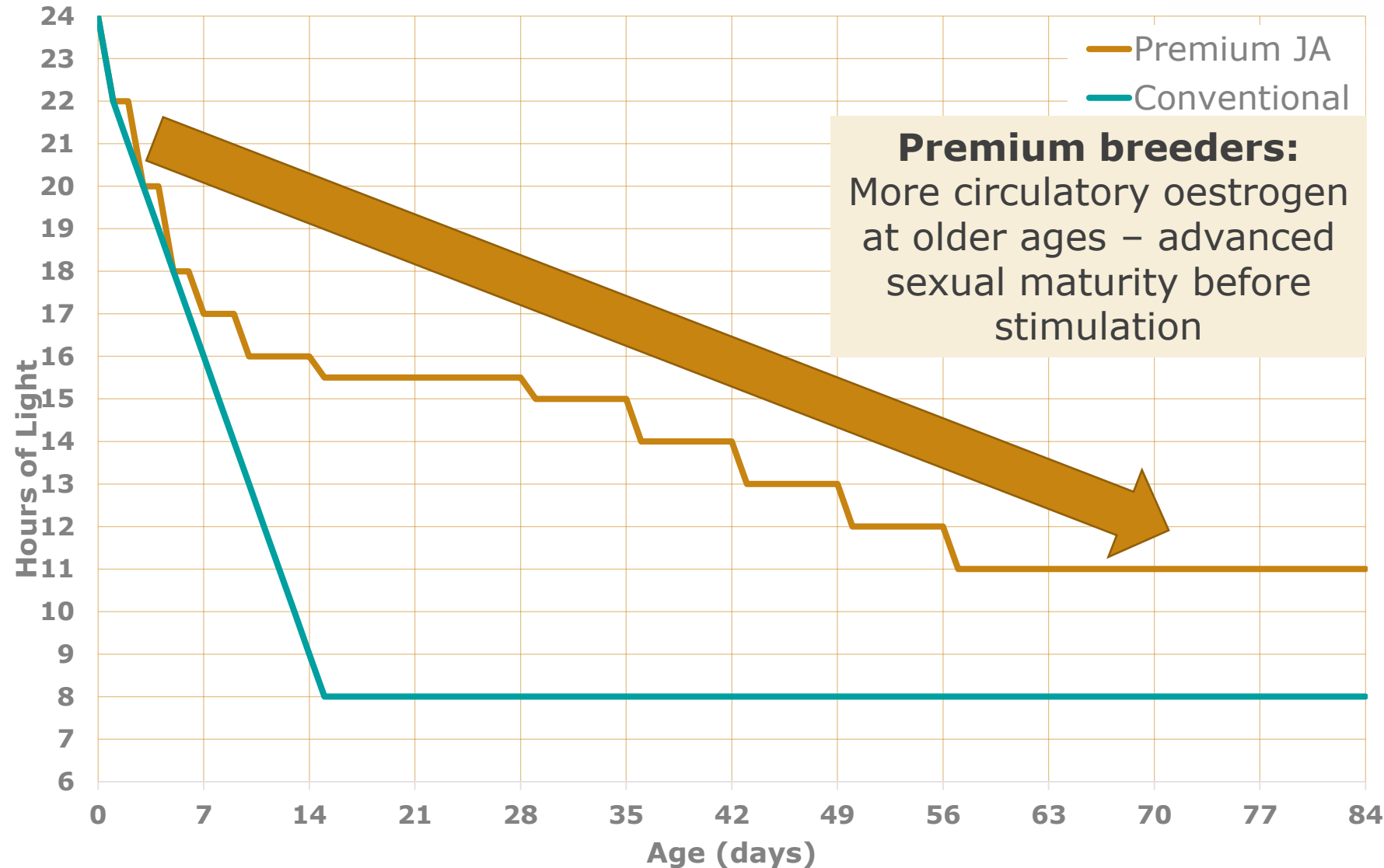
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# Different Lighting Program in Rearing:

Slow step down light program – important for feed intake in production

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# Peak feed management

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## Ad libitum feeding

- Appetite = Feed allowance
- Actual peak feed will be more variable from flock to flock and farm to farm
- Risk of feed intake factors on actual feed and nutrient intake is high



## Restricted feeding

- Appetite >> Feed allowance = 20-30% at peak?
- We allocate the nutrients
- Risk of feed intake factors on actual feed and nutrient intake is much lower



# The rise to peak feed → 10 days for Success!

In the first 10 days of lay key patterns are established:

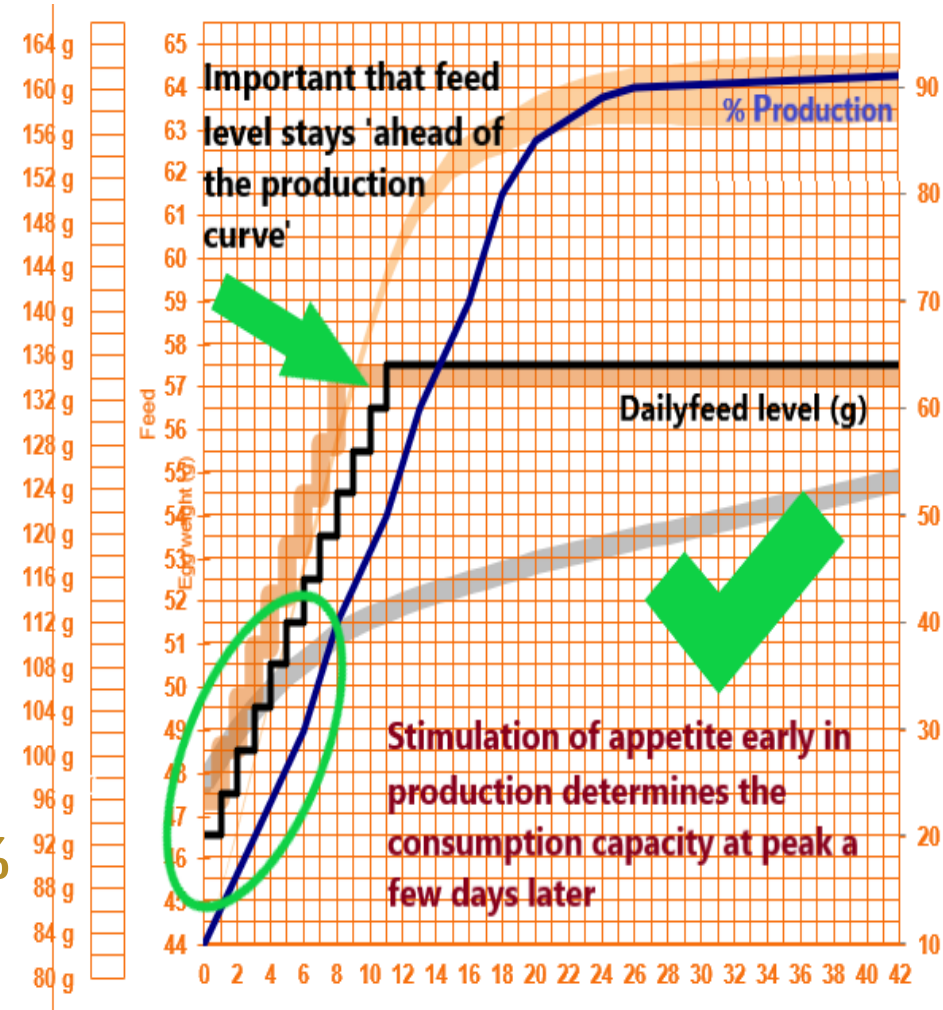
- 1 – eating behaviour
- 2 – nesting behaviour – floor egg management
- 3 – laying pattern - time of day
- 4 – mating behaviour

It is **VERY IMPORTANT** at the Onset of Lay to  
‘Stay ahead of the production curve’

- INCREASE FEED RAPIDLY 3-5 g/d
- PEAK FEED LATEST at 60% - BETTER at 50%
- DELAY WILL REDUCE APPETITE AT PEAK



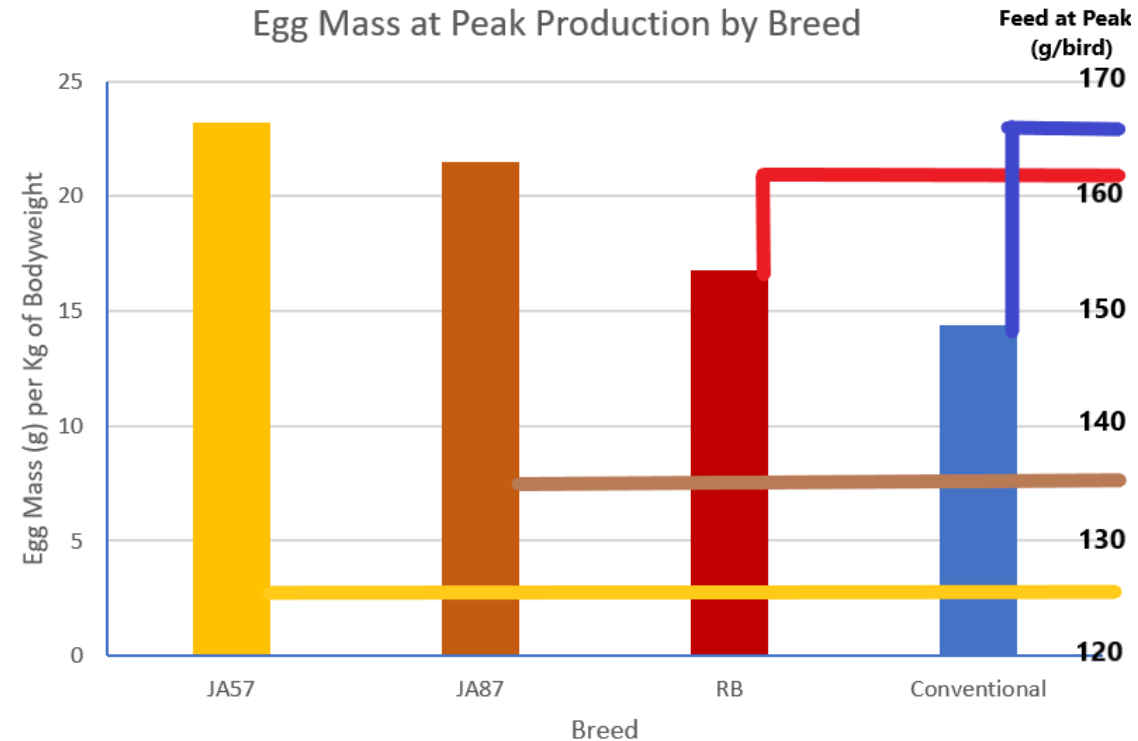
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# Feeding Premium breeders

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- Different recommendations for the Hubbard Premium breeders to reflect higher production levels with lower feed consumption
- Use of traditional rations for conventional breeders can be a risk for an incorrect nutritional balance
- Recent recommendations for conventional breeders have a much altered protein and lysine balance
  - Not beneficial for the performance of the JA-type breeders



**Egg mass output per kg of bodyweight of Conventional and Hubbard Premium breeders in relation to their peak feed level**



# Premium Breed Differences to Conventional Breeds

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**Broiler Production**

# Key Points Slower Growth Chicken Management : The Brooding Period

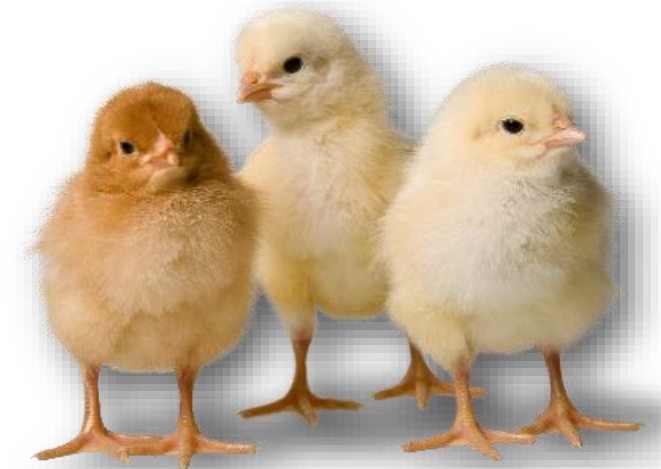


## GENERAL:

- Key to ensure future performance
- Good early growth is important for the development of the skeleton, physiology and immunity as well as achieving a good uniformity
- These chicks **need more attention in the 1<sup>st</sup> week:**
  - lower feed & water intake
  - lower growth rate & less heat production
  - (often) a lower density per m<sup>2</sup>

## BEHAVIOUR:

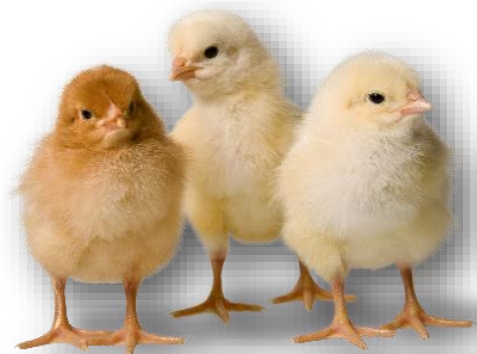
- Periodic **social grouping** is normal during the first few days
- Do not confuse with chilling!



# Age at change of feed form is important → adapt feed size to size of bird



Up until  
300g body weight  
(JA757 to 12 – 14 days)



Optional  
2.5mm diameter:  
from 300 g body weight  
(JA757 from 12–14 days)



3.2mm diameter:  
> 400g body weight if cut short  
> 500g if not cut short  
(JA757 from 14 - 21 days)

4 - 4.5mm diameter:  
> 600g body weight (if cut short)  
> 800g If not cut short  
(JA757 – from 21 - 28 days)



# Key Points Slower Growth Chicken Management : Feeding

- Give **c.20 grams/chick** (pre)starter feed **just before arrival** of the chicks on chick paper
- **c.5 grams/chick** should be added twice per day until end of day 2 or 3
- Ensure feed available until chicks can access the feeder
  - Can take up to a week
  - Tip every 5<sup>th</sup> pan on its side for better access
- The chicks are fed **ad lib** while brooding.
  - After 2 weeks the chickens should be allowed to **clean out** the feeding pans 1x per day but not to leave them empty for more than 1 hour.
- **Don't** let the chickens empty the feeders just before the dark period:
  - this will cause agitation when the lights are switched on and can be a risk factor for skin scratches and dermatitis.



# Key Points Slower Growth Chicken Management : Water



- **Water intake is lower** compared to conventional broilers
  - **good hygiene of the water system** is even more important
    - Slower consumption means water sits in the lines longer and becomes warmer
  - **fresh water** at start up
  - regular (automatic) **flushing** of the system
- Use of **supplementary drinkers** for the first 24-72 hours can be beneficial

## CROP FILL TARGETS:

- 8 hours after placement: at least 80%
- 24 hours after placement: at least 96%





# Key Points Slower Growth Chicken Management : Environment



## HOUSING TEMPERATURE:

- At day 1 **slightly higher ambient temperature** than conventional breeds (+1 °C)
  - Targeted vent temperature is 39.5-40.5 °C
- For **free range systems** the ambient temperature needs to be reduced quicker
  - target 23 °C at 21 days

## CLIMATE:

- Litter will generally be dry
  - But be aware dry litter could increase risk of skin scratches and dermatitis
- Change the ventilation profile according to:
  - the (lower) number of chickens in the house
  - the longer growing period
  - the growth curve

# Key Points Slower Growth Chicken Management : Light



## LIGHT:

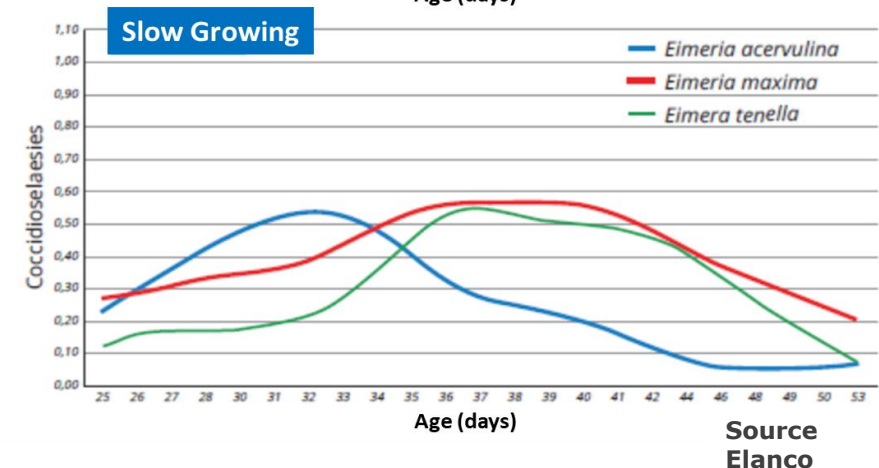
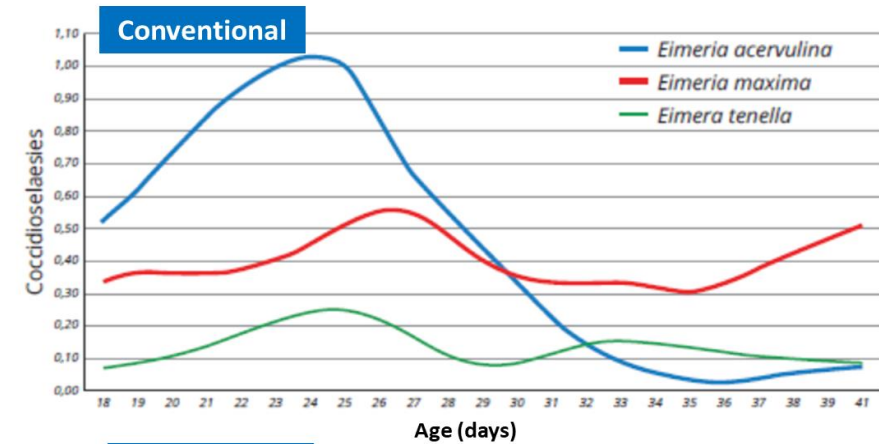
- At placement use 50 lux
  - Reduce this in the first 7 days to the standard
  - Too high light intensity can drive the chicks to the outside walls
    - Do not confuse with over-heating !
- Where windows are used:
  - Avoid direct sunlight on the chickens!
  - Windows in the roof give a better dispersion, but cannot always be used.
  - Use windows with shutters (in the roof or side walls)
- Start from day 1 with short dark periods
  - Increase the dark period(s) to the final program at 7 days of age
- Use lights that will switch on and off slowly (dawn-to-dusk)
- Plan for lights to be on from at least 03.00h in the morning
  - The chickens will be active again during the coldest period of the day



# Key Points Slower Growth Chicken Management : Health - Coccidiosis Field Observations



- Indoor systems (44 – 49d) more observations than free range
- Severe coccidiosis not commonly observed
- Check for mild subclinical coccidiosis  
→ occurs at older ages (36 – 40 days) vs. Conventional broilers (22 - 28 days)
- Different profile of Eimeria to Conventional broilers
- Observation of:
  - Wetter litter, but not always significant
  - More flock to flock variation especially in FCR
  - Poor uniformity / downgrades in some flocks
  - Variation in pigmentation if yellow skin is required
- Have a monitor program to check status



Source  
Elanco

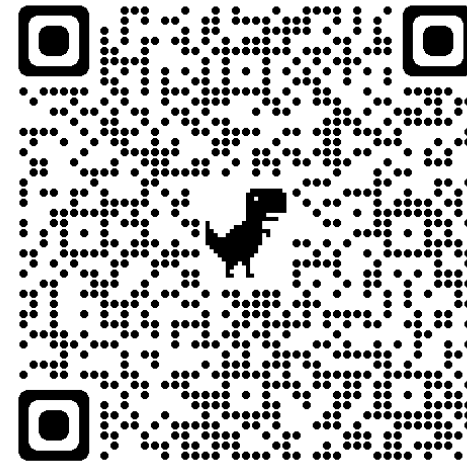
# General points of note

- Guides for each of Hubbard's breeds are on our website
- Guidance for specific feed rations is not, deliberately!
  - No one specific example fits all
  - Not all producers use the same breed crosses for the same requirements
  - Production systems are different
- Therefore, we prefer to liaise with each and every customer to tailor the recommendations to their own specific requirement(s)



HUSBANDRY GUIDELINES  
PREMIUM CHICKENS

Special technical documentation  
**Husbandry Guidelines  
Premium Chickens**  
can be downloaded from our website

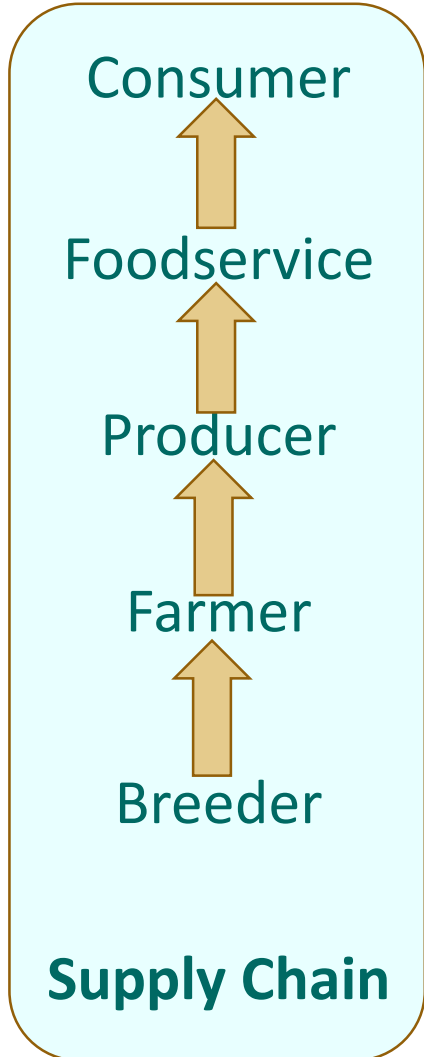




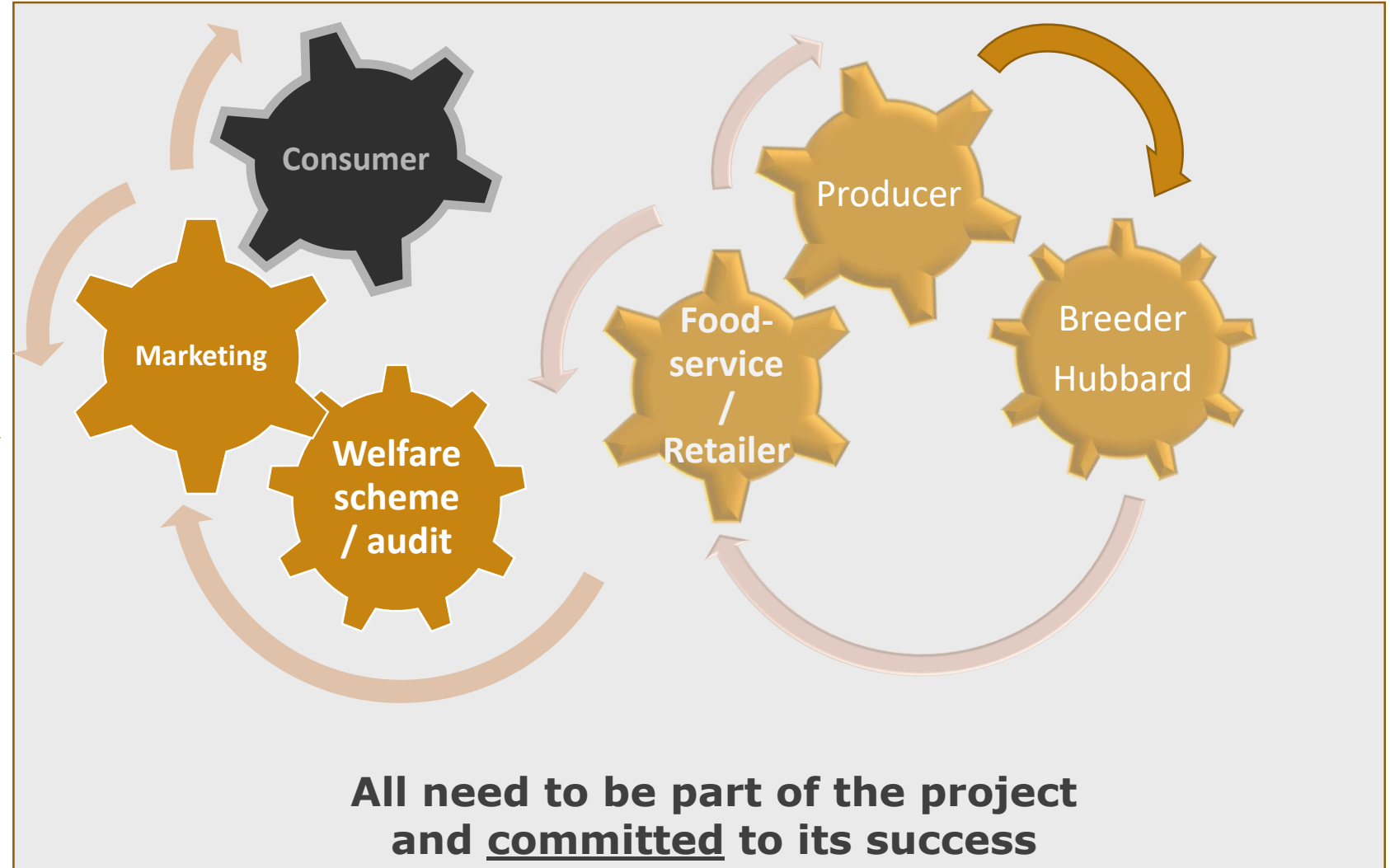
# Working together is key to success!

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**OLD Model**

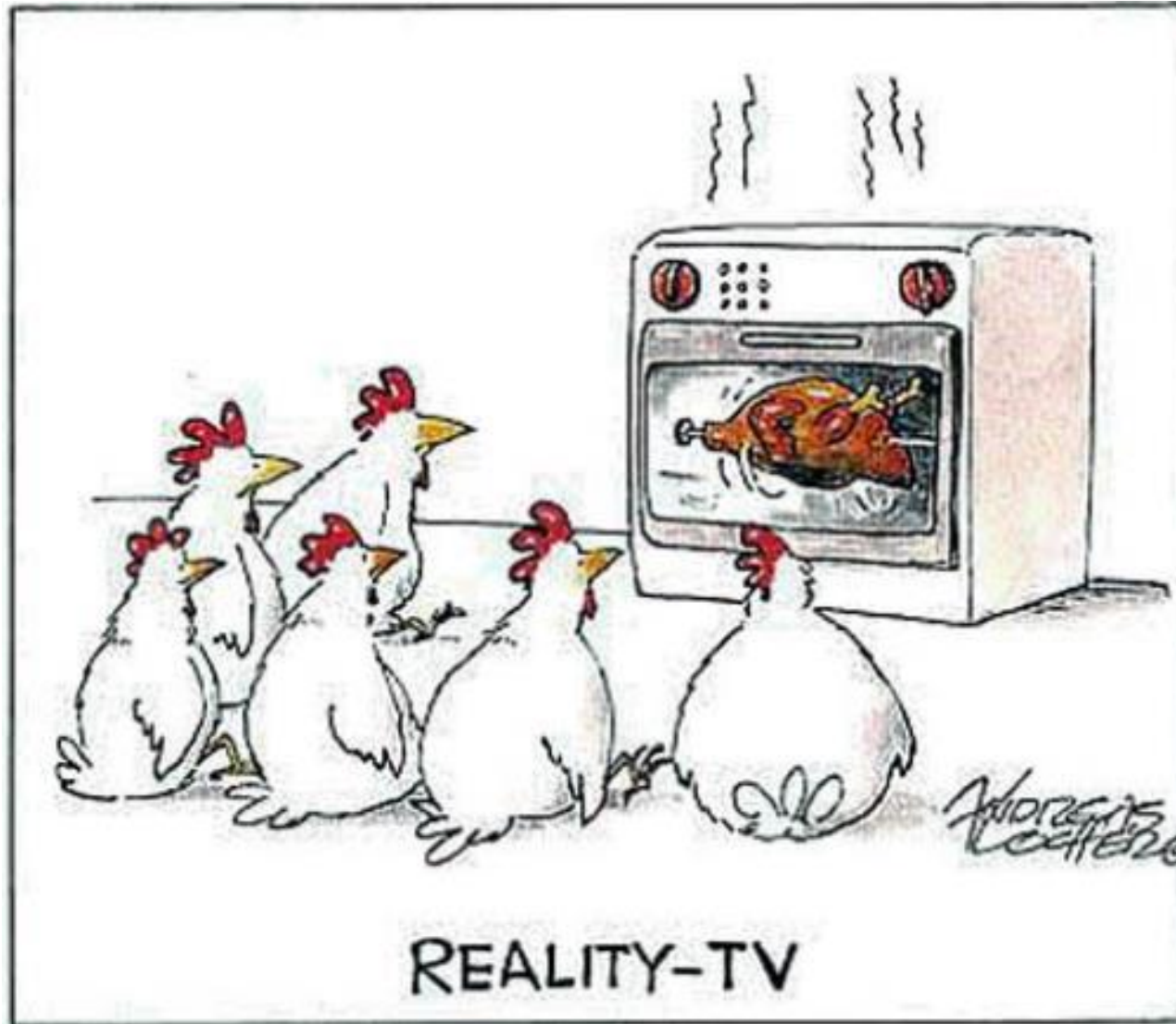


**NEW Model**



To be continued...

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YOUR CHOICE

A RESPONSE ADAPTED TO  
YOUR SPECIFIC NEEDS

OUR COMMITMENT

SHARING 55 YEARS  
OF EXPERIENCE IN  
PREMIUM PRODUCTS



WORLD LEADER IN  
SPECIALITY MARKETS!

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





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## Thank you very much for your attention!





# ***Disclaimer***

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*The performance data contained in this document was obtained from results and experience from our own research flocks and flocks of our customers. In no way does the data contained in this document constitute a warranty or guarantee of the same performance under different conditions of nutrition, density or physical or biological environment. In particular (but without limitation of the foregoing) we do not grant any warranties regarding the fitness for purpose, performance, use, nature or quality of the flocks. HUBBARD makes no representation as to the accuracy or completeness of the information contained in this document.*