Planet.

Herbruck's demonstrates its commitment to environmental stewardship by not just meeting or exceeding government regulations, but by making environmental initiatives a top priority.

Green Economics

As a leader in the industry Herbruck's maintains its commitment to the environment.

We strive to use packaging made from recycled material that is also 100% recyclable. As of 2020, 60% of our carton packaging is recyclable for the consumer, and we expect to be at 100% within three years. Corrugated cardboard used in our facilities is sourced from suppliers who participate in the Sustainable Forestry Initiative®.

Forging a cleaner path, Herbruck's has created a system of removing manure from the barns and drying, crumbling, heat treating, and/or pelletizing to create an organic fertilizer product. Along with improving air quality for our hens, this has turned a once cost negative operation to dispose of the manure into a profitable revenue stream for our business. This natural fertilizer product also has a lower carbon footprint than traditional commercial fertilizer which is mined and requires energy intensive manufacturing.

To mitigate the waste of resources and save on costs throughout our operations, Herbruck's has installed energy efficient boilers, faucets and washers that align with our green goals.

In recent years we have started pushing for more local grain sourcing. This helps us maintain long-term relationships with growers and incorporate new growers in the area, which saves on costly transportation and broker fees while improving both the farmers' prosperity as well our own. This also allows us to improve our ties within the community and be there to partner with farmers should they ever need fertilizer.

In 2020, Herbruck's recycled over 30,787,817 pounds of materials.

Protecting our water

Herbruck's has earned the Michigan Agriculture Environmental Assurance Program (MAEAP) verification – an innovative, proactive program that helps farms of all sizes and all commodities voluntarily prevent or minimize agricultural pollution risks. The program helps and recognizes farmers who reduce erosion and runoff from private land into public waters. We are verified in farmstead, cropping and livestock systems through MAEAP. This means Herbruck's has a proven track record of protecting surface and groundwater on its farmsteads; is committed to good stewardship of water use, soil conservation, and nutrient management in cropping; and follows best practices for livestock manure management practices.

Herbruck's also actively participates in the National Pollutant Discharge Elimination System (NPDES) permit program, authorized by the Clean Water Act, and the National Air Emissions Monitoring Study (NAEMES) to control emissions and minimize our environmental impact.

Conserving energy

To conserve energy, Herbruck's has invested in:

- *Low-energy lighting in 100% of our buildings.*
- *Planned solar renewable energy source for our organic facility.*
- *High-efficiency boilers and motors to power processes in our plants.*
- *Grain purchased from local growers, avoiding long-distance transportation.*

Reducing waste and byproducts

At Herbruck's, we actively search for innovative ways to creatively reduce our waste and byproducts. Due to our recycling efforts, we have a 98% landfill diversion rate.

To minimize our environmental footprint, Herbruck's is:

- *Capturing and processing bird litter into dried poultry fertilizer, which eliminates waste on our farms and provides an effective alternative to chemical fertilizers.*
- *Recycling eggshells from the breaking plant by drying, sanitizing and adding them back to our feed as an excellent calcium source for hens.*
- *Practicing responsible waste disposal and waste-water management practices.*
- *Providing environmentally friendly packaging, which includes clear egg cartons made from recycled consumer packaging; pulp cartons made from newsprint; and foam cartons containing 20% recycled material.*

Designing a landscape for conservation

To keep our air and water clean, Herbruck's has implemented several landscape design features including:

- *Vegetative buffers, which provide a natural filtration system in addition to being aesthetically pleasing.*
- *Paved roads around all facilities to control dust from vehicle traffic.*
- *Conservation tillage on our cropland to reduce soil erosion.*
- *Cover crops to help manage soil erosion, soil fertility, soil quality, water, weeds, pests, diseases, biodiversity and wildlife.*
- *Organic crops to feed our hens and improve and maintain soil health.*