



**HUBBARD
EFFICIENCY
PLUS**



Performance Objectives
PS



Performance Objectives
Broiler

- ✓ **HIGH LIVEABILITY**
- ✓ **EXCELLENT GROWTH**
- ✓ **PERFORMANT FCR**

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.

| 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 |

