

PEOPLE



At Herbruck's, our greatest asset is our **People**, including our talented, hard-working team members and the community we proudly serve.

We work hard to foster an environment where everyone is valued and can do their best work. We prioritize the well-being and professional growth of our team members to ensure our success is built on strong, supportive relationships and a shared purpose.

In 2024, Herbruck's was recognized as one of the Best and Brightest Companies to Work For in the Nation by the National Association for Business Resources. This is the second consecutive year Herbruck's has received this honor, given to companies that display a commitment to excellence in operations and employee enrichment.

**BEST AND
BRIGHTEST[®]**
**COMPANIES
TO WORK FOR
IN THE NATION
WINNER 2024**



At Herbruck's, we have a long and proven track record of demonstrating our commitment to Herbruck's team members, offering exceptional benefits including a free comprehensive health care plan and on-site Employee Wellness Clinic. During the last six years of operation, the clinic has supported nearly 14,000 visits and administered more than 1,800 vaccines. We also offer profit sharing, a robust incentive program, tuition reimbursement and professional development and growth opportunities. Results of our annual employee engagement survey continue to improve year over year.



**EY Entrepreneur
Of The Year®**

2024 Award Winner

CRAIN'S GRAND RAPIDS BUSINESS

200
MOST INFLUENTIAL LEADERS

Our CEO, Greg Herbruck, was also recognized as a top entrepreneur in the United States by Ernst & Young LLP. Greg was chosen from a group of 214 Entrepreneurs of the Year regional winners. Under his leadership, Herbruck's has pioneered industry firsts, like control systems for our aviaries and sustainability practices that transform industry challenges into opportunities for environmental stewardship. Greg was also highlighted in the Grand Rapids 200 by Crain's

Grand Rapids Business, a comprehensive list of the most powerful executives in industries across the Grand Rapids area.

We celebrated several longtime, dedicated employees who retired in 2024 after working at Herbruck's for decades. Combined, these eight team members completed more than 160 years of service with Herbruck's, including 43 years from Paul Nash and 35 years from Debra Sheldon.

We celebrate the retirements of these individuals who contributed so much to our mission at Herbruck's. Their longtime commitment demonstrates how our team members can grow at Herbruck's and develop a long-lasting career that supports their families.

In 2024, our company experienced our biggest challenge yet: an outbreak of Highly Pathogenic Avian Influenza (HPAI). Following around-the-clock work alongside federal and state regulators to disinfect our facilities, we spent the rest of the year rebuilding and returning to production.

Despite the challenges of the year, we continued to prioritize efforts to be



good neighbors and support the communities we proudly serve. Herbruck's donated nearly 2 million eggs in 2024, contributing 162,500 dozen eggs to various agencies, including Feeding America West Michigan. We also made donations to organizations in Michigan and Pennsylvania that support veterans, first responders, young people in the FFA who are interested in careers in agriculture, education and community activities, as well as those struggling with food insecurity.

Herbruck's donated our organic, nutrient-rich fertilizer made from hen waste to Grand Rapids-based Kids' Food basket to help grow the produce they use to provide nutritious meals for children in our community.

"Our annual support of Kids' Food Basket has helped the organization retain soil health and lower its production costs, helping ensure it can continue to grow healthy, nourishing food for West Michigan families," said Jason Lundberg, senior farm manager at Kids' Food Basket.

Our commitment to our People continually endures, and we are proud of the ways our team members contribute to the sustainability of Herbruck's.



"During the most challenging year in our history, our team members stepped up. They learned new protocols, quickly adapted to changes and showed incredible dedication to the Herbruck's mission. Thanks to their hard work and perseverance, Herbruck's is in a period of growth and rebuilding, and we couldn't be more proud of our team."

- Stephanie Kempa, chief human resources officer