

HY-LINE INTERNATIONAL

# INVESTING IN YOUR FUTURE



Planning for your future is the emphasis of our daily activities at Hy-Line International. Our focus is on you – our customers – as we work hard to make your egg business more efficient and more profitable. Please allow us to show you what we are doing to secure your future by

- Offering products to meet your needs
- Delivering you the latest genetics
- Staffing our team with people to serve you better



**Hy-Line®**

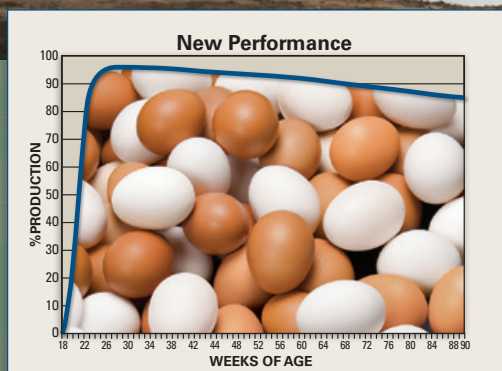


# PRODUCTS TO MEET YOUR NEEDS

*You've told us what you want, both now and in the future, and we're moving fast to answer your requests.*

**BETTER PERSISTENCY OF LAY** – to 90 weeks and beyond in single lay cycle – new farms to keep pure line flocks longer

*Dr. Dennis Casey Research Farm into production in April 2014 will house more birds for longer cycles*



*Breeding for improved persistency*



*New pure line pullet farm into production in 2013 increased growing capacity for research birds*



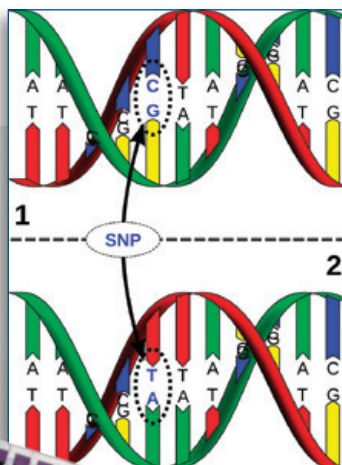
*Dr. James Arthur Research Farm into production in 2011 with longer lay cycle testing of pure lines and expanded floor pens for alternative systems testing*

**GENOMIC SELECTION** offers more accurate selection to focus on the traits you need



*Latest SNP reader technology – allows Genomic Selection program to identify birds with desired traits faster and with more accurate data*

*62 million SNPs identified on this plate!*



*DNA from birds 1&2 differs in sequence at single nucleotide polymorphism (SNP)*



*Dr. Anna Wolc, Genomic Scientist, joined Hy-Line in 2012 & is shared with Iowa State University in pioneering partnership*



## DESIGNING PRODUCTS TO MEET YOUR MARKET REQUIREMENTS



New technology to better test egg shell quality



Ongoing shell color improvements



Just published! Hy-Line W-36 demonstrated 1% more solids than competitive layer

## DELIVERING THE LATEST GENETICS

*We want to provide you the next generation with the newest genetics as soon as possible – wherever you are in the world.*

**NEW PRODUCTION FARMS** to meet demand and ensure continuity of supply

*New grandparent farm in Nebraska to be stocked with first flocks in March 2014*



New Grandparent Farm in India



Purchase of grandparent farm in UK

## IMPROVING HEALTH OF FUTURE GENERATIONS

## STRENGTHENING QUALITY MANAGEMENT



*Investing in improved Quality Management software and personnel, building on our culture of continuous improvement in everything we do, every day*



Dedicated grandparent and pure line hatchery opened 2012 to reduce disease risks

# PEOPLE TO BETTER SERVE YOU

*We're investing in people to assist you in getting the best results possible from your Hy-Line layers.*

## EXPANDED TECHNICAL SERVICES

Regional technical services managers and expanded nutrition team are serving around the world

## TEAM SOLUTIONS

We draw from our global resources to solve your local challenges



## INFORMATION SHARING

We are publishing more management and technical updates to keep you informed.



We look forward to sharing your vision of the future with Hy-Line layers.

You can rely on your partner, Hy-Line International, to continue investing heavily in your future success by

- Offering products to meet your needs
- Delivering you the latest genetics
- Staffing our team with people to serve you better

Thank you for your support and confidence in our products.

We continue to look for new ways to invest in your future!



**Hy-Line.**

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