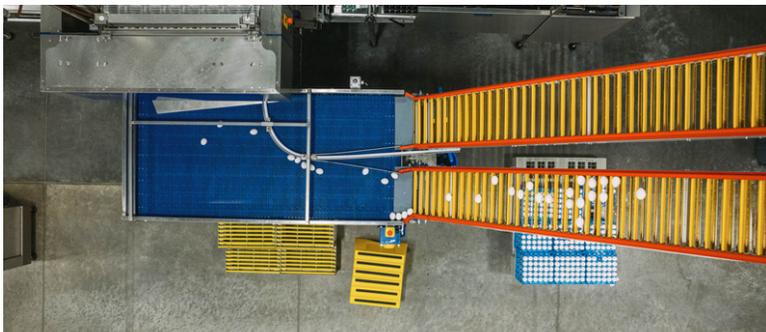




2023  
Sustainability  
Report



HERBRUCK'S POULTRY RANCH  
Saranac, Michigan





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## OUR **MISSION**

**Herbruck's strives to bring wholesome goodness to the world. We respect the bird and love the egg.**

**That's why we continuously put our values into action and produce the best version of nature's perfect food - eggs.**



## LETTER FROM **OUR CEO**

The past year has been one of growth for Herbruck's Poultry Ranch, our fourth-generation family business that employs the best sustainability efforts in our industry.

At Herbruck's, we supply nearly 3 billion eggs and 55 million pounds of liquid egg product to retailers and food service outlets across the nation each year. Our flock of nearly 10 million hens continues to grow. There have been challenges, including outbreaks of Avian Influenza across the country, which has caused a national egg shortage and increased egg prices for consumers. Our guiding principles - **People, Planet, Products, and Prosperity** - have helped guide us through these challenging times and continue providing delicious, nutritious eggs to our customers.

In 2022, we made great strides that align with our four key pillars.

For our **People**, we continue to grow our operations at Blue Springs Egg Farm, now employing about 100 local residents in good-paying jobs where they can grow their careers. We donated 2.2 million eggs in 2022 to local organizations and food banks, and Herbruck's leadership brought equipment to Africa to help the next generation of farmers there expand their businesses.

For our **Planet**, we continue to meet important energy initiatives in both Michigan and Pennsylvania and are working to reduce our overall energy usage across the company. Our recycling rate continues to be above 99%, and we are exploring multiple other initiatives to reduce our carbon footprint and better the world around us.

For our **Products**, our strict biosecurity protocols have never been more important to protect the health of our hens during a country-wide outbreak of Avian Influenza. Herbruck's has always maintained these strict protocols because the health and wellbeing of our hens and our people is our top priority.

Lastly, our **Prosperity** pillar encompasses the growth of Herbruck's and our future sustainability. The last year has been huge for our company's growth as we expanded to Pennsylvania and began egg production at Blue Springs Egg Farm. The next generation of Herbruck's is expanding their roles in the company.

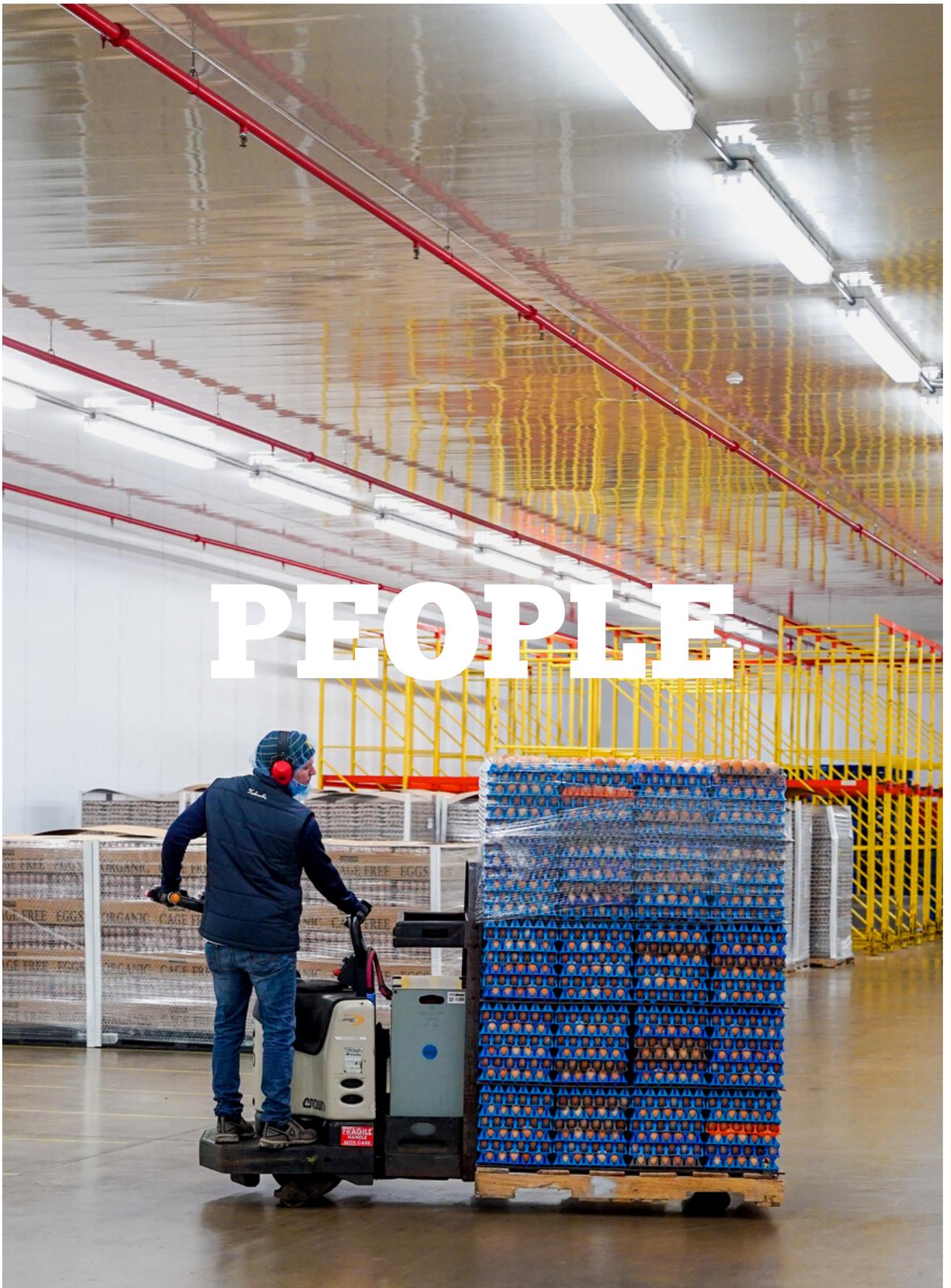
Our annual sustainability report outlines how we put our values into action each day, and how we are serving hundreds of thousands of people in the United States with delicious, nutritious eggs that are responsibly and ethically produced.



A handwritten signature in black ink that reads "Greg Herbruck". The signature is written in a cursive, flowing style.

Greg Herbruck  
CEO, Herbruck's Poultry Ranch

# PEOPLE





As a family-owned and operated business, it's paramount that Herbruck's is a good employer, a good neighbor and makes good contributions to the world around us. We're deeply committed to the people and communities we serve.

Herbruck's continues to grow our operations at Blue Springs Egg Farm, our sustainable cage-free egg-laying facility in Mercersburg, Pennsylvania. Blue Springs now employs about 100 local residents in good-paying jobs where they can grow their careers and support their families. When fully operational, Blue Springs will employ nearly 200 people.

We support all our more than 1,100 team members in their personal and professional pursuits while providing them with a safe and healthy workplace. Herbruck's continues adding automation to our operations amid a challenging labor market to help our employees work efficiently and safely.

**People** are a key part of what makes Herbruck's able to continue our fourth-generation family business, and we are grateful to be able to give back.





Herbruck's strives to be a good neighbor, and in 2022, we donated 2.2 million eggs to local organizations and families in need. We've consistently donated more than 1 million eggs per year and contributed to local events and charitable activities, such as wrapping gifts to distribute with Toys for Tots and sponsoring events that bring our community together. Amy Herbruck, community and public relations manager and a fourth-generation Herbruck, leads our donations and giving. Amy is deeply connected to the community, serving on multiple boards and fostering relationships with nonprofits and local organizations. We are excited to increase the number of eggs we donate in local Pennsylvania communities as we ramp up production there.

Last year, our giving went beyond our local communities, all the way to Africa. In January 2022, Herbruck's and other agricultural leaders traveled to Africa to bring much-needed equipment to local farmers, helping them grow and sustain their businesses and support their families. Herbruck's recruits internationally, providing opportunities and helping address labor market challenges.

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**Bringing equipment to Africa was about helping remove barriers to launching successful, sustainable businesses for workers who are struggling to grow their operations. We seek to develop these communities and give them a chance to be successful for the health of their economy and their families.**

Greg Herbruck  
CEO



With the addition of Blue Springs Egg Farm, there are now

# OVER 1,100 HERBRUCK'S

team members working to  
provide delicious, nutritious eggs.







# PLANET

As part of our culture, Herbruck's Poultry Ranch sets the bar for environmental standards in the poultry industry.

We continue to meet important energy initiatives in both our Michigan and Pennsylvania operations and are working to reduce our overall energy usage across the company through low-energy lighting in all our buildings; generating solar power at one facility; and using high-efficiency heat sources and motors to power processes in our plants and hen houses.

Reducing, reusing and recycling is simply part of our company culture. That's why our recycling rate continues to be above 99%, and we continuously explore other initiatives to reduce our carbon footprint and better the world around us.





**Using inventive solutions to minimize our environmental footprint, Herbruck's accelerates the litter dehydration process and converts it into**

# **PELLETED AND CRUMBLED**

**fertilizer products that are stable, storable and saleable and used at hundreds of farms across the U.S.**

In Michigan, Herbruck's captures and processes bird litter into dried poultry fertilizer, which eliminates waste on our farms and provides an organic, nutrient-rich product to local farmers and customers. We're excited to expand our fertilizer production to Pennsylvania with Blue Springs Egg Farm in 2023.

Herbruck's continues to actively participate in the United States Roundtable for Sustainable Poultry & Eggs, the Michigan Agricultural Environmental Assurance Program and the National Air Emissions Monitoring Study.

We respect the air, land and waterways around us, meeting and exceeding government regulations, because our **Planet** allows us to do our work.

“

**We incorporate our love and care for our planet in everything we do at Herbruck's. As a business we pride ourselves on producing healthy products in a sustainable way, from our farm operations to how they reach your home.”**

Daniel Fields  
VP Compliance, Sustainability & Regulatory Affairs







# PRODUCTS



Our hens remain the bedrock of our business and keeping them safe and healthy is our number one priority.

The importance of excellent bird care and strict biosecurity protocols was made crystal clear in 2022 with outbreaks of Avian Influenza across the country. To ensure the safety of our hens, our products and our people, Herbruck's has long required strict biosecurity measures at each of our facilities. Our biosecurity protocol is standard operating procedure for us, and it's helped us keep our flocks as safe as possible while continuing to provide our customers with delicious, nutritious eggs.



Our hens receive personal, attentive care from the time they are chicks. Proper handling, sterling veterinary care and the utmost respect for our hens is good for business and is also the right thing to do. We're laser-focused on meeting our goal of being 100% cage-free by 2025, and all the eggs produced at Blue Springs Egg Farm will be laid by cage-free hens at the start of production.

In 2022, we participated in a United Egg Producers task force with other industry leaders focused on fire mitigation. Barn fires are a major threat to both human and hen lives and can cause significant damage to facilities. With the task force, we helped create best practices for fire prevention and mitigation in order to further safeguard our communities, team members and hens.

As our technology and operations continue to evolve and grow, we keep our focus on the most excellent care for our **Products** so we can provide fresh, premium-quality eggs that are produced with the highest standards of safety and care.



**Once Blue Springs Egg Farm begins  
its full operation, it will care for**

**2.2 MILLION**  
egg-laying hens.



“

**In 2022, we welcomed our hens to Blue Springs Egg Farm, where they will receive the best care in our industry and the love and respect they deserve.**

Russell Phenicie  
Blue Springs Egg Farm Production Manager



A photograph of an industrial egg processing line. Two parallel conveyor belts with yellow rollers and red frames are shown. The right belt is filled with white eggs, which are being transported downwards. At the bottom, a blue mesh conveyor belt is also filled with white eggs. The background shows a clean, industrial setting with white walls and overhead lighting.

**PROSPERITY**



Our family has been in the egg business for nearly a century, and we honor our long history of providing eggs to our customers. We anticipate a bright future as our industry changes, our business grows, and our family expands.

Herbruck's has three key indicators of prosperity: Ethics, growth opportunities and process improvements/cost savings.

In 2022, we brought Blue Springs Egg Farm, our \$100 million sustainable cage-free egg-laying facility, online with the arrival of the very first hens who call Mercersburg, Pennsylvania, their home. Blue Springs Egg Farm will bring tremendous economic benefits to Mercersburg and the entire surrounding region. It will also help address the critical egg shortage in the northeastern United States. Bringing Blue Springs to fruition is a huge step forward for the continued prosperity of Herbruck's, and a chance for our fourth generation to step in and help build a huge part of our business from the ground up.

The fourth generation of Herbruck's represents the future leaders of this company. They are heavily focused on innovation, technology and sustainability that will help ensure Herbruck's remains a leader in the poultry industry while maintaining our commitment to our core values.

At our core, Herbruck's is a family business, and our team members are part of our extended family. We look forward to continuing to grow, innovate and further our **Prosperity** in the generations to come.

**All of Herbruck's family  
members combined brings**

**394 YEARS**

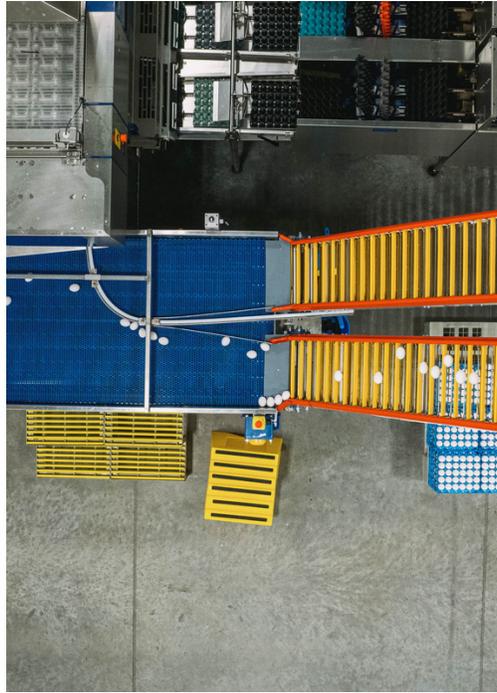
**of experience to our business!**



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**Growing up as a Herbruck has instilled in me the core values of our family business and I look forward to our bright, sustainable future and teaching the next generations about being a leader in this industry.**

Cody Herbruck  
Director of Processing and Operations



At Herbruck's our core values - **People, Planet, Products, and Prosperity** - are what keep us moving forward and innovating every day. We're well on the path to a brighter, greener future and as our industry changes, these values remain the same.





## OUR LOCATIONS

Chickery	6595 S. State Street Ionia, Michigan
Depot	284 W. Portland Road Lake Odessa, Michigan
Green Meadow Organics	3896 Grand River Avenue Saranac, Michigan
Hennerly	478 W. Portland Road Lake Odessa, Michigan
Main Farm	7351 Morrison Lake Road Saranac, Michigan
Main Office	6425 Grand River Avenue Saranac, Michigan
Rector Road	1475 Rector Road Ionia, Michigan
Stage Road	943 Stage Road Ionia, Michigan
Station	3946 S. State Street Ionia, Michigan
Wellness Clinic	6683 S. State Street Ionia, Michigan
Blue Springs	8069 Corner Road Mercersburg, Pennsylvania
Topeka Feed Mill	330 S. Rainbow Drive Topeka, Indiana



[www.Herbrucks.com](http://www.Herbrucks.com)



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[www.herbrucks.com/sustainability](http://www.herbrucks.com/sustainability)