

# PROSPERITY





In 2024, Herbruck's celebrated our 66th anniversary of operations. Harry Herbruck Sr. started with just 3,000 hens when he launched the egg processing and distribution network from humble beginnings as part of the family's first generation. Today, more than 11 million hens make up our flock, and we produce more than 3.1 billion eggs each year.

As our fourth generation takes on more responsibility in the business, we have continued to innovate and create more efficient, sustainable processes to help ensure our **Prosperity** for years to come.

We also celebrated the second anniversary of Blue Springs Egg Farm in Mercersburg, Pennsylvania, which highlights our sustained growth. More than 1.2 million egg-laying hens produced eggs there in 2024, and more than 200 people from the local region worked at Blue Springs in good-paying jobs.



Our family continues to adapt to changes in the poultry industry, from Highly Pathogenic Avian Influenza (HPAI) to an entirely cage-free operation to finding more ways to lessen our environmental impact. The challenges we experienced in 2024 only strengthened our ability to adjust, remain flexible and get through hard times together.

The fourth Herbruck generation took on more responsibility than ever before and is incorporated into every facet of our business. Passing on our institutional knowledge, we are building the next generation of leadership, which will ensure quality and a continued positive trajectory.



## Our Fourth Generation

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- **Cody Herbruck**, associate vice president of processing and operations
- **Jake Herbruck**, director of fulfillment
- **Amy Herbruck**, community and public relations manager
- **Vince Herbruck**, poultry living systems manager
- **Brennen Herbruck**, feed and fertilizer business unit director



In the last year, Amy Herbruck received the “Doing Good” award from the National Council of Agricultural Employers for her extra steps to use her talents and time to enable Herbruck’s to improve our community. Amy is involved in numerous community organizations that help local families and children.

We are proud of how our fourth generation stepped up through a challenging year, and we look forward to more growth in their skills and business acumen in the coming years.







**“As members of Herbruck’s fourth generation, we are taking on more responsibility in the family business, growing and adapting to new challenges and opportunities. We have great examples in the generations that came before us, and, while we embrace innovation, the values that have guided Herbruck’s for decades will never change. Those values — care for our hens, our environment, our communities and our families — are what have carried us through multiple generations, and they will continue to be the foundation of our success.”**

**- Jake Herbruck, director of fulfillment**