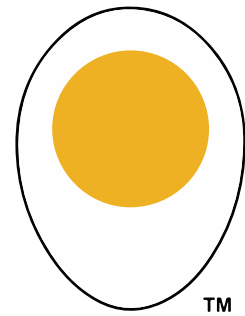


Herbruck's



2024 Sustainability Report



HERBRUCK'S POULTRY RANCH • Saranac, Michigan

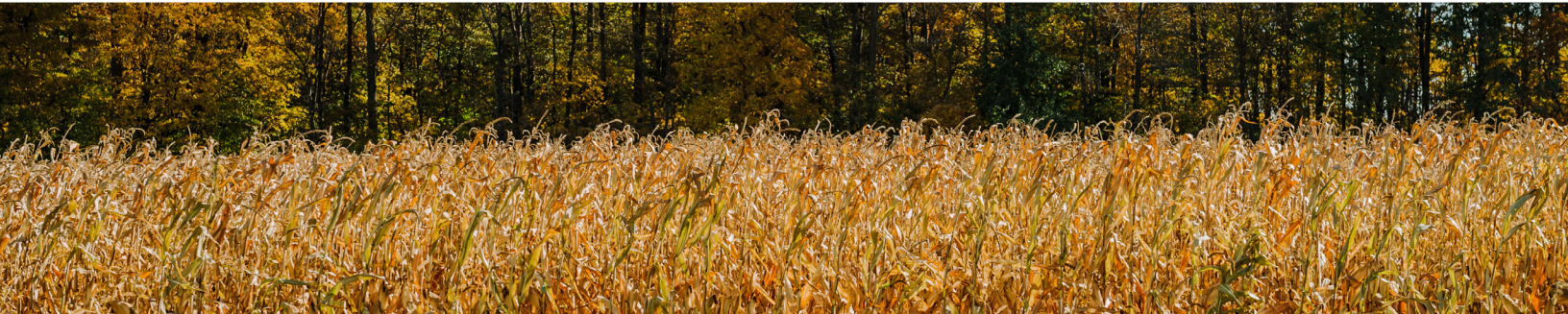
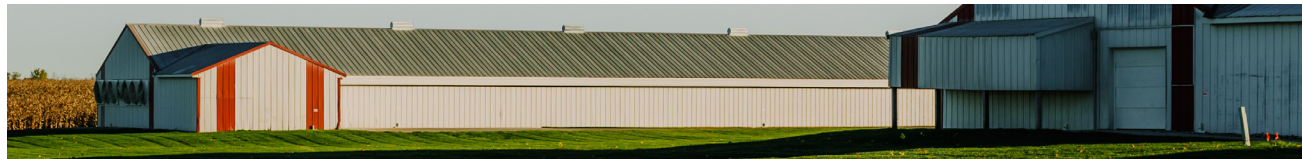
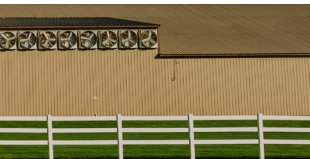
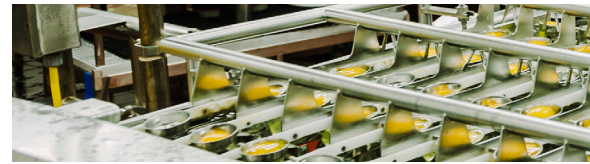


TABLE OF CONTENTS

3	Our Mission
4	Letter from our CEO
6	People
10	Planet
14	Products
18	Prosperity
24	Our Locations



OUR MISSION

It's our mission to bring wholesome goodness into the world by producing delicious eggs that are made with the highest standards of quality, animal care and sustainability.



LETTER FROM OUR CEO

Welcome to the Herbruck's Poultry Ranch Sustainability Report, where we take a look back at our sustainability efforts throughout 2023.

Herbruck's supplies nearly 3 billion eggs to retailers and food service outlets across the U.S. annually. In Michigan, Indiana and Pennsylvania, where we operate Blue Springs Egg Farm, we maintain a flock of 11 million egg-laying hens. As we strengthen our commitment to sustainability, four principles – **People, Planet, Products and Prosperity** – guide every decision we make.

For our **People**, Herbruck's earned the great honor of being named one of the Best & Brightest Companies to Work For by the National Association for Business Resources, both locally and nationally, and Employer of the Year by West Michigan Works! We're incredibly proud of these achievements recognizing our commitment to excellence in operations and employee enrichment. These commitments extend beyond our team members to providing support within the greater communities we serve. In 2023, we donated 2.2 million eggs to local organizations and nonprofits, sponsored community events that help people in need and donated a variety of essential items for families.

Our **Planet** principle encompasses everything we do to help ensure we are taking care of our air, land and water. To that end, we have expanded production of our organic, sustainable fertilizer that is made from hen waste. From energy efficiency to operating our solar array and other efforts, our planet is at the forefront of our minds when making decisions about the future.

Our hens continue to be the bedrock of our business, and each year we renew our commitment to excellence in animal care, providing these animals with the best nutrition and personal attention that they need to thrive. We are continuing our efforts to go completely cage-free by the end of 2024. In appreciation of our flocks, we celebrated First Hen Day at Blue Springs Egg Farm, commemorating the first day hens arrived at our sustainable, cage-free egg-laying facility in Mercersburg, Pennsylvania. We maintain our fierce commitment to biosecurity, which keeps our hens safe and able to produce our **Products** – delicious, nutritious eggs.

Blue Springs celebrated its one-year anniversary of operations in 2023, which speaks directly to the future **Prosperity** of Herbruck's. Since the beginning of operations, we have created hundreds of good-paying, local jobs. We anticipate continued, responsible growth at Blue Springs using the same values that have led to the sustainable success at Herbruck's. Overall, we have implemented continuous improvement efforts to boost efficiency in labor, processing and production that help ensure Herbruck's can maintain our steady growth for generations to come.

We have much to look forward to in the coming years, including the next generation of the Herbruck family continuing to spread its wings in the company, the exciting expansion of our fertilizer line and our move into an entirely cage-free era. At Herbruck's, we thrive by operating with integrity and purpose. Our 2024 Sustainability Report outlines how our guiding principles ensure we continue producing responsibly and ethically made eggs.



Greg Herbruck

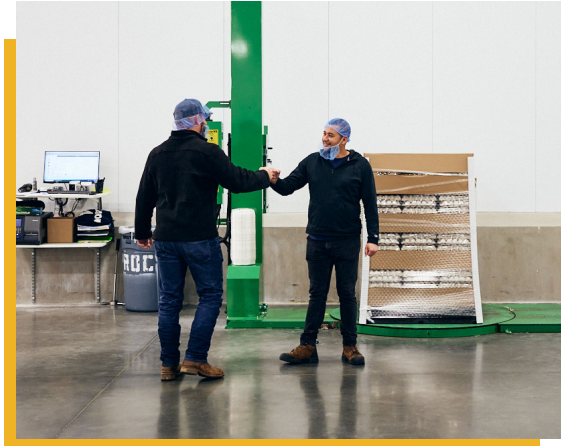
Greg Herbruck

CEO, Herbruck's Poultry Ranch

PEOPLE



Care for our team members and care for our communities have been longstanding values of Herbruck's from the beginning. **People** are what keep our fourth-generation family business moving forward into our bright future.



In 2023, Herbruck's was awarded the 2023 Best and Brightest Companies to Work For in the Nation honor by the National Association for Business Resources. This honor is given to companies that display a commitment to excellence in operations and employee enrichment. We were also awarded one of the Best and Brightest Companies to Work For in Michigan honors, as well as the West Michigan Works! Employer of the Year distinction for our workforce initiatives and community partnerships in West Michigan.

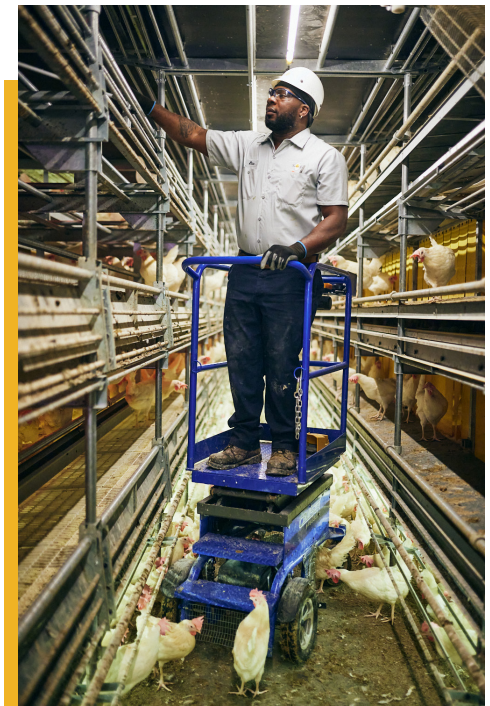


We're very proud to be recognized for our efforts to engage our team members and provide them with excellent growth opportunities in a workplace where they feel and are valued.



Herbruck's has a deep track record of demonstrating our commitment to our team members, offering exceptional benefits to employees, including a comprehensive healthcare plan and on-site Employee Wellness Clinic, which has been in operation for five years. Since opening in 2019, the clinic has had more than 11,000 visits and given more than 1,700 vaccinations to employees and their families.

We also offer profit sharing, a robust incentive program, tuition reimbursement and professional development. We don't provide these amazing benefits for the awards. We do it because it's good for business – and it's the right thing to do. Herbruck's is incredibly grateful for our team members who give so much to us, and we work hard to ensure our team members understand how much we value them.



**LEARN MORE ABOUT OUR
EMPLOYMENT PRACTICES**



Supporting and growing the future of the agricultural industry extends beyond our current team, too. Herbruck's has introduced thousands of West Michigan students to the agricultural industry as part of West Michigan Works! MiCareerQuest. We also offer an apprenticeship program with

Montcalm Community College to give participants the skills to identify and repair equipment, and we work with local schools to spark interest in the agriculture field by sharing all of the opportunities available there. Herbruck's sponsorship of the Rapid River Farm exhibit at the Grand Rapids Children's Museum is another example of how dedicated we are to teaching West Michigan families about the agricultural industry.

Our People pillar also extends to our community. In 2023, we donated 2.2 million eggs to local organizations in Michigan and Pennsylvania, where we operate Blue Springs Egg Farm. We consistently donate more than 2 million eggs per year because we believe in being a good neighbor to the communities we serve. Herbruck's also dedicates funds, supplies and other resources to various community organizations.

We also sponsored a Thanksgiving meal for many people experiencing homelessness in downtown Grand Rapids and sponsored the annual Toys for Tots gift collection, giving 1,400 toys and gifts for local children. We collected and donated 5,000 pounds of food during Hunger Action Month, funded school supply donations to



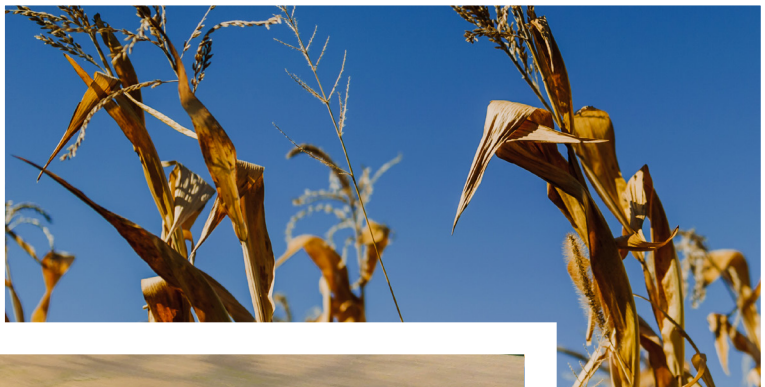
several organizations, and sponsored the annual Christmas tree lighting in Mercersburg, Pennsylvania, an event that means a great deal to the community. Care for our People is deeply ingrained in every aspect of Herbruck's because that was a value embodied by the first generation of the Herbruck family. It is part of how we continue to grow and sustain Herbruck's through every generation.

“Herbruck's is a place where we continuously improve, and our team members play a critical role in contributing to that culture with an open willingness to learn new skills and help each other.”

- Stephanie Kempa, chief human resources officer



PLANET

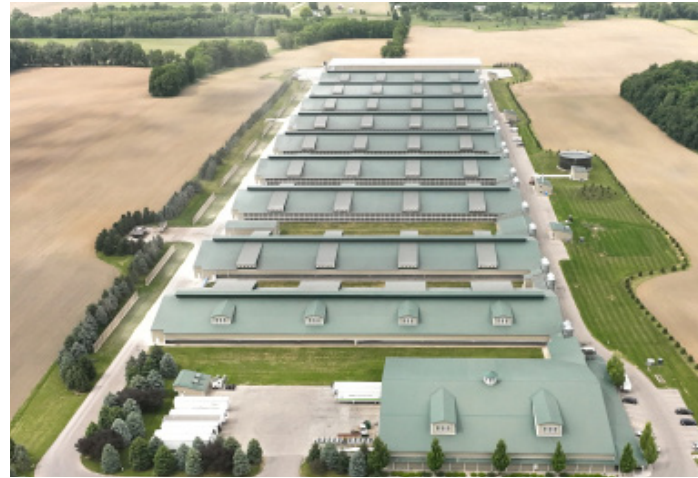


Herbruck's sets the standard for operating in a way that shows our care for our **Planet** and protects our air, land and water.

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.



**LEARN MORE ABOUT OUR
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.



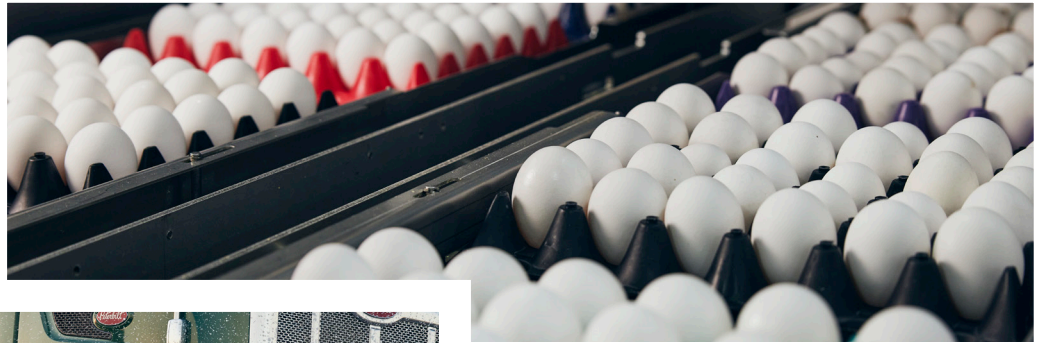


“Herbruck’s has forged valuable partnerships that are not only good for business, but for our planet too. We are proud to produce high-quality products that feed families and do so in a way that protects the environment around us.”

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



PRODUCTS



For more than 60 years, Herbruck's has provided high-quality, expert care for its egg-laying hens to produce the best **Products**. With 11 million egg-laying hens at Herbruck's Michigan, Indiana and Pennsylvania locations, the team works hard to help ensure the birds have the best medical care, nutrition and living environment.

Ensuring the hens have proper veterinary care, Herbruck's veterinary staff, along with many other team members who care for birds, drives continuous improvement in animal care and ensure the flock's overall well-being. Herbruck's hens are fed a diet of locally sourced grain to create responsibly sourced feed.

An incredibly important aspect of caring for hens is protecting them from outside bacteria and predators. We give our hens the best protection possible in a natural setting where they have space to mingle, dustbathe and roost. Our strict biosecurity protocols have been the standard operating procedure at Herbruck's for years.





“We care deeply about the health and well-being of our birds and animal care continues to be a top priority for Herbruck’s. Enhancements made to hen living systems help ensure healthy, happy birds for years to come.”

- Joe Sullivan, DVM, corporate veterinarian



In our hen housing units, we are working to increase hen welfare and productivity through many new system enhancements in lighting, nutrition, ventilation and manure management.



Herbruck's is the largest producer of cage-free eggs in Michigan and will be entirely cage-free by the end of 2024, an important goal that consumers have demanded from egg producers across the country. The production team at Herbruck's is working diligently to realize this goal through additional training on the management of an entirely cage-free business.



In addition to high-quality eggs, Herbruck's produces about 35,000 tons of nutrient-rich, organic fertilizer annually. Nature's Supreme is made from hen litter using a process created by Herbruck's that dries hen litter rapidly, so it retains much more of its nutritional content, has more valuable nitrogen and leads to a pelleted form of fertilizer. This process is incredibly efficient because it is integrated within our normal barn ventilation system. The demand for natural and sustainable fertilizer is growing as more consumers

and farmers become increasingly aware of the environmental impacts of synthetic fertilizers. We are proud to supply farmers with a natural product that is sustainably produced and look forward to expanding our fertilizer operation in the coming years.

LEARN MORE ABOUT NATURE'S SUPREME



PROSPERITY





Herbruck's has been in the egg business for more than six decades, and we are very proud our family has continued adapting to changes in the poultry industry. With each generation of Herbruck we have implemented new and innovative ways to improve sustainability and **Prosperity** long into the future.

In 2023, we celebrated the first anniversary of Blue Springs Egg Farm, an important milestone for our growth. More than 800,000 egg-laying hens have produced eggs there, and over 150 people from the local region have been hired in various good-paying jobs in egg production, processing, sanitation and warehouse.

Across all Herbruck's facilities, we have implemented processes to boost efficiency. We continue to improve our employee training, which greatly optimizes our processing operations, and we have added automation to assist with labor needs. We incorporated a pallet washer at Blue Springs, so our team does not need to spend time manually washing each pallet. We anticipate adding a top lidder to one of our lines so lids will be placed automatically. These efforts help team members focus more time and attention toward other important aspects of egg processing and remove some of the stress on our production process due to industry-wide labor shortages.

Our impact on the agricultural industry also extends beyond the United States. Because we are converting to entirely cage-free, we found a second home for our advanced cage systems in sub-Saharan Africa, where we partnered with a broiler to build egg businesses in Zimbabwe, Zambia, Rwanda and Mozambique. Our team helps rural farmers build their businesses and helps communities develop their agricultural skills to global standards.



Our team continually pushes the boundaries of innovation every day, which is why we are leaders in the poultry industry. Some of our team members were recently recognized for their expertise and will be playing much larger roles in the industry.

Brittany Brown, a senior pullet manager who has been with Herbruck's for over a decade, was appointed to the Michigan FFA Foundation Board of Directors, where she will play a very important role in helping to shape the industry for future leaders.



Brittany Brown



Amy Herbruck, fourth generation Herbruck and head of community and public relations, was appointed to the American Egg Board of the U.S. Department of Agriculture as an alternate, representing Michigan's poultry industry nationally. Along with Amy Herbruck, members of the fourth generation are engaged in multiple aspects of the business, from company operations to bird care.



From left: Amy Herbruck, Brennen Herbruck, Vince Herbruck, Jake Herbruck & Cody Herbruck

Brennen Herbruck is our feed & fertilizer business unit director. He leads many important branding, sales and distribution initiatives for Nature's Supreme, Herbruck's line of organic fertilizers. Vince Herbruck serves as data analyst in our day-to-day operations and plays a pivotal role in modernizing our operations. He leads the transition of equipment from caged egg layers to cage-free environments, and advancements in animal welfare and farm efficiency.

Jake Herbruck, sales and operations manager, manages relationships between the Herbruck's sales team and operations departments to meet customer needs and manages the flow of new and existing egg and fertilizer products. Cody Herbruck is the director of processing and operations, responsible for finding the best possible solutions to house hens, being as energy efficient as possible and reducing Herbruck's overall environmental footprint.



“Each member of the fourth generation is interested in different aspects of the business, but we all were instilled with the values that have sustained us for over 60 years. We look forward to growing the success of Herbruck’s for generations to come.”

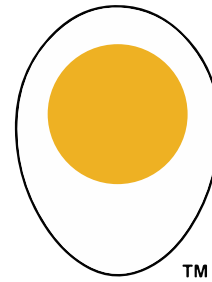
- Brennen Herbruck, feed & fertilizer business unit director

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



Herbruck's



www.Herbrucks.com



A digital copy of this report is available at:
www.herbrucks.com/sustainability

