



**Hubbard**  
YOUR CHOICE, OUR COMMITMENT

HUBBARD CONVENTIONAL  
*the efficient choice!*

**EFFICIENCY PLUS**

**NEW**



**THE NEW STANDARD  
FOR EFFICIENCY**

[www.hubbardbreeders.com](http://www.hubbardbreeders.com)



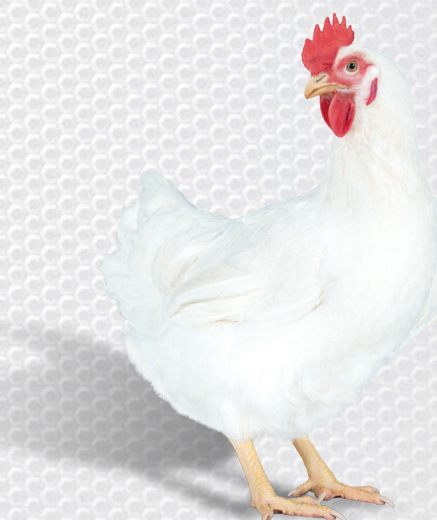
## Hubbard Efficiency Plus: the new standard for efficiency!

The latest R&D techniques have been used to improve the level of breeder and broiler performance in the field to meet customers' expectations.

The Hubbard Efficiency Plus represents a perfect blend of advanced breeder and broiler performance. Customers will benefit from high egg and chick numbers, robust broiler growth rate with good health, and a high output of good quality saleable meat. Additionally, excellent feed efficiency results in economic advantages for producers and sustainability for the environment.

The Hubbard Efficiency Plus female brings together the traits the industry is looking for in a single multi-purpose bird, with performance and economic efficiencies at all levels of production.

BREEDER LEVEL		
Bodyweight at 20 weeks	2 345 – 2 425 g	5.16 – 5.34 lbs
Bodyweight at 64 weeks	4 080 – 4 140 g	8.98 – 9.11 lbs
TE/HH at 64 weeks	185.1	
HE/HH at 64 weeks	177.8	
Average hatch at 64 weeks	84.5%	
Chicks/HH at 64 weeks	150.3	
Feed consumption, incl. males	0-64 weeks	20-64 weeks
Per total egg produced	310 g / 0.682 lbs	271 g / 0.596 lbs
Per hatching egg produced	323 g / 0.711 lbs	282 g / 0.620 lbs
Per chick produced	382 g / 0.840 lbs	334 g / 0.735 lbs



BROILER LEVEL			
AGE	LIVEWEIGHT (as hatched)		FCR
28 days	1 604 g	3.53 lbs	1.34
35 days	2 269 g	4.99 lbs	1.48
42 days	2 948 g	6.48 lbs	1.62
49 days	3 606 g	7.93 lbs	1.76
56 days	4 209 g	9.26 lbs	1.90