

# Prosperity.

At Herbruck's, we have three main indicators for prosperity:

1. Growth opportunities
2. Process improvements and cost savings
3. Ethics

From expanding our facilities and markets to investing in our future, Herbruck's continues to be future-focused.







## ***Expanding facilities, markets and marketing***

Herbruck's goal is to provide nutritious products that the customers will enjoy. That's why we're always seeking to expand our product line to help meet the interests and needs of customers and market products that target the needs of a variety of lifestyles.

Herbruck's is expanding facilities in Michigan, Indiana and Pennsylvania, which will save on the cost of freight, allow for cost-competitive products and increase sales.

Also, there are many opportunities for strategic alliances to expand our range and bring awareness to our eggs. This has included a pink ribbon stamp to increase breast cancer awareness and special packaging for the Meijer and Just Crack An Egg pair-up.

## ***Bird enrichment***

Content hens make delicious, nutritious eggs. Every day we strive to provide the best possible care that we can for our birds. From cage-free housing to improving our skills in animal husbandry with detailed training of employees, our efforts lead to a stronger, healthier pullet that is ready to lay eggs. These improvements also lead to a longer lay cycle, which results in more eggs.

## **Ethics**

Herbruck's 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, Certified Humane and American Humane Certified.

## **Investing in our future**

Herbruck's is making several short-term and long-term investments to lower costs and increase yields. This includes:

- *A new cage-free barn design, which houses more hens and gives each hen more cubic feet of space than previous housing designs.*
- *Improved ventilation systems, which will allow more energy efficiency.*
- *Larger egg graders and breakers to process increased cases during each processing run with fewer machines.*
- *New robotics and improvements throughout our facilities to automate our practices, including robotics to pack cases, palletize cases, check for proper stamping of eggs, check for missing eggs, check proper labeling of cases, and wrap pallets.*
- *Automation in the processing facilities and production houses.*
- *A two-acre solar farm at Green Meadows and participation in CMS Energy's rebate and Energy curtailment program.*
- *Local grain sourcing to help save on transportation and broker fees while improving profits and community ties.*