

PRODUCTS





At Herbruck's, we have a heart for hens and a head for business. Giving our egg-laying hens the best care, best nutrition and best housing keeps our 11 million birds happy and healthy. This also ensures we provide the highest-quality and most delicious **Products** consumers have come to expect.

Our Products pillar highlights how we give our hens the personal, attentive care they need from pullets to hens nearing retirement age. We give our birds the love and respect they deserve while ensuring they have the proper nutrition through the grain that we grow. Our hens also have the housing they need to give them space to flock, nest, strut and roost while protecting them from outside bacteria and predators.

BIOSECURITY:

Our Best Line of Defense

Herbruck's discovered an outbreak of Highly Pathogenic Avian Influenza (HPAI) on our farm in April 2024 and our team took immediate action to mitigate the spread of the disease. Herbruck's has always implemented strict biosecurity protocols at our farms to protect our hens, and our team steadfastly adheres to these protocols. Until now, these biosecurity measures have been our best line of defense in keeping our farm safe from outside bacteria and diseases.

At the same time, HPAI has changed and continues to evolve. We saw unprecedented infections in dairy cows, and human infections increased in the U.S. throughout the year.



Flocks around the United States became infected and were “stamped out,” in compliance with the U.S. Department of Agriculture’s protocol of depopulating infected farms.

It became clear that the poultry industry could no longer rely solely on biosecurity to protect our birds. Since the outbreak at Herbruck’s, we invested millions of dollars into enhanced biosecurity measures, including truck disinfection stations, bio rooms, personal protective equipment and more. We are very proud of our team’s commitment to learning and adhering to these new protocols.

Herbruck’s appreciates the USDA’s partnership in responding to outbreaks of bird flu. As the disease progresses and mutates, it is clear that the federal government needs an aggressive strategy for vaccinating poultry to control the spread, reduce egg prices and protect health.

Poultry producers have vaccinated birds against Newcastle disease, infectious bronchitis and a handful of other illnesses for decades. A vaccine for HPAI exists, but in the United States, we are not permitted to use it. The vaccine is successfully used in several other countries.

Vaccines would be another tool in our toolbox, along with biosecurity, to protect our birds. Further, they would help protect our team members, and we must keep our workers safe and healthy, maintain our workforce and meet the demands of consumers. Herbruck’s advocated for a vaccine and universal biosecurity standards in agriculture throughout 2024, an effort that continues.



Following the detection and remediation of HPAI at our Michigan farm, we underwent a gradual and deliberate rebuilding process. The implementation of enhanced biosecurity allowed us to adjust to new threats while continuing to supply our products to customers. We pursued a growth plan, and our hiring efforts are ongoing.

Herbruck's was able to emerge from the outbreak of HPAI because of the diversification of our business. Our birds are not consolidated into one space, and following remediation, we spread out our footprint with new contract farms.

In 2024, we knew Michigan's cage-free egg law that was initially passed in 2009 would take effect on Jan. 1, 2025. Herbruck's has been one of the largest producers of cage-free eggs in Michigan for years. We converted to an entirely cage-free operation nearly a year before the law went into effect because it was an important goal that consumers have demanded from egg producers.

We also saw strong demand for our organic, nutrient-rich fertilizer made from hen waste using an innovative, efficient process created by Herbruck's that dries hen litter rapidly, so it retains much more of its agronomic value.





The demand for natural and sustainable fertilizer continued to grow as more consumers and farmers became increasingly aware of the environmental impact of synthetic fertilizer.

Despite the year's challenges, Herbruck's emerged stronger, more efficient and even more focused on our mission.

"Hen safety and wellness has always been at the heart of our business. Last year was very challenging as we faced the devastating loss of many hens. Through it all, we remain committed to rebuilding and advocating for stronger protection for our flocks. By prioritizing bird care, we strengthen our operations and ensure we're doing our part to create a safer world for our egg-laying hens."

- Mohamed Mousa, vice president of production