



# HUBBARD NEWSLETTER

## HUBBARD JA 87

### ECONOMIC EFFICIENCY AS PART OF BETTER QUALITY

At **Hubbard** we recognise that natural resources are not unlimited, therefore they should be managed in such way to ensure sustainable economic profitability and social welfare in accordance with an ecological balance. It is part of our mission to make the consumption of poultry meat available for the largest possible group of consumers and with a focus on putting food safety and convenience in combination with taste, tradition, quality and animal welfare.



The European authorities have stipulated the various production systems for broilers in EU or member states regulations. Based on this the European producers can produce and market their products under well-defined marketing terms, such as "standard", "free range", "Label Rouge", "organic", allowing each consumer to make his own choice of "quality".

Since many years Hubbard is the leader in the selection and distribution of "differentiated chickens" by using the main traditional chicken breeds, such as New Hampshire, Rhode Island, Marans and Wyandotte for its selection program. Based on the existing regulations and expected changes in the market, Hubbard redefined its product development strategy about ten years ago. This has led to the testing and introduction of a new product in 2006, the "**Hubbard JA 87**".

In our view, only a specific selection program can effectively meet the requirements of the poultry meat producers which are looking for productivity, predictability and robustness associated to good behaviour (activity and mobility) and good litter quality favourable to animal welfare, carcass quality and the environment.

Many studies show that broiler age at an equal weight has an impact on texture and flavour of meat. Being a new product in the Hubbard Color product range, the **Hubbard JA 87** was therefore designed as a slow growing breed adapted to different types of housing and management and reproducing the tastiness of the "traditional chicken". The **Hubbard JA 87** optimizes cost and welfare traits both for the farmer as well as the chickens.

The **Hubbard JA 87** breeder has already been placed in different countries in Europe, and has now officially become part of the Hubbard product range.





## INSPIRED APPROACH IN BANGKOK VIV ASIA 2009

The 8<sup>th</sup> exhibition of VIV Asia which took place in March 2009 in Bangkok for three days proved to be an inspiring place for the breeding companies of Groupe Grimaud which attended it, namely *Grimaud Frères*, *Hubbard*, *Newsham* and *Novogen*.

For the first time at this exhibition, Groupe companies exhibited on the same space to show customers just how individual strengths and synergies can benefit all, without losing their own specific corporate identity and focus. Such a group approach makes great sense in Asia where many operators are diversified and very often run several breeding activities.



It was the first time too that Newsham and Novogen presented their products in this major event of the Asia-Pacific region which represents a huge potential in terms of animal production.

It came out as a shared feeling that such a pool has provided increased business opportunities especially through greater interaction between the different networks of the sister companies. Overall there was a good response from visitors and not only from Thailand. Almost half of the visitors came from other countries all over Asia and from Middle East, with a large proportion from the Indian Sub-continent, resulting in a wide geographical coverage.

The 2<sup>nd</sup> day of the show was extended with a reception organized by **Hubbard** and hosting *Grimaud Frères*, *Newsham* and *Novogen*. Guests, customers and business partners alike, got to know more about each company after hearing individual presentations by each of the business respective directors and greeting words from Frédéric Grimaud, Groupe President.

This moment of friendship in a relaxed atmosphere was a good opportunity for informal discussion and building of relationships.



Mr. Pieter Seghers Director Newsham, Mr. David Fyfe Hubbard Business Director Asia, Hubbard, Mr. Frédéric Grimaud, CEO Groupe Grimaud, Mr. Mickaël Le Helloco, Director Novogen, Mr. Yann Le Pottier, Grimaud Sales Manager Asia and Eastern Europe.



## HUBBARD COMPLIES WITH WELFARE STANDARDS BOTH SIDES OF THE ATLANTIC

HUBBARD RECEIVED THE  
MONTH OF JUNE 2009



CERTIFICATE IN THE

"EFABAR" is a "code of Good Practice for Farm Animal Breeding and Reproduction Organizations", it addresses the issues of food safety and public health, product quality, genetic diversity, efficiency, environmental impact, animal health, animal welfare, and breeding and reproduction technologies.

This certification, implemented by our Global Quality department, confirms our voluntary commitment to sustainable animal breeding.

## HUBBARD LLC COMPLETES SUCCESSFUL & RIGOROUS ANIMAL WELFARE AUDIT

***Animal welfare and audits:  
the complete program essential in today's market place***

Today's poultry customers are aware and demanding of their food suppliers, and want assurance that their food sources are reared, handled and processed in a humane fashion. Good stewardship of our animals is essential at every level of production. Successful suppliers of poultry to the consumer must have solid policies, management and employee training and documentation to insure compliance to their programs. A good program should start with a general statement of the company's philosophy and continue with scheduled external and internal audits for documentation and certification.

### ***Animal Welfare Policy Statement:***

Hubbard LLC recognizes it's responsibility to maintain the highest standards of bird health and welfare. Hubbard LLC's care and use of birds meet or exceed all applicable local, national, and international laws and regulations. All reasonable steps are taken to avoid any pain, stress, or suffering of our birds during their lifetime. All employees are trained in the proper methods of animal husbandry, and animal handling. Experts in the areas of poultry nutrition, husbandry, and health are employed by Hubbard LLC and have established the best management practices for our birds. Mistreatment or abuse of birds by any Hubbard LLC employee is a serious violation and will be treated as grounds for discipline up to and including dismissal.

***Audits: (External)*** Provide a structured and unbiased audit from an outside source that can be routinely scheduled, normally on an annual basis.

***Audits: (Internal)*** Provide frequent self-evaluation from trained company employees that insure compliance to standards on a weekly or monthly basis depending on the situational needs.

*(Continuation on page 4)*



(Continuation of page 3)

**In addition a scheduled internal and external audit program provide a/an:**

- ✓ Historical account that is very important in identifying trends in successes or failures of particular facets of your programs and recommendations for improvement
- ✓ Proof of records of training, annual and initial of all employees involved in looking after the company's product
- ✓ Accountability by management and employees of adherence to the policy by the use of a numeric scoring system for comparison.
- ✓ Proof of adherence to established standards of national welfare institutions or agencies recognized by poultry consumers
- ✓ Documentation certificates that can be provided to customers upon their request

**Audit documentation should include:**

- 1- General Management Practice and training guidelines
  - ✓ Designation of persons in charge at each facility
  - ✓ Job descriptions of the persons handling the product
  - ✓ Records, dates and scores of self-audits that have been conducted previously
  - ✓ Records of training—at hire and annually—knowledge of humane treatment
  
- 2- Facility or Process Management guidelines and check-list (examples)
  - ✓ Check-list for environmental conditions and ventilation for proper internal, (facility) and external (outside) management.
  - ✓ Posted listing for best management practices for handling, moving, loading, hauling etc. of the product
  - ✓ Posted records of diets and nutrition for proper care to include feed and water access and supply.
  - ✓ Posted records of pest control schedules and housing conditions.
  - ✓ Posted emergency plans of action, for events such as natural disasters, electrical outages, and who to contact lists etc..
  - ✓ Posted records of vaccination programs and schedules, routine veterinary checks and flock inspections by company personnel, etc..
  - ✓ Posted records of flock mortality and training in methods of euthanasia that is compliant with AVMA approved standards for humane disposal of animals deemed unlikely to thrive or survive.
  
- 3- A standardized Animal Welfare Audit Form that formalizes the check-list issues and provides a record of earned points against available points that have been established based on importance and severity if non-compliant.
  - ✓ This audit form will serve as the standardized document for the actual audit performed by external or internal auditors
  - ✓ It provides an easy score system that is reportable to all employees at each location and can be posted or filed at the location for easy access.
  - ✓ It can be available and easily filed for management monitoring and record-keeping.



**PMC Poultry Animal Welfare Audit 2009**

Hubbard LLC performed their most recent external audit on April 27<sup>th</sup>, 2009.

The audit was conducted by **Process Management Consulting** a nationally recognized animal welfare audit group. Here is the certification document provided by PMC upon the completion.

Hubbard's overall score was 97.91%, (1170 points of 1195 possible). The score is rated excellent > 95%, and is one of which the company is very proud.

This document is on record and is now available upon request to all of Hubbard's customers.

Internal audits continue to be performed on schedule and the next external audit is scheduled for the 2<sup>nd</sup> Quarter of 2010.



## HATCHERY TECHNICAL SERVICE VITAL FOR U.S. HATCHERIES

The average hatchery in the U.S. is now 32 years old. All the mechanical components of the hatchery (racks, fan blades, blower and fan motors, cylinders, controls etc.) have also aged at the same rate. Egg packs in the incubators and hatcher racks have become 10 to 15% more dense in the last 20 years due to the demand of the integrators to effectively utilize hatchery space. During this same time period, hatchery manager's ages, knowledge and experience have decreased.

An experienced tech service person, knowledgeable in all aspects of incubation, maintenance and operations is invaluable to the hatchery management team and should be scheduled routinely. The tech service person should schedule a minimum of 3 days per hatchery visit to properly identify problems, recommend and implement solutions, in order to improve results in the hatchery.

### Successful Tech Service: what's needed (phases)

#### Problem Identification Phase-Day (1)

1) Distribute room temperature and humidity recorders for monitoring of environmental conditions in all incubation and chick processing/storage rooms. This process will identify the room environments that are current for the incubation equipment and also identify the conditions that chicks hatching or stored prior to delivery are subjected to.

2) Complete an egg break-out (scheduled in advance) of all flocks/all ages that hatch that day. Utilize a break-out pattern of trays -3 per flock in a diagonal pattern across the hatcher racks. The break-out identifies the flock fertility and age of embryonic death (Hatch-of-Fertile) by percent, to determine what/where the focus of the tech service visit needs to be for immediate and successful improvement.

3) Count chicks, again utilizing a 3 tray per flock diagonal pattern. This process will identify whether chicks are ahead or behind the desired chick processing schedule and whether they will pull green or de-hydrated, which could/will affect 7-day mortality.

#### Facility Monitoring Phase-Day (2)

Utilizing the day 1 monitoring results, a complete room control equipment check, an incubation equipment check, a chick processing equipment check and a chick storage control equipment check should be undertaken. A work-sheet should be utilized to record all issues concerning the equipment operations, maintenance, and sanitation. This work-sheet can also be utilized, going

forward by the hatchery staff to establish accountability for assignments and maintenance schedules.

Utilizing the egg break-out results, the focus of the day's activities will be established.

Early dead (1-7)-focus on egg handling, transportation and room environments. Pay particular attention to egg set and transfer methods and internal egg temperatures during the processes.

Mid-dead (8-14)-focus on rack turning and internal egg temperatures that might have compromised the embryo during this incubation phase.

Late dead (15-18)-focus on internal egg temperatures in the last few hours before transfer, the transfer process and the few hours after transfer - hatcher operations.

Late dead (19-21)-focus on hatcher operations, maintenance and conditions and pull times etc.

### Wrap-up, Summary, Timeline and implementation Phase-Day (3)

After all hatchery surveys have been completed, information compiled and priorities established, a scheduled wrap-up session with appropriate hatchery/complex personnel is essential. This group should include hatchery management, maintenance personnel, breeder techs and complex management personnel.

Issues with the hatch (Fertility and Hatch-of-fertile) should be thoroughly discussed and deadlines and timelines for completion of tasks needed for improvement should be established, recorded and reviewed for accountability with the appropriate persons assigned for completion of those tasks.

A schedule should be established to review results.

Establish schedules for routine follow-up visits by tech service persons.

Successful hatchery management with the desired results depends on well established and monitored programs that are designed to identify specific issues as they arise. An accountability system with regular and routine communications between all departments must be established and maintained. Success will be obtained by the elimination of variables that affect your results.

The Hubbard team is committed to a partnership with their customers to insure successful results for the future.

*From the last issue of the US Technical Bulletin, Nov 2008*



Although the vast majority of Hubbard's activities are rather focussing on the conventional poultry markets, we should not forget that we are the market

leader in the selection and distribution of products for the alternative chicken markets. In this newsletter we are putting more focus on these specific products and the benefits it can provide to our customers looking for innovative or complementary solutions for their markets.

By making up the balance of the three past years, I note that our industry has been facing perpetual and brutal changes. Our world seems to evolve more and more quickly and with bigger steps. In a context of markets constantly faced by changes in consumption, economic crises, local sanitary situations and the evolution of raw materials prices, any type of anticipation becomes difficult and actors must sometimes pay an expensive toll to these fluctuations: mergers, restructurings or even sudden bankruptcies.

It is certainly not to be expected that the world will stabilise, so it is much more a question to better understand how our industry must deal with a world on a short term basis rather than on very long cycles and often with substantial required investments.

To encounter this it is a must to incorporate two critical factors: "flexibility and anticipation". Flexibility is possible when the organisation of the enterprise is thought of in terms of in-

stant reaction, therefore the level of autonomy of the various parts of the enterprise in a predefined framework, and in terms of permanent teams to identify, discuss and preparation of crisis management. So to live, on a day-to-day basis, in a culture of anticipation.

This approach leads us to provide our customers with a more in-depth partnership, allowing developing all the products of tomorrow, to identify the best responses to market developments that had not been foreseen and to implement alternative schemes for security of supply of genetics at risk through embargos, sanitary or economic crises. Our customers who have accompanied us in this approach allowed us to deal through partnership with the risks and opportunities occurring in a field with broad possibilities.

It is our role not just to provide the industry with the best chicks with the best genetics and health with the right technical support, but also to propose sustainable partnerships integrating a search for specific potential genetic solutions, risk management and a contribution to the improvement of production systems.

We are very pleased to continue this approach and to provide you with solutions responding to your strategic concerns.

Stéphane Duthoit  
CEO



**YEMEN:  
HUBBARD ORGANISED SUCCESSFUL TECHNICAL SEMINARS  
FOR ITS CUSTOMERS**

At the end of last year, Hubbard organised two successful technical seminars for the Yemeni poultry producers entitled: "*Better production, to gain more*". Both seminars were officially opened by **Dr. Ghaleb Al-Eriani**, General Manager of Animal Resources, Ministry of Agriculture and Irrigation.

Many important issues were addressed, including an "overview on the global poultry market" by **Mr. Jean-Francois Hamon** and "key points in Hubbard Broiler Management" by **Mr. Claude Toudic**, both from France. "Al-Jazeera and the Hubbard Classic" by **Mr. Abdul-Hafez Al-Geiesi** of the Hubbard distributor "Al-Jazeera" from Jordan and "critical points in Broiler Breeder management" by **Dr. Naeem Tareeq** from Pakistan.

The first seminar was held at the Sheba hotel in Sana'a and the second one at the Sofitel hotel in Tais. More than 70 people attended each seminar including the managers of the main poultry companies, breeder and broiler farms managers, farmers and poultry retailers. They all rated the seminars very highly, because of the valuable information and data presented which will support them to further develop their chicken business.



Through the great help in the local market by **Dr. Turki Sarakbi**, Hubbard has become over the past few years the number 1 breeding stock supplier in the Yemeni market. About 3 out of 4 breeders placed in Yemen are a Hubbard breed; the two products successfully used are the mini breeder "**Hubbard JV**" from Hubbard in France and the standard breeder "**Hubbard Classic**" from Al Jazeera in Jordan.

**JORDAN:  
SECOND AL JAZEERA-HUBBARD POULTRY SCHOOL KEY TO SUCCESS**

**Al Jazeera Poultry Grandparents**, distributor of the **Hubbard Classic**, and Hubbard organized the second "**Al Jazeera-Hubbard Poultry School**" in Amman on the 17<sup>th</sup> and 18<sup>th</sup> of February 2009. The many attendees were not just only from Jordan, but also from Kuwait, Saudi Arabia, Yemen, Iraq, and Sudan.

The companies Ceva, Intervet and Provimi also supported this event, which quickly gained fame for the quality of its presentations since its first edition end of 2007. The international speakers addressed many important subjects on nutrition, breeder male and female management, hot weather management and several veterinary topics to improve the technical results and to prevent poultry from infections and diseases.



At the end of the 2-days seminar **Eng. Abdel Nasser Al Hussein**, President of the Al Jazeera group, presented the "certificate of completion" to all attendees and a prize to the best top 3 attendees.

The company with best flock results and the largest customer were also rewarded for their achievements.



## MAURITIUS: FOOD & ALLIED INDUSTRIES LTD EXPORTS ITS KNOW-HOW IN THE REGION

A pioneer in the poultry sector in Mauritius, **Food & Allied Industries Ltd** started its operations more than forty years ago with a small weekly production of 400 broilers. Since then, the company carries on its expansion to achieve a daily production of some 30,000 broilers. Food & Allied Industries Ltd has been loyal to the same supplier for the past forty years or so. Its close relationship with **Hubbard** and its accumulated technical know-how have maintained the company's position of market leader.



From left to right: Mr. Jacques Descombes, Breeding Manager; Mr. Gérard Thomas, GP Hatchery Manager; Mr. Thierry de Spéville, General Manager and Mr. Robert Soupe, Regional Development Manager.

**Food & Allied Industries Ltd** covers all operations, from Hubbard grand-parent stock selected under tropical environment through breeding, hatching, broiler rearing and finally processing. All the operations are done under strict hygienic rules and abide by bio-security norms. The company also benefits from the constant support of its own veterinary service thus ensuring the viability of the poultry industry.

The breeding department consists of five quarantine farms and nine breeding farms where the eggs laid are carefully selected and sent to two different hatcheries to hatch parent stock separately from broiler chicks and commercial layers. The total hatching capacity reaches 200,000 chicks per week.

The company has kept on increasing its presence in the region since 1996 – 90,000 Broiler Parent Stock chicks have been exported to Madagascar, Tanzania/Zanzibar and Uganda last year. The company even extends its technical know-how to its African customers through regular visits to their farms twice a year. Avitech, its subsidiary in Madagascar, provides local breeders with chicks as well as essential technical advice and training so that they can run an efficient operation.



Parent stock production flock in Mkuza Farm, Tanzania



## SAUDI ARABIA: HUBBARD SUPPORTS THE SAUDI POULTRY INDUSTRY TO SAVE FEED COSTS AND TO INCREASE OUTPUT

During the last decade **Hubbard** has increased its market share in **Saudi Arabia** by supplying the market with its products that really suit the specific needs of the poultry industry. The "mini concept" of some of its broiler breeders supplied is a major key to this success.

### "Mini concept" or "Feed Saver concept"

It is more than 4 decades ago when the French research institute INRA discovered the dwarf gene in chickens, which at that time was a real revolution in chicken breeding. Hubbard is the only major primary breeding company applying this technology on a large scale and has introduced this concept in several parts of the world.

It offers the poultry industry a real opportunity to save tons of feed per year and to increase the output of hatching eggs and chicks per m<sup>2</sup> at the same time.

The Hubbard Product range offers the "Feed Saver concept" to the industry through the **Hubbard JV** and **Hubbard F15**. These products are for example widely used in France, Morocco, Tunisia, Algeria, Russia/CIS and India.

### The **Hubbard JV** offers many benefits:

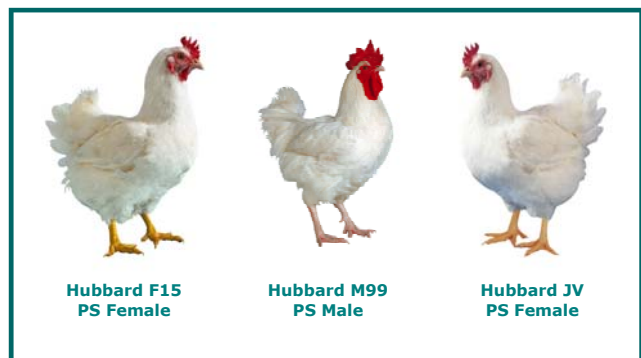
*At Parent Stock level:*

- ✓ High production level of hatching eggs and chicks
- ✓ Low feed consumption per hen housed: 80 to 100g per chick produced (20-64 weeks). This offers a great opportunity to save feed and feed costs.
- ✓ The stocking density can be higher than with standard parent stock females. This increases the number of hatching eggs and chicks produced per m<sup>2</sup> of breeder house by about 25%, which is a key point in a growing market or when cost of housing is very high.

*At Broiler level:*

- ✓ Good growth and liveability, also under hot climate conditions

- ✓ Good FCR
- ✓ Good carcass yield and meat quality
- Good uniformity, because of lower sexual dimorphism (difference between the broiler males and females).



### Hubbard M99 Parent Stock male

In many countries the JV is mated with the Hubbard M99 male. This Hubbard (genetically) white breeder male has been selected to offer producers the best meat to bone ratio at the lowest live cost. The rapid success of the Hubbard M99 breeder male is enormous and it is due to:

- ✓ Remarkable liveability in both the growing and the production house
- ✓ Superb fertility and hatchability against any competitive male
- ✓ Excellent broiler characteristics (growth, FCR, liveability and uniformity)
- ✓ Outstanding carcass and breast meat yield and quality
- ✓ Consistent colour of the carcass even with major variations in % of corn or type of corn, the colour of the skin and the leg will remain to be the same.

These outstanding traits of the Hubbard M99 have led to a tremendous increase in sales all over the world: Middle East, EU, Russia/CIS and more recently also in the USA where since its introduction in 2004 it now already covers about 1/3 of the total breeder male market.



## SOUTH AFRICA: MIDWAY CHIX SIGNS DISTRIBUTION AGREEMENT FOR SUPPLY OF HUBBARD FLEX

**Midway Chix (Pty) Ltd.** and **Hubbard SAS** recently have signed a distribution agreement for the placement of **Hubbard Flex** Grand Parents and the production of Hubbard Flex Parent Stock in South Africa.

The first Hubbard Flex Grand Parents in South Africa have been placed in the second half of 2009 after signing an agreement with *Genetex (Pty) Ltd.* **Mr. Jim Gray**, MD of Hubbard South Africa, explains, "the response of the field has been very positive and confirmed the good breeder and broiler results, but it was still quite difficult to break the existing market situation. But now with the agreement made with **Midway Chix**, a partnership between **Mikes Chicken** and **Daybreak Farms**, we are really able to anchor Hubbard's business for the long-term future in South Africa."

**Mr. Steve Steenkamp**, Chairman of Midway Chix and Managing Director of Daybreak Farms, a subsidiary of AFGRI, underlines the importance of this agreement. "We have been looking at the Hubbard Flex for some time and have really been convinced to make this choice after extensive research in South Africa and Europe. We are impressed by the capabilities of the Hubbard Flex and the commitment of Hubbard as a worldwide operating breeding company to make sure that there is an alternative choice for the poultry producers around the world. This will also give us more security of supply and at the same time we can continue to support the independent producers in South Africa."



Mr. Steve Steenkamp and Mr. Mike Nunes from Midway Chix.

"We are extremely pleased with this new partnership in this very important and continuously growing market. Hubbard has been renowned in the South African market for many years, but unfortunately we had not been present in South Africa since the late nineties. It is our target to be the breed of choice of the independent producers in South Africa and to continue to expand our market share in this challenging market", concludes **Mr. Paul van Boekholt**, Hubbard Business Director.



During his visit to Hubbard Headquarters in May 2009: **Mr. Steve Steenkamp** in the middle, **Mr Stéphane Duthoit** CEO Hubbard on the right, and **Mr James Hunnable**, Business Manager Hubbard, on the left.

More information on [www.midwaychix.co.za](http://www.midwaychix.co.za)

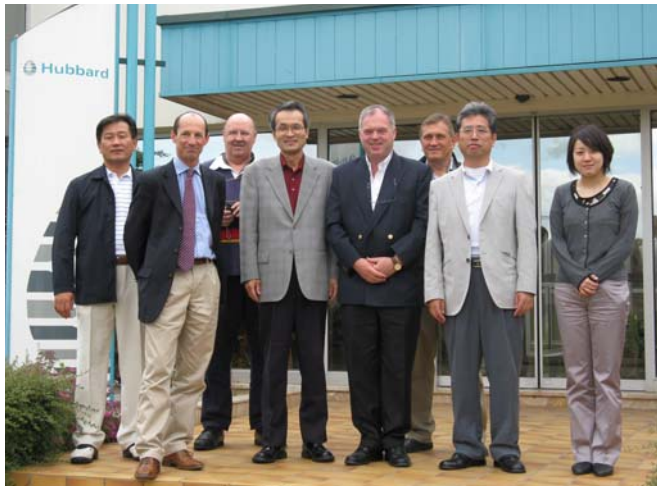


**JAPAN:  
HUBBARD AND I.P. TSUSHO SIGN AGREEMENT  
FOR DISTRIBUTION OF HUBBARD FLEX IN JAPAN**

**Hubbard** is very pleased to announce that they have signed an agreement with **I.P. Tsusho Co., Ltd.** in Japan covering an exclusive sales representation and a Grand Parent agreement for the **Hubbard Flex** in Japan.

**Mr. David Fyfe**, Hubbard Business Director Asia, comments: "the I.P. Tsusho company has been closely involved in the development of the Hubbard Flex in Japan. We are very confident that I.P. Tsusho will be able to develop the sales of the Hubbard Flex in the Japanese market, so that Hubbard will very soon become one of the major suppliers of conventional broiler breeding stock in Japan."

"We have completed a full set of field evaluations on breeder, commercial broiler and processing level. These extensive field trials have proven that the Hubbard Flex is very competitive and suits the specific needs of the Japanese market very well. Therefore we have decided to bring the sales and distribution in Japan to the next level through an exclusive representation of the Hubbard Flex for Japan", added **Mr. Masahiro Takeuchi**, CEO and President of I.P. Tsusho Co., Ltd.



Mr. Masahiro Takeuchi and Mr. David Fyfe signing the contract.

During the last visit of our Japanese partners to Hubbard Headquarters in June 2009: **Mr. Kojiro Matsusako** GM and GP-Director, **Mr. Stéphane Duthoit**, CEO Hubbard, **Mr. Jeffrey Sharp**, Hubbard Sales Manager Asia, **Mr. Masahiro Takeuchi**, CEO IP Tshusho, **Mr. David Fyfe**, Hubbard Business Director Asia, **Mr. Jean-Pierre Rollin**, Hubbard Financial Director, **Mr. Shiro Negishi**, Executive Director Ishii, **Ms. Kana Funakoshi** Manager Ishii.

More information on [www.iptsusho.com](http://www.iptsusho.com)



## THAILAND: NATIVE CHICKENS FROM CHAI ARE REE FARM

**Chai Are Ree Farm** is located in the South-East part of Thailand, about one hour drive from Bangkok. They are originally Shaver customers for Starbro as well as for Redbro and Redstar on the colored broiler side, dating back to the mid 90's.

After the merging of Shaver and ISA, Chai Are Ree Farm chose the **Hubbard JA 57Ki** (recessive) and has now been Hubbard's customer for about 10 years. They use the Hubbard JA57Ki females to cross mate with the local males ( "Malay Game" or fighting cocks) that have been through many years of research in order to get their actual great flavor and conformation. To compare the meat texture of the industrial broilers from this cross, we can compare with Hubbard S77Ki broilers. One of the reasons which pushed Chai Are Ree to develop their own breeding program for the males is the conformation. Thai people prefer the appearance of the broilers that look like local chickens. The characteristic of local chickens are long legs, pea comb, colorful feathering mainly black. The Hubbard JA57Ki was the best choice for them as it has a slow growth as well as it's recessive so that the broilers would look very similar to the local males.

Nowadays **Chai Are Ree Farm** sell only day old chicks all over Thailand, and they are a big producer of this kind of chickens. They import a significant number of Hubbard JA57Ki parent stock per year. This type of chickens is for the premium market as the growth is much slower than the industrial broilers and with a higher FCR, thus resulting in a much higher cost of production. To give an idea about the selling price of this native-type of chicken compared to the industrial broilers on the high season, industrial broiler price is 1.20 USD per kilo while this native-type broiler is 1.80 USD per kilo. However, the meat texture and meat flavor are excellent.

In the past, the market used to be seasonal especially during special occasions such as Chinese New Year or Thai New Year, but now for the fact that the meat has more flavor, the demand is not seasonal anymore. People who can afford appreciate it and look for it all year long which makes it much easier for Chai Are Ree to plan their production unlike before.

In old times, people preferred local chickens but once they tasted this cross, they mentioned that the meat is juicier and a little softer while the pure local chicken meat is too hard.



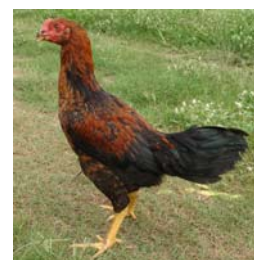
Hubbard JA57Ki  
PS female



Malay Game  
breeder male



Day old chicks, broiler level  
from Chai Are Ree



Native Chicken  
from Chai Are Ree



## UNITED STATES: LONG TERM PARTNERSHIPS WITH HUBBARD COLOR PRODUCTS

### JOYCE FOODS

The producer of the US only Label Rouge type product continues to strengthen its business on the eastern seaboard of the United States. As a major supplier to Whole Foods, which was recently named as the best grocer for marketing humanely raised products in the US, **Joyce Foods** continues to sell to several up-scale restaurants in the North Carolina, Virginia, Maryland beltway.

Hubbard recently met with the Joyce Foods executive staff and compiled their needs for the remainder of 2009 and into 2010. **Mr. Ron Joyce** states "I believe as the US economy improves, so will the consumers desire to purchase more of the true organic, pasture fed and humanely raised products." There have been reports indicating that as many as 17% of current Whole Foods patrons that have scaled back, due to the current recession enveloping the United States. Hubbard has certainly positioned themselves nicely for the future developing solid working relationships and the products which provide Joyce Foods the ability to be a leader for this market. Here is one picture recently taken and publicized for Whole Foods in an North Carolina newspaper.



Whole Foods display counter

### J & M HATCHERY

**Mr. Joel Martin**, owner of **J&M Hatchery** established his business as a provider of tens of thousand chicks weekly to local Amish producers and abroad. J&M actually has many customers in the far west and is currently negotiating with a potential partner for the western business, due to the growing demand. Joel primarily places the **RedBro package**, but also places **Hubbard 8Y** and **Tri-Color males** creating different mixes for various ethnic groups.

The Mid-Atlantic states, as well as the Midwest area, has the influence of J&M hatchery/Hubbard products. "The **pasture raised** producers haven't necessarily decreased in their marketing needs, however the **live markets** have temporarily decreased" according to Mr. Martin. J&M will prepare 22,000 to 26,000 a week for the New York live markets, yet continually picking up new business, near weekly, for pasture raised products. Joel further stated that he felt the live markets would increase its needs again by fall of 2009.

J&M was recently featured in "*Backyard Poultry*" as a "producer of quality heritage products" and is reaping the rewards for the article.



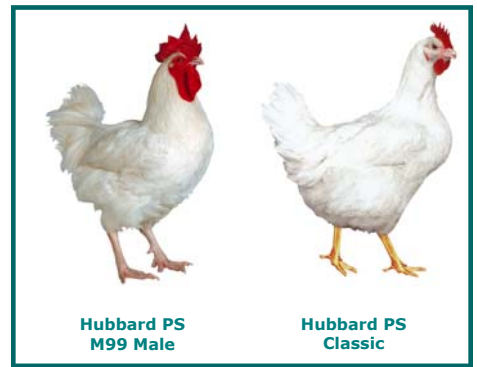
Various Hubbard Males at J&M.



Joel discussing management with grower.

## EGYPT

### HUBBARD CLASSIC LEADING THE ROAD TO SUCCESS IN EGYPT



From April 27<sup>th</sup> to 29<sup>th</sup> the **Cairo Poultry Grand Parent Company** (CPGP) and the **Hubbard** team updated their customers on the latest technical information resulting in the good results of the Hubbard Classic. As well as customers, consultants within the poultry industry were invited to exchange experiences and ideas on the management of the **Hubbard Classic** PS female and the **Hubbard M99** PS male, which are currently leading the road to success in Egypt.

A series of seminars were held around the country in 3 different places: Al Mansoura, New Cairo Poultry Company and Cairo. The seminars were opened by **Eng. Attallah Abouzeid**, the General Manager of Hubbard CPGP, followed by **Mr. Md. Samy**, the head of the CPGP technical team. **Mr. Alastair Lewin** and **Dr. James Bentley** of Hubbard and several consultants from Egypt, including **Dr. Said Shalsh** the nutritional consultant of CPGP, addressed the main technical topics.

The 3 seminars were all well attended and the "local" approach was very much appreciated by all.



Al Mansoura



New Cairo Poultry Company



Cairo

### TECHNICAL PARTNERSHIP IN EGYPT RESULTING IN EXCELLENT RESULTS

During a recent technical support visit **Mr. Alastair Lewin**, Senior Hubbard Technician, organised two workshops with the Hubbard distributor for Egypt **Cairo Poultry Grand Parent Company** (CPGP) and one of their big customers **Cairo Poultry Company** (CPC).

In two separate sessions the CPGP Grandparent farm staff and the CPC managers got together to review the analysed results of their flocks. These review meetings are part of the support given by Hubbard to their distributors, with a focus to always try to do even better than today, which in this case is already very good!



CPGP workshop: Project and Farm managers from the Grandparent unit



CPC managers workshop



## EGYPT

### HUBBARD AND CPGP GATHER MOST OF THEIR MAIN CUSTOMERS AT SUCCESSFUL AGRENA EXHIBITION 2009 IN EGYPT

The evening before the **XI<sup>th</sup> Agrena exhibition** held in Cairo during the first week of July 2009, **Hubbard** and **Cairo Poultry Grand Parent Company** (CPGP, Hubbard distributor for Egypt) gathered most of their main Hubbard customers during a dinner meeting to update them on the latest news on Groupe Grimaud and Hubbard, and to share the success of the results.

The event, organised with the great support of **Dr. Nabil Darwish**, Managing Director of CPGP, started with an update by **Mr. Olivier Behaghel** on the various group activities, followed by **Mr. Claude Toudic** who gave a review on the breeding programme of the **Hubbard Classic** and the improvements that are in the pipeline and expected to be seen in the field very soon. The meeting was concluded with many interesting and fruitful discussions.

**Mr. Ahmed el Khayatt**, General Manager of the CPC group of companies, despite his very busy schedule, was also able to join the group, receiving much of appreciation for his presence of all attendees of the seminar.



From left to right: **Dr. Awadalla Sales Manager Darisco**, **Dr. Nabil Darwish**, **Mr. Ahmed el Khayatt**, **Executive Managing Direct. CPC**, **Mr. Olivier Behaghel**, **Mr. Attallah Abouzeid** and **Mr. Mohamed Maala**, **Managing Direct. El Sherok Poultry Co.**

The Agrena exhibition also turned out to be very good and well attended. It delivered Hubbard many new orders for the Hubbard products. At the end of the exhibition **Mr. Olivier Behaghel** concluded together with **Dr. Nabil Darwish**, "Hubbard has always been committed to support the development of the Egyptian poultry industry since many years. And also now Hubbard gives that little bit extra to help their clients to fill their currently empty houses, caused by the difficult period the industry had to face. But as the market is starting to recover now, the outlook into the future is much brighter!"



From left to right, standing up:

**Mr. Tom Warren**, Consultant for Dakhalia, **Mr. Jean-Louis Gac** Hubbard Sales Manager, **Mr. Claude Toudic**, Hubbard Technical Service Manager, **Dr. Fernando Parra**, Consultant and Technical Manager for the CPC group of Companies, **Mr. Attallah Abouzeid**, General Manager CPGP Hubbard, **Mr. Amre Aly**, General Assistant to Dr Nabil Darwish, **Mr. Olivier Behaghel**, Hubbard Business Director.

From left to right in the front:

**Mr. Nabil Khoury**, Hubbard representative for Jordan, Arab peninsular, Sudan, **Mr. Alastair Lewin**, Hubbard Senior Technician, **Eng. Mohsan abd el Mageed**, Manager of CPC Nubaryia production complex.



**Fernando Soares Araújo: Administrative, Finance and Accounting Manager - Hubbard do Brazil**

On march of this year, Fernando Soares Araújo has been appointed as a Administrative, Finance and Accounting manager into the Hubbard of Brazil team.

Bachelor of Science Accounting, Post-Graduated in Auditing and Administrative Management, he previously worked with accounting, financial and administration in Companies of Mining, Construction, Telecommunications and also as an University Professor of subjects related to accounting.

Fernando will report directly to **Minoru Miyasaka**, General Manager of Hubbard do Brazil, subsidiary of Hubbard SAS.



**Ricardo Augusto Pinto: Sales Manager - Hubbard do Brazil**

Ricardo Augusto Pinto is an Animal Scientist graduate in Universidade Estadual Paulista and MBA in Agribusiness by ESALQ – USP.

He has wide experience working in the sales area of nutrition and genetics. Also, working as a Hubbard representative in the last seven years, he helped to reintroduce Hubbard birds to the Brazilian market.

Hubbard do Brazil has integrated him as a Sales Manager since may 2009 to face all the challenges of the Brazilian genetic market.

Ricardo will report directly to **Minoru Miyasaka**, General Manager of Hubbard do Brazil, subsidiary of Hubbard SAS.



# Hubbard

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