

EFFICIENCY PLUS



**THE STANDARD
FOR EFFICIENCY**

Hubbard Efficiency Plus: the standard for efficiency!

The latest R&D techniques have been used to improve the level of breeder and broiler performance in the field to meet customers' expectations.

The Hubbard Efficiency Plus represents a perfect blend of advanced breeder and broiler performance. Customers will benefit from high egg and chick numbers, robust broiler growth rate with good health, and a high output of good quality saleable meat. Additionally, excellent feed efficiency results in economic advantages for producers and sustainability for the environment.

The Hubbard Efficiency Plus female brings together the traits the industry is looking for in a single multi-purpose bird, with performance and economic efficiencies at all levels of production.

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[Management guide
Efficiency Plus PS](#)



[Conventional Nutrition
Recommendations](#)

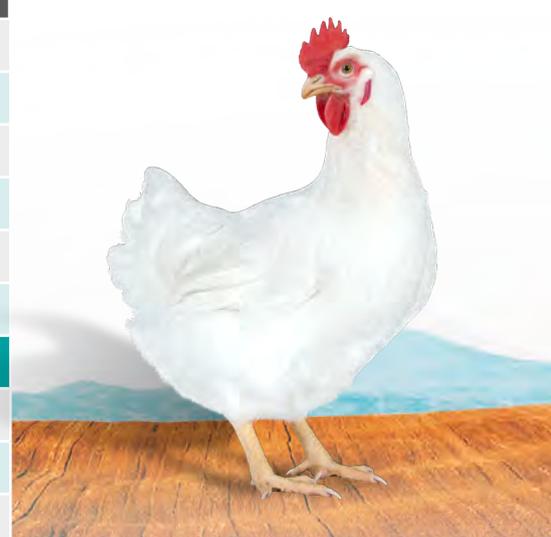


[Management guide
M77 PS male mated with
conventional females](#)



[Performance Objectives
Efficiency Plus PS](#)

BREEDER LEVEL			
Bodyweight at 20 weeks	2 345 – 2 425 g	5.16 – 5.34 lbs	
Bodyweight at 64 weeks	4 080 – 4 140 g	8.98 – 9.11 lbs	
TE/HH at 64 weeks	187.6		
HE/HH at 64 weeks	180.1		
Average hatch at 64 weeks	83.5%		
Chicks/HH at 64 weeks	150.3		
Feed consumption, incl. males	0-64 weeks	20-64 weeks	
Per total egg produced	314 g / 0.692 lbs	275 g / 0.606 lbs	
Per hatching egg produced	327 g / 0.721 lbs	286 g / 0.631 lbs	
Per chick produced	382 g / 0.840 lbs	334 g / 0.735 lbs	



BROILER LEVEL			
AGE	LIVEWEIGHT (as hatched)		FCR
28 days	1 647 g	3.63 lbs	1.27
35 days	2 330 g	5.14 lbs	1.41
42 days	3 028 g	6.68 lbs	1.54
49 days	3 704 g	8.17 lbs	1.67
56 days	4 324 g	9.53 lbs	1.80