

# HUBBARD

## DEAR READERS, CUSTOMERS AND PARTNERS,

In the coming weeks, Hubbard will welcome the Aviagen Group as its new and sole shareholder. This is a great and promising new page in our common history that opens up. Within the new structure Hubbard clearly will maintain its own identity, products supported by our sales and technical teams.

No need to come back to the disastrous consequences of avian influenza for our company and of course for you, valued customers and partners, because of supply constraints.

Together with the whole Hubbard team, we are very happy and delighted with the new perspectives for us of a continuous supply of quality products, regardless of the sanitary environment. The strengths of both organizations in the areas of technology, R&D, production efficiencies and distribution capabilities, will enable us to develop all the necessary synergies with Aviagen. We share with Aviagen the ultimate goal of continually advancing the genetic potential of our birds.

We look forward to embarking on this new endeavor with you.

Have a good reading,

*Olivier Rochard*  
General Manager Hubbard

## ON THE FRONTPAGE

### 2<sup>nd</sup> Hubbard Premium Forum addresses further development of slower growing chickens

It is only two years ago when the 1<sup>st</sup> Hubbard Premium Forum was organised in Utrecht, the Netherlands. This was at a time still most of us couldn't realise the success of the quick introduction of the 'Chicken of Tomorrow' in the Dutch supermarkets. Now in 2017, around 90% of fresh chicken meat sold in these supermarkets are slower growing chickens.

During the 2<sup>nd</sup> Hubbard Premium Forum held in June 2017 in Porto-Portugal 150 customers from 26 countries representing 5 continents were present to learn more about this growing market segment and the Hubbard Premium products. During 2 days, main topics such as market developments, consumer behaviour, animal welfare, tradition, health, taste, (meat) quality and antibiotic free production were addressed. Also existing and new concepts to produce alternative high-quality chickens using the Hubbard Premium Products were part of the presentations and open discussions. The 2<sup>nd</sup> Hubbard Premium Forum was well received by all attendees being a great event to share knowledge through many different presentations of customer and internal and external specialists.

This forum was also a very good opportunity to celebrate the 50<sup>th</sup> anniversary of the Hubbard JA57 breeder female. Initially, and still now, being the main basis for the Label Rouge in France it has often also been the foundation to develop other concepts in new markets building a fantastic story of 50 years' experience in Premium markets all over the world.

Today Hubbard has the largest gene pool giving flexibility in choice of products combined with the highest standards of performance at all production levels from Parent Stock, broilers to the processing plant. Hubbard's focus is on welfare, quality and performance, using 50 years of experience to give the best management advice and to support in developing new concepts.

Hubbard is fully dedicated to continue to be the global market leader in the Premium market segment through ongoing investments in new technologies in its Premium R&D program to be able lead the change to an even better welfare and better quality of all its chickens.





# IN SHORT

## Last update on Hubbard website!

Discover Hubbard's new search tool and easy access to all Hubbard technical documentation you need.



## Your next rendez-vous with Hubbard:

12<sup>th</sup> – 15<sup>th</sup> September 2017  
SPACE – Rennes – France

10<sup>th</sup> – 13<sup>th</sup> October 2017  
SIMA-SIPSA – Algiers – Algeria

24<sup>th</sup> - 26<sup>th</sup> October 2017  
LIV – Hardenberg – Netherlands

28<sup>th</sup> – 30<sup>th</sup> November 2017  
DAWAJINE – Casablanca – Morocco

30<sup>th</sup> January – 1<sup>st</sup> February 2018  
IPPE 2018 – Atlanta – United States

5<sup>th</sup> – 7<sup>th</sup> February 2018  
VIV EMEA – Abu Dhabi - UAE

## Hubbard is delighted to launch its new Communication campaign!



## New Hubbard Technical Posters

The Hubbard technical team summarises its recommendations for good management practices in the form of technical posters. Please contact your Hubbard representative to get a copy.



# FOCUS ON

# GRADING OF BROILER BREEDERS

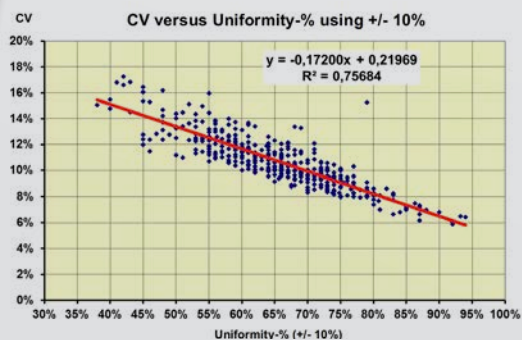
During the rearing period, it is the objective to obtain breeders able to express their genetic production potential in terms of number of hatching eggs and chicks produced per hen housed.

In addition to good flock management, the growth and uniformity of the breeders in rear are important factors to control.

The objective is that all the birds in the flock have reached a satisfactory physiological development at the beginning of production. The flock will then be easier to manage (more efficient light stimulation, better feed management, etc.).

In order for each individual to have a similar growth profile, uniformity is an important criterion to be managed from the start (starting conditions, equipment, feed/feeding, etc.).

Weight control begins as early as the first week and uniformity is assessed at 2-3 weeks either by calculating the % of uniformity (% of animals in the range +/- 10% of the average weight) or by the Coefficient of Variation (CV = standard deviation/mean) which more precisely measures the spread of the weights relative to the average. For a uniformity of 60% for example, the CV can vary from 10 to 13 (see graph below).



CV (%)	5	6	7	8	9	10	11	12	13	14	15
Uniformity (%)	97	92	87	80	75	70	65	60	55	47	40

The CV is often calculated by electronic scales. In other situations, it can be calculated using the Hubbard recording program.

The evaluation of the CV can be done during the week before the day of the selection to decide to use 2 or 3 weight categories and to plan the material needed for the partitions accordingly.

Grading of the birds is highly recommended to be done as soon as possible and no later than at 4 weeks of age. The objective is to separate the light birds as a matter of priority so that they will have recovered their growth retardation at around 10 weeks, at which time the development of the skeleton is practically complete.

Two possible situations:

1- If the CV is less than 12, make 2 weight categories (light and medium)

2- If the CV is >12 (this equals about <60% uniformity) it is desirable to use 3 weight categories (light, medium, heavy).

If during the rearing period the uniformity goes down, another grading may be useful. Nevertheless, it is important to investigate the causes. For males, it is desirable to plan it anyway around 13-14 weeks in order to ensure good growth between 14 and 22-23 weeks to promote testicular development. It will be possible to evaluate the maturity of the males more precisely around 17-18 weeks of age: the less developed males normally will be eliminated (or otherwise separated in a specific selection pen if you want to try to recover some of them).

### How to perform an effective grading?

The goal is to achieve a uniformity > 80% in each weight pen after the grading.

If equipment and design of the houses permit, it may be beneficial to provide a free surface during the starting period to accommodate light

birds and heavy birds (if required) at the time of grading. This area should represent about 20% of the total surface for the smaller birds and the same for the larger ones if the option with 3 weight categories is chosen.

### Step 1: Evaluate precisely the uniformity of the flock on the day of grading (fasting).

First, check the accuracy of the weighing system using a standard weight (1 kg).

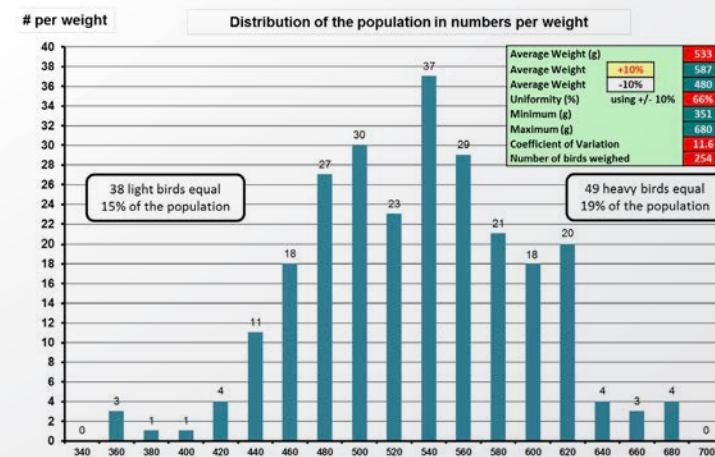
Weigh a representative sample of the flock. Ensure that all birds in a pen of at least a hundred birds are weighed. If the house is composed of several pens, a sample from each pen must be weighed in order to know precisely the average weight and the uniformity of the birds in the whole building.

Calculate average weight, uniformity (% of animals in the range +/- 10% of the average weight) and CV. Below is an example of a pre-grading weighing result with two types of scales:

#### 1. Results with an electronic scale (accuracy to 1 gram):

Average Weight (g)	529
Average Weight +10%	581
Average Weight -10%	476
Uniformity (%) using +/- 10%	62%
Minimum (g)	351
Maximum (g)	680
Coefficient of Variation	12
Number of birds weighed	254

#### 2. Results with a manual scale (20g weight interval):



In the example above, the CV is close to 12. It can therefore be considered that it is necessary to choose a grading into 3 categories.

#### 1<sup>st</sup> situation:

If the surface of the pens can be modified, the grading is done according to the upper limit (average weight + 10%) and lower limit (average weight -10%). In the above example, depending on the precision of the scale, the weight of the lighter birds will be less than 470-480g (lower limit) and the heavier birds will have a weight greater than 580g (upper limit).

Depending on the actual number of lighter and heavier birds after grading, the allocated area may be modified to accommodate the density and feeder space in each pen.

#### 2<sup>nd</sup> situation:

If the surface of each pen is fixed, the number of birds (% of light and heavy in case 3 categories are chosen) should be calculated in relation to the density and the feeder space.

If the weighing is carried out using an electronic scale, it is necessary to record the individual weights either on a weighing sheet or on a computer spreadsheet available from your Hubbard

technician. It is preferable to use weight intervals of 10g (better accuracy).

The lower and upper limits to indicate if the birds are too light or too heavy will then have to be modified according to the number of birds that can be placed in each pen. The goal is to be as close as possible to the +/- 10% limits, so that grading is most effective.

In the example of a house made up of three identical pens, the space allocated for each weight category will therefore be one third of the building. As shown in the histogram below (black bars), the lower and higher limits will be: Interval of 20g: 500g and 580g

Given the fact that it is difficult to obtain the exact number of light and heavy birds required for each pen, it is useful to be able to separate a group of birds whose weight is close to the lower and upper limits in a "buffer" pen in order to be able to adjust the number of birds in each pen at the end of the operation.

E.g.: If the lower limit is 500g, birds weighing 520g will be placed separately in a "buffer" pen. If the upper limit is 560g, animals weighing 580g will be set aside in this "buffer" pen.



▲ Histogram with a weight interval of 20g

Check out the rest of the recommendations for a successful grading, and for the management of the flocks after grading by using this QR code, or on our website.





## Hubbard launches Hubbard Premium Hatching Egg Trade platform

As global market leader Hubbard is fully dedicated to continue to be at the forefront in the Premium market segment. Hubbard is committed to providing its customers and partners high-quality products and a top-level support.

During the 2<sup>nd</sup> Hubbard Premium Forum held in Porto last June, Hubbard presented its latest tool dedicated to Hubbard Premium customers, to help them to optimize the utilisation of their hatching production. It represents a very easy-to-run platform which can link all Hubbard Premium customers around the world.

**Seller:** customers wishing to sell Hubbard Premium HE's can register themselves on the platform and add information about the product available and specify: product, quantity, place and date.

**Buyer:** customers wishing to buy Hubbard Premium HE's and who are in search of a specific product can check the current availabilities or alternatively place an alert on the product they are looking for.

When the demand matches the offer, the two parties involved can correspond directly with each other through e-mail.

Is this tool of interest to you? Please get more information from your Hubbard representative. •



## FROM OUR DISTRIBUTORS

### Hubbard welcomed a CIS countries delegation in France

During the second quarter of 2017, Hubbard welcomed a delegation of about 20 poultry farmers from Russia and Kazakhstan to its French facilities.

Take for example, Russia: a major poultry-producing country with more than 4 million tons produced per year, focusing on productivity per square meter (total meat per unit area), FCR and livability. The Hubbard F15 female has been and still is an undeniable reference since many years. The visit was therefore organized to introduce the evolution of the product towards an even faster growth, an always unbeatable FCR, while maintaining its well-known traits of robustness, livability, good and carcass qualities.

Parallel to the introduction of this new generation of the Hubbard F15 breeder, available on the Russian market from the end of 2017, the introduction of the Hubbard M22 male, already available on the local market, aims to increase breast meat yield and total meat production.

The visitors were therefore given the opportunity to exchange views with Hubbard geneticists on recent developments, on innovative techniques and tools introduced over the last decade, and on the current situation of the world poultry market and forthcoming developments. They also had the opportunity to visit the breeder test farms, where the performance of many crosses are assessed, as well as those of broilers. They were all very impressed by the performances observed and the methods used. There is no doubt that these developments fit perfectly within the framework of the Russian market and all are eagerly awaiting the marketing of this new generation.

During the visit the latest generation of the Hubbard Flex was also introduced: offering a faster growth, a breast meat yield among the best in the market, it targets to provide producers with heavy chickens where cut-ups and further processing activities are most important. This new generation will be available on the local market from the second half of 2018.

Gennady Syedin, Director of BALTISA, the exclusive distributor of Hubbard products in the region, concluded: "We are delighted with this visit and look forward to the future with enthusiasm. The tools and methods observed, the results presented and the evolutions to come will allow us to respond perfectly to our customers' needs and expectations." •



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