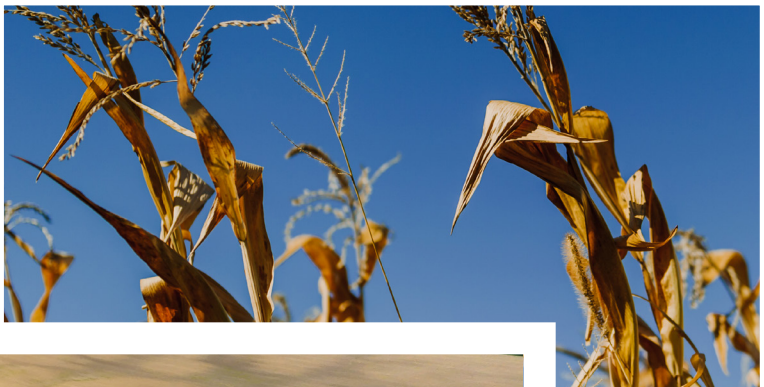


PLANET

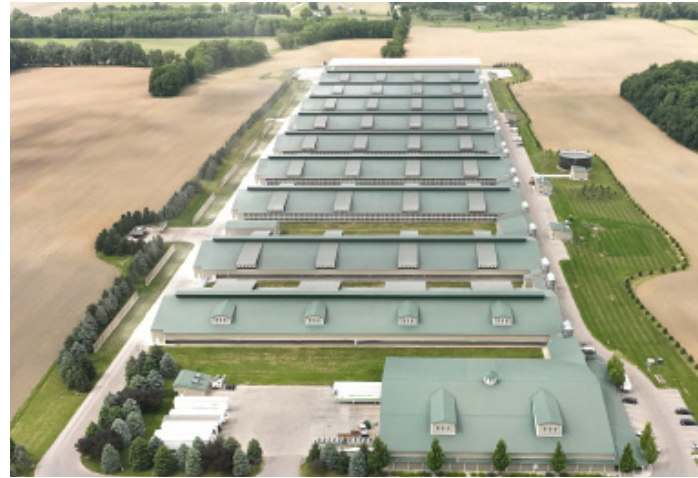


Herbruck's sets the standard for operating in a way that shows our care for our **Planet** and protects our air, land and water.

We meet energy initiatives in Michigan and Pennsylvania and actively participate in the United States Roundtable for Sustainable Poultry & Eggs and the Michigan Agricultural Environmental Assurance Program.

Herbruck's continues to invest in state-of-the-art technology solutions for lighting, controls and motion that promote our vision of energy efficiency as we work toward our cage-free goal.

Energy conservation efforts at Herbruck's are supported by Consumers Energy, our electricity and natural gas utility. We participate in the Consumers Energy Efficiency Rebate Program in our new construction projects and the Demand Response Program during peak periods of energy use. Our participation helps Consumers manage the grid and provide reliable power to all customers, while the rebate program helps Herbruck's make further investments in energy efficient technology.



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CONSUMER'S PARTNERSHIP**





Herbruck's is also working to list all our fertilizer products in the Organic Material Review Institute (OMRI) database, so they are marked as organic products for our agricultural and retail customers. The process by which we make our nutrient-rich fertilizer was created by Herbruck's and is a sustainable, environmentally friendly way to handle hen waste. Our process allows the fertilizer to retain more of its nutritional content than other fertilizers and leads to a pelleted form of fertilizer that is much cleaner, virtually odorless and free of dust. It is an excellent source of nutrients that plants need to grow into the foods we eat, as well as beautiful lawns and gardens.

Our recycling rate continues to be above 99% because we have developed inventive solutions to minimize our environmental footprint. Along with capturing and processing bird litter into dried poultry fertilizer, we repurpose eggshells by drying and sanitizing them, and adding them back into our hen feed as an excellent calcium source for the birds.

Additionally, we take pride in our 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.





“Herbruck’s has forged valuable partnerships that are not only good for business, but for our planet too. We are proud to produce high-quality products that feed families and do so in a way that protects the environment around us.”

- Dan Fields, vice president of compliance, sustainability & regulatory affairs

