

Product.

Our birds are the bedrock of our business. We believe nurturing our flocks with the best care, handling, nutrition and environmental conditions is not only the right thing to do — it's good business, too. That's why we've earned a sterling reputation in animal care and why our policies and practices have both preceded and exceeded industry and federal guidelines.



Herbruck's is the **10th**
largest caretaker of laying hens in the United States.

Serve the bird

Animal health and welfare is front and center to everything we do, and Herbruck's is known for setting the standard for the care of egg-laying hens. From pullets to hens nearing retirement age, proper handling is our top priority.

To ensure we serve the bird from the start, chicks are delivered by climate-controlled trucks by hatchery employees and unloaded by trained staff at the farm. Birds are immediately placed in their new temperature-controlled, disinfected environment and provided feed and water. The pullets are monitored and vaccinated throughout their lives by our staff of veterinarians. To minimize the risk of poultry disease, chicks are only accepted if accompanied by National Poultry Improvement Plan (NPIP) certification. The chicks also receive beak conditioning using state-of-the-art technology with NovaTech Machine. This is a standard practice that reduces injury, pain and stress associated with aggression and feather pecking among birds.

At Herbruck's, we serve the bird by giving our flock the love and respect they deserve through personal, attentive care.

Understanding the birds

Chicks

After incubating for 21 days, these chicks are hatched at the hatchery and vaccinated before delivery to our pullet site.

Pullets

These are young hens under four months old, which are not yet old enough to lay eggs. Pullets start to lay between 16 and 20 weeks.

Layers

These are hens that lay eggs. The average layer can produce 1 egg per day.

Cage-free care

Herbruck's is a leader in cage-free care, with 75% of our operation cage-free. We first began utilizing cage free in 1992, and plan to be 100% cage-free by 2024.

A cage-free environment allows birds to dust bathe and provides adequate space and an environment to exercise. We also train the birds to roost in the equipment to prevent mislaid eggs and lighting systems are used within the houses allows us to mimic sunrise and sunset light transitions, encouraging birds to roost in the evening.

Health of the birds

Healthy, content birds are standard at Herbruck's. We have two full-time veterinarians and numerous animal welfare supervisors on staff to ensure birds are healthy at every stage of their lives. Herbruck's also provides annual animal husbandry and biosecurity training to team members to ensure hens are cared for ethically and according to best practices. We have a 100% pass rate in multiple animal welfare audit programs, including United Egg Producers (UEP) Certified and Certified Humane.

Herbruck's consistently exceeds the standards for feed, water, and environment through third-party audits. In addition, pullets are raised at distance of no more than an hour of driving distance from the layer barns to minimize the stress that may be put on the birds during transportation, and weak or injured birds are moved to recovery pens. We also have no molting ever – which minimizes stress for the birds.

The hens that lay our organic cage-free eggs have outside access and do not receive any antibiotic treatment and any supplements are administered under the direction of our staff veterinarians.

Green Meadows Organic is the largest organic complex in the nation.



Feeding the birds

Through our nutritional program, feed rations are changed to meet the birds' needs by age and we use industry-standard programs to assure proper feeding, feed production and traceability of feed and feed ingredients.

Some flocks are fed non-GMO feed that contains approved non-GMO ingredients and grains. In addition, all organic feed is produced by ingredients and processes to meet certification requirements.

Our high standards for feeding our birds ensures our customers receive high quality, highly nutritious eggs.

Herbruck University

Herbruck's employees are comprehensively trained to move and vaccinate birds, which allows the company to ensure the best handling and treatment of the birds.

New employees receive extensive safety and animal health and welfare training, and all employees participate in monthly safety trainings, as well as annual and biannual reviews of the welfare and health standards through Herbruck University, our learning management system.

Biosecurity

Herbruck's has extensive biosecurity protocols to protect its flocks from viruses, bacteria, parasites and more. To ensure the health of its birds, Herbruck's requires:

- *Visitors must be approved in advance and have no contact with swine or fowl for 72 hours prior to their visit.*
- *Visitors must wear Tyvek suits or uniforms to limit carrying in any potential disease.*
- *Production employees must wear company-issued uniforms, boots and personal protection equipment (PPE).*
- *Lysol and/or bleach solutions are used to disinfect materials brought into chicken environment.*
- *We have strict protocols in place to limit the spread of disease among our flock as we care for our content hens.*





Food Quality and Safety

Herbruck's goes to great lengths to ensure the quality and safety of its products. Samples are collected regularly throughout the lives of our hens to ensure they are free of infection.

This includes National Poultry Improvement Plan (NPIP) best practices to ensure chicks come from flocks that are negative in monitored diseases. Chicks are also given their first live Salmonella vaccination at the hatchery. Pullets receive two live Salmonella vaccinations and one inactivated vaccine before being transferred to the lay house. Rodent, fly and other pest control is followed at all locations for the life of flock.

Herbruck's meets and exceeds the standards for food quality and safety, including Safe Quality Food (SQF) Program certification, Food Safety Modernization Act (FSMA) programs and Preventive Controls Qualified Individual (PCQI) food safety trainings. SQF is a rigorous program recognized by retailers, brand owners and food service providers worldwide. It's a Global Food Safety Initiative (GFSI) standard, which provides the universal gold-standard for recognition of food safety audits and requires the use of a Hazard Analysis Critical Control Point (HAACP) program. HAACP is a management system that assures food safety. FSMA programs are focused on preventing foodborne illness.

Fertilizer

Herbruck's supplies 100,000 tons of organic fertilizer to farmers each year through our innovative chicken litter technology which removes virtually all odors and flies from our farms.

Manure is removed daily from bird living spaces using belts and is dried by fans. The manure is transported to manure processing facilities for further drying and pelletizing. A heat treatment sanitizes the manure and then the manure is pelletized to allow the final product to be stored in smaller spaces.

