

## Why Field-Testing Matters: Hy-Line's Commitment to Real-World Performance

For nearly 90 years, Hy-Line International has operated the most extensive and advanced field testing program in the layer breeding industry. This long-standing investment is driven by one goal: to ensure that every Hy-Line bird delivers top performance—not just in controlled research farms, but in the diverse, real-world environments in which our customers operate.

### Field Testing: Beyond the Lab, Into Reality

While data from pure-line birds on our pedigree farms is essential to our genetic program, those controlled conditions cannot replicate the complexity and unpredictability found on commercial layer farms. Field testing fills that gap, giving us critical insights into how our genetics perform under the pressures that egg producers face every day—be it heat stress, variable feed quality, disease challenges, or different housing systems like cage-free operations.

Hy-Line's field testing goes beyond research—it is practical, applied science that directly benefits our customers.

### How It Works

Our field test and sibling testing program places specially selected crossbred birds—produced from pedigree sires—into commercial farms across multiple continents. Each bird is individually wing-banded and tracked from hatch to the end of the lay cycle. These birds are tested in:

- Cage and cage-free housing systems
- Tropical and temperate climates
- Various feed programs and challenge diets
- Regions with known disease pressures



Continued on p. 2 >>

## Investing in the Future: A Message from the President

As we reach the midpoint of 2025, I'm pleased to introduce this issue of *Hy-Line Innovations*, which highlights the remarkable achievements, partnerships, and innovation shaping our global presence in the egg industry.

At the center of this edition is our in-depth look at **Hy-Line's field-testing program**—a cornerstone of our commitment to provide breeding stock and commercial layers that perform and thrive under real-world conditions. Our investment in this global network of trial farms ensures that our birds are tested under diverse, commercial conditions. This real-world data directly improves our breeding selections, helping us deliver genetics that are not only productive and efficient, but robust and dependable. We're excited to welcome **Dr. Andrea Rubio** as a new addition to lead this critical program, bringing a strong background in applied poultry research and data analysis to the role.

We also celebrate **several important milestones with longstanding partners**. I had the honor of recognizing **Three Acre Farms in Sri Lanka** for 60 years and **Chensan Poultry in Taiwan** for 50 years of successful Hy-Line distribution. These long-term relationships have been built on shared values, trust, and a deep commitment to our customers' success.

In **China**, the world's largest egg market, our commitment continues to deepen. This year, we marked **40 years of partnership with Huamei Company** and **15 years with Ningxia Xiaoming Company**, two organizations instrumental in bringing Hy-Line genetics to producers across the country.



Jonathan Cade,  
President

### In this issue:

<a href="#">Cade Named USPOULTRY Board Chair</a>	3
<a href="#">Customer Milestones</a>	3
<a href="#">Pullets to Layers</a>	4
<a href="#">2025 World Poultry Shows</a>	5
<a href="#">China Market</a>	6-7
<a href="#">Philippines Partnership</a>	7
<a href="#">Ukrainian Egg Farm</a>	8
<a href="#">Blessman International Honors Hy-Line</a>	8
<a href="#">Settar Receives PSA Award</a>	9
<a href="#">Verbeek Inaugurates Hatchery</a>	9
<a href="#">Hy-Line Technical Services</a>	10-11
<a href="#">UK Producer's White-Egg Debut</a>	12

Continued on p. 2 >>

## << Message from the President (continued from p. 1)

Our technical and executive teams also took part in high-level industry events in Qingdao and the China Animal Husbandry Expo (CAHE) with our distribution partner in China, **Hebei Huayu Company**, allowing Hy-Line to continue to strengthen relationships and exchange ideas with thought leaders in the region. With over four decades of presence in China, we are proud to remain a trusted partner in such a vital market.

Hy-Line also had a strong presence at **international poultry trade shows** through the first semester of 2025, including major events in the U.S., Thailand, Saudi Arabia, and Turkey. These gatherings provide invaluable opportunities to engage with customers face-to-face, hear regional insights, and share the latest in Hy-Line's genetic progress and technical support. Customer feedback during these events fuels our innovation and guides our strategic direction.

On a personal note, I was humbled to be elected **Chairman of the U.S. Poultry & Egg Association (USPOULTRY)** earlier this year. I am honored to have this opportunity to serve the industry in this capacity. This role reinforces Hy-Line's broader missions to lead through research, education, and science-based advocacy during a time of rapid change and opportunity in our industry.

This issue also shares inspiring stories of **resilience and growth**, such as the expansion of **Limanskaya Poultry Farm in Ukraine**, the opening of **Verbeek's ultra-modern hatchery in Poland**, and the technical success of **UK egg producer Alex Woollam**, who transitioned to white-egg production in his cage-free operations with outstanding results using the Hy-Line W-80.

We are also proud to spotlight **Dr. Petek Settar**, our Director of Research and Development, who received the **Poultry Science Association's Distinguished Career Award** for her decades of impact on genetic advancement and poultry science. Her leadership is instrumental in delivering the progress in all of our varieties that our customers expect.

Behind every success is the ongoing dedication of our **Technical Services team**, working daily with customers around the world to ensure our birds deliver on their genetic promise. Whether it's feed optimization, cage-free transitions, or disease prevention, their expertise ensures that support is always within reach.

Thank you for your ongoing partnership. Together, we are building a stronger, more sustainable future for egg production around the world.

Warm regards,

*Janatha Cade*

## << Field Testing (continued from p. 1)

Throughout the flock's life, we gather comprehensive data on:

- Livability
- Egg production and egg quality
- Feathering
- Nesting behavior
- Heat tolerance
- Performance under field-specific challenges

This broad testing network includes collaborators not only in the USA but in Latin America, Asia, Africa, and other global regions—giving us a truly international perspective on how Hy-Line genetics perform across environmental extremes.

### The Benefits to You

All field test data is integrated into Hy-Line's genetic evaluation system and used to enhance genomic predictions and pure-line selection. This means every generation of Hy-Line birds is selected not just for top-line production under ideal conditions, but for resilience, robustness, and reliability in the environments that egg producers encounter on their farms.

Field testing helps us:

- Develop birds with better livability and persistency of lay
- Enhance performance in cage-free and alternative housing systems
- Benchmark against competitors to ensure Hy-Line remains the global standard
- Create Performance Standards Manuals based on real commercial results
- Continuously improve commercial layer productivity across all markets

### A Legacy of Trust, A Future of Innovation

Hy-Line's field-testing program represents a scientific and strategic investment in your success. Whether you're producing eggs in a high-density tropical climate or in a cage-free operation under nutritional constraints, our birds are tested and selected with your realities in mind.

Field testing represents one more way Hy-Line delivers not just potential, but proven performance that egg producers worldwide can depend on.

### New Leadership of the Field Testing Program

We are proud to announce the addition of a new member to the Hy-Line team to oversee this important program, Dr. Andrea Rubio. Dr. Rubio brings her expertise in applied poultry research, feed additives for commercial poultry, data collection and experimental design, and customer field trials to our field testing program. In her role, Dr. Rubio will provide the Research and Development department with data from the field program allowing the geneticists to incorporate this data into their evaluation of the pure-line stock in making selections for the next generation of Hy-Line layer varieties.



Dr. Andrea Rubio, Field Data Manager for Hy-Line International



Jonathan Cade (right) was elected Chair of the U.S. Poultry & Egg Association and presented the traditional "Working Man's Gavel" by immediate past Chair Mikell Fries.

## Jonathan Cade Named Chairman of the Board of U.S. Poultry & Egg Association (USPOULTRY)

Hy-Line International is proud to announce that Jonathan Cade, President of Hy-Line International, has been elected Chairman of the Board of the United States Poultry & Egg Association (USPOULTRY). The appointment was made official during the 2025 International Poultry Production Exposition (IPPE) held earlier this year in Atlanta, Georgia.

This recognition places Cade at the head of one of the poultry industry's most influential organizations, representing a broad and vital sector that includes producers and processors of broilers, turkeys, ducks, eggs, and breeding stock, as well as a wide array of allied companies.

*"It is an honor to serve as Chairman of an organization that has been instrumental in supporting and guiding the poultry and egg industries through decades of change. I look forward to continuing USPOULTRY's mission of research, education, and science-based advocacy at a time when innovation, sustainability, and global collaboration have never been more important."*

—Jonathan Cade

Founded in 1947, USPOULTRY serves as the leading technical resource and voice for the feather industries. The association plays a pivotal role in:

- Funding cutting-edge research, with more than \$4 million allocated in fiscal year 2024.
- Organizing educational seminars and conferences.
- Hosting the world-renowned International Production & Processing Expo (IPPE).

As Chairman, Cade will help guide the organization in fulfilling its mission: "Progressively serving its poultry and egg members through research, education, communications and technical services." His leadership comes at a time when the industry is navigating complex challenges—ranging from biosecurity to environmental stewardship—while also embracing emerging technologies and growing global demand.

This prestigious appointment reflects both Jonathan Cade's and Hy-Line's long-standing commitment to excellence and innovation in the poultry sector. We congratulate Jonathan and look forward to the positive impact his leadership will bring to the entire industry.

## Customer Milestones

### Three Acre Farms Celebrates 60 Years of Hy-Line Distribution in Sri Lanka

Hy-Line International proudly congratulates Three Acre Farms of Sri Lanka on an extraordinary milestone—60 years of distributing Hy-Line genetics to the Sri Lankan market.

During a special recognition, Hy-Line President Jonathan Cade, along with Ron Gooi, Director of Asia Business, and Sujeewa Lokuwadje from Technical Services, extended their congratulations to Three Acre Farms' management team for their long-standing partnership and unwavering commitment to excellence.

Since their first import of Hy-Line stock in 1964, Three Acre Farms has remained one of Hy-Line's longest-standing distributors. Their ability to navigate market challenges while consistently delivering high-quality day-old chicks has earned them the trust and respect of egg producers across Sri Lanka.



Hy-Line thanks the entire team at Three Acre Farms for their dedication and achievements, and we look forward to many more years of shared success.

### Chensan Poultry Celebrates 50-Year Milestone as Hy-Line Distributor in Taiwan

A remarkable milestone was celebrated this year, as Chensan Poultry marked 50 years of partnership with Hy-Line International as the exclusive distributor in Taiwan.

To commemorate the occasion, Michael Lu, owner and general manager of Chensan Poultry, was presented with a special plaque by Hy-Line President Jonathan Cade during the VIV Asia Congress held earlier this year in Bangkok, Thailand. Also offering congratulations was Thomas Dixon, Hy-Line Global Marketing, recognizing the longstanding relationship and shared success.

Since its founding, the Lu family has transformed Chensan into Taiwan's leading supplier of day-old chicks. Their continued dedication to quality and strong ties with local egg producers have been central to their growth and success over the past five decades.



Hy-Line is proud to celebrate this enduring partnership and looks forward to continued collaboration in the years ahead.





# Pullets to Layers – Ensuring a Smooth Transition in Cage-Free Systems

## 3. Timing of the Transfer

Ideally, birds should be transferred at 16 or 17 weeks of age, just before the onset of sexual maturity. This allows the birds to adjust to their new environment before egg production begins. Delayed transfer increases the risk of lower bodyweight gains, mislaid eggs, crowding issues, and stress-related behaviours. A pre-transfer assessment should focus on bodyweight and flock uniformity to ensure birds are well-prepared for the critical first weeks in the laying house.

## 4. Light Management

Lighting during rearing and post-transfer is key to stimulating the onset of lay, training birds, and managing behaviour. Gradual daylength increases will accelerate sexual maturity, but this should be aligned with bodyweight targets to ensure the correct egg profile is achieved. After transfer, strategic light placement in roosting areas encourages birds to move up and use nests early in the day. Uniform light distribution and proper intensity help minimise mislaid eggs and piling behaviour, especially during this critical adjustment period.

## 5. Feed and Water Access

In cage-free systems, ensuring that birds can easily access feed and water is crucial. The layout should mirror the rearing system where possible. Proper positioning of feeders and drinkers encourages vertical movement and helps maintain uniformity and weight gain. Transition diets should support the bird's changing nutritional needs during this growth and development phase. Please consult with your local Hy-Line representative for more information.



## 6. Handling, Transport, and Vaccination

Handling and transportation procedures must minimize stress to support a smooth transition. Staff should be trained in handling and vaccination techniques to ensure bird stress is minimal. All vaccinations should be completed prior to transfer to avoid immune suppression or delayed onset of lay. During the transit period, it is important to consider temperature and humidity levels and ventilation availability so that bird welfare can be carefully managed.

## 7. Close Monitoring Post-Transfer

The first 2–3 weeks post-transfer are critical. During this period, birds are establishing routines related to feeding and drinking, roosting, and laying. Regular feed and water intake checks, bird behavior, floor and system egg monitoring, nest training and health observations should be intensified. Any early issues such as piling, feed refusal, or excessive floor eggs, should be addressed immediately to avoid long term impacts on performance and welfare.

## 8. The Long-Term Payoff

Investing in a smooth pullet-to-layer transition pays dividends across the production cycle. Well-prepared birds not only produce more consistently and efficiently, but they also experience fewer injuries, reduced stress, and better feather condition throughout lay. This will lead to lower mortality, higher egg quality, and increased profitability in your Hy-Line layer. By aligning systems and maintaining close oversight during this phase, producers can unlock the full potential of their flocks and future-proof their operations in a rapidly evolving global market.



As the global egg industry moves steadily toward cage-free production, ensuring a successful transition from rearing to laying is more critical than ever. Hy-Line pullets raised in environments that prepare them for the complexities of cage-free layer systems are far more likely to meet their full genetic potential, resulting in improved welfare, productivity, and sustainability. Below are key innovations and best practices that support a smooth and effective transition in cage-free operations.

## 1. Matching the Systems

The foundation of a successful cage-free layer operation begins in the rearing phase. Matching the rearing environment as closely as possible to the laying house is essential. Pullets that learn to navigate vertical spaces, use perches, and locate feed and water in a multi-tier setup will be more confident and less stressed when moved to similar systems in the laying period. Inconsistencies between the rearing and laying environments can lead to increased floor eggs, poor nesting behaviour, and uneven flock performance.

## 2. Furniture and Enrichment: Encouraging Movement and Spatial Awareness

The provision of perches, platforms and ramps during the rearing phase plays a pivotal role in effective movement and developing spatial awareness. These enrichments encourage birds to explore, jump, and fly; essential behaviours in aviary or barn systems. Proper perch design and placement also help to promote musculoskeletal development and reduce risks of keel bone damage later in life. Strategically introducing these elements in the first few weeks sets the stage for active, agile layers.



# Hy-Line Connects with Global Customers at 2025 World Poultry Shows

In 2025, Hy-Line International proudly participated in several major poultry trade shows around the world, including events in the USA, Thailand, Turkey, Saudi Arabia, and more. These exhibitions provided an invaluable opportunity to meet face-to-face with our global network of distributors, integrators, and commercial egg producers.

Trade shows continue to serve as a vital platform for gathering feedback, sharing technical insights, and strengthening partnerships. Hearing directly from customers helps Hy-Line tailor our approach to meet regional needs—ensuring the delivery of high-performing, top-quality layer genetics that maximize productivity and profitability worldwide.

Thank you to everyone who visited us at these events. Your insights, conversations, and continued trust are what drive Hy-Line forward.

We look forward to seeing you again at future events as we continue working together to advance the egg industry globally.





# Hy-Line Strengthens Presence in World's Largest Egg Market: China

Hy-Line International continues to expand its footprint and deepen its commitment to the Chinese egg market—an industry that stands unmatched in scale and strategic importance. With over 40 years of active presence in the country, Hy-Line has established itself as a trusted partner to producers across China.

## Leading Varieties for a Segmented Market

Hy-Line offers a full portfolio of high-performance layer varieties tailored to the unique demands of the Chinese market. The Hy-Line Brown, Hy-Line Sonia Gray, and Hy-Line Pink remain the top choices for producers focused on brown and pink-tinted eggs, while the Hy-Line W-36 dominates the white egg niche—a small but highly significant segment.

Though white eggs represent just 5% of China's market, that share equates to more than 50 million laying hens, highlighting the sheer scale of the China egg market. Overall, the market is segmented into approximately 55% brown-egg, 45% tint-egg, and 5% white-egg production.

China's egg industry is unparalleled, with nearly four times more laying hens than India or the USA, the next-largest producers. In fact, the total production of the other top 10 egg-producing countries combined still falls short of China's output.

It's clear why Hy-Line remains committed to supporting this dynamic and critical market.

## Building Relationships and Sharing Expertise

During the first semester of 2025, the Hy-Line technical and executive teams made several visits to China, participating in major industry events and customer meetings. Two standout conferences in Qingdao served as important platforms for knowledge exchange:

- The 8th Huayu International Layer Industry Technology Summit, attended by 500 industry professionals, provided a key opportunity to share Hy-Line's latest updates and strategic vision.
- The very next day, the team presented at the 6th Zhongmu Hualuo Poultry Industry Development Conference, drawing 800 attendees and highlighting Hy-Line's leadership in layer innovation.

Both events took place just prior to the annual CAHE (China Animal Husbandry Expo), where Hy-Line distributors hosted booths and engaged directly with customers across the region. These interactions not only allowed Hy-Line to share technical advancements but also to learn from China's leading egg industry experts and thought leaders.





<< China (continued from p. 6)

### On-the-Ground Support and Technical Exchange

In addition to events, Hy-Line's technical team conducted farm tours and in-depth discussions earlier in the year focused on nutrition, management, and performance optimization. These hands-on engagements fostered valuable exchange of best practices and further strengthened Hy-Line's ability to support Chinese producers in achieving excellent results with Hy-Line varieties.

### A Trusted Partner for the Long Term

With over four decades of commitment, industry-leading genetics, and a strong local presence, Hy-Line is proud to play a vital role in China's evolving egg

market. As we look ahead, we remain focused on delivering the tools, knowledge, and bird performance needed to help Chinese egg producers thrive.

## Hy-Line Honors Longstanding Partnerships in China

Hy-Line International proudly recognized two of its esteemed Chinese distributors—Huamei Company and Ningxia Xiaoming—for their long-standing partnerships and contributions to the success of Hy-Line genetics in China.



During the International Poultry Production Exposition held in the United States in January 2025, Hy-Line President Jonathan Cade presented commemorative plaques to both companies, honoring Huamei for 40 years and Ningxia Xiaoming for 15 years of dedicated distribution.

Huamei Company, led by the Li family and based in Shenyang, began its journey with Hy-Line in 1985. The name "Huamei" itself, a mixture of the words "China" and "America" in Mandarin, symbolizes the connection between the two countries, reflecting a collaboration that has stood the test of time. Over four decades, Huamei has played

a pivotal role in supplying Hy-Line chicks across northeast China, helping to modernize the country's egg industry during a period of rapid transformation.

Ningxia Xiaoming, operated by the Wei family in Yinchuan, has grown rapidly over the past 15 years to become one of the world's largest hatcheries. Known for outstanding chick quality and operational scale, the company now supplies hundreds of millions of day-old chicks annually to egg producers across China.

Hy-Line extends its heartfelt congratulations to both the Li and Wei families for their continued excellence and valued partnership. We look forward to achieving even greater milestones together in the future.



## Celebrating 10 Years of Partnership: CP Philippines and Hy-Line

Hy-Line's Princess Cortez, Technical Specialist for Southeast Asia, recently presented the CP Philippines team with a commemorative plaque celebrating a decade of successful partnership distributing Hy-Line W-80 chicks in the Philippines.

CP, a leading agribusiness powerhouse throughout Asia, has been a valued partner of Hy-Line across multiple markets. In the Philippines, their commitment and dedication to supplying high-quality W-80 layers have been instrumental in serving the needs of local egg producers.

We sincerely thank the CP Philippines team for their outstanding efforts over the past 10 years and look forward to continued growth and shared success in the years to come.





## Ever Resilient: Ukrainian Egg Farm Grows Despite Adverse Climate

Amid the ongoing challenges facing Ukraine, Limanskaya Poultry Farm in southern Ukraine stands as a remarkable symbol of resilience and forward-thinking. Despite the pressures of war and economic uncertainty, the farm has embarked on a major expansion, positioning itself as a key supplier in the country's food security efforts.

In October 2024, Limanskaya imported 20,000 Hy-Line W-80 parent stock, marking a major milestone in their growth. These birds have now reached production, supplying day-old chicks for the company's newly built pullet-growing facilities. As a vertically integrated operation, Limanskaya manages everything from breeding stock to pullets to commercial egg production.

The farm's commercial layer operation has a current capacity of 600,000 hens, which will soon be filled with their home-grown W-80 pullets. In addition, the company will supply over 2 million day-old chicks annually to other egg producers throughout Ukraine. The houses are outfitted with Hellmann systems for both pullet and layer cages, ensuring modern, efficient housing and care.

"In the face of adversity, we see opportunity," says Viktor Noryak, Production Manager of Limanskaya Poultry Farm. "With Hy-Line's W-80, we are not only securing our future but helping rebuild our nation's food independence."

The Hy-Line W-80 is an ideal match for Limanskaya's system. Known for her high rate of lay, exceptional hen-housed egg output, and efficient feed conversion, the W-80 ensures optimal productivity even in a volatile environment. Her strong shell quality and robust constitution are particularly valuable given Ukraine's current challenges.



Eggs remain a vital and affordable protein source in the Ukrainian diet—perhaps now more than ever. With Limanskaya's investment in Hy-Line genetics and modern production, they are helping ensure a stable, local supply of high-quality eggs for millions.

Hy-Line is proud to support partners like Limanskaya who demonstrate strength, innovation, and commitment to their communities—even in the most difficult times.

## Hy-Line Honored as Partner Organization of the Year by Blessman International

Hy-Line International has been recognized as the "Partner Organization of the Year" by Blessman International of South Africa. Dr. Jim Blessman, founder of Blessman International, presented the award to Tom Dixon, Global Marketing Manager of Hy-Line International, in recognition of the company's dedication to combating food insecurity in South Africa.

Hy-Line is proud to support Blessman International's mission, which provides nutritious meals to more than 60,000 children through its food hubs across South Africa. Over the past three years, Hy-Line has played a crucial role in launching the 'egg-a-day' initiative by supplying Hy-Line layer flocks to the organization. This effort has seen significant growth and is projected to triple in size by the end of 2025.

Furthering its commitment to global nutrition, Hy-Line is now honored to collaborate with the International Egg Foundation and OneEgg. OneEgg's '1,000 Day' program focuses on delivering vital nutrition by providing eggs to pregnant and nursing mothers throughout pregnancy and the first critical years of their baby's life. This initiative helps promote the health and well-being of both mothers and infants, creating a lasting impact on families and communities.

"At Hy-Line, we believe in the power of eggs to nourish the world," said Tom Dixon. "We are proud to partner with these outstanding organizations to expand access to high-quality protein and improve lives through sustainable nutrition programs."



Tom Dixon (left), Global Marketing, accepts the 'Partner Organization of the Year' on behalf of Hy-Line International from Dr. Jim Blessman (right), President of Blessman International.



## Dr. Petek Settar Honored with PSA Distinguished Career Award

Hy-Line is proud to announce that Dr. Petek Settar, Director of Research and Development, has been named the recipient of the Distinguished Career Award by the Poultry Science Association (PSA). This prestigious honor recognizes her outstanding dedication, innovation, and leadership in the field of poultry science, as well as her significant contributions to the advancement of the global poultry industry. Dr. Settar was formally recognized during the 2025 PSA Annual Meeting in July.

Dr. Settar celebrates 23 years of driving genetic innovation and excellence at Hy-Line. Since joining the company in 2002, she has led transformative research and development efforts, contributing directly to the genetic advancement of Hy-Line's white, brown, and tint-egg varieties. Her work has made these layers more productive and efficient, supporting a more sustainable egg industry worldwide.

A respected voice in the scientific community, Dr. Settar has authored numerous peer-reviewed journal articles, symposium abstracts, and two book chapters. She is a frequent presenter at international poultry conferences and a long-standing member of PSA. She has also served on the board of the U.S. branch of the World's Poultry Science Association, further highlighting her commitment to global collaboration and knowledge-sharing in the poultry sector.



*"I'm deeply honored and sincerely grateful to Poultry Science Association and USPOULTRY for the 2025 Distinguished Poultry Industry Career Award. Throughout my career, I've had the privilege of serving as a bridge between the poultry industry and scientific research, supporting global food security. It has been a truly rewarding and unique position. I look forward to continuing to help shape the next generation of progress in poultry breeding."*  
—Dr. Petek Settar

The Poultry Science Association, founded in 1908, is a leading professional organization representing nearly 2,000 members including educators, scientists, industry researchers, producers, and students. PSA is renowned for its contributions to advancing poultry research and for publishing some of the most impactful work in the field, helping shape a safer, more efficient, and nutritious global food supply.

Congratulations to Dr. Settar on this well-earned recognition of her exceptional career and her enduring impact on poultry science.

## Verbeek Inaugurates State-of-the-Art Hatchery in Poland to Serve Growing Egg Market

On June 5, 2025, Verbeek, a leading hatchery and supplier in the European laying poultry sector, officially opened its brand-new, state-of-the-art hatchery in Prusice, Poland. This strategic expansion marks a major milestone in Verbeek's commitment to the Polish market and will support the local production of Hy-Line Brown day-old chicks—renowned for their high performance, efficiency, and suitability for modern egg production systems.

With more than 50 million laying hens and growing, Poland represents one of the largest and most dynamic egg markets in Europe. Verbeek has been active in the Polish layer market since 2012 and has built a reputation for delivering quality, reliability, and value. Becoming part of the EW Group's European Layer Distribution Group through acquisition extended Verbeek's portfolio to include Hy-Line genetics recently, paving the way for this exciting local investment.

### Building for the Future

The journey to a local hatchery began with the 2023 acquisition of a former Hubbard parent stock hatchery. Construction on the new facility began in autumn 2024, and in less than a year, the site has been transformed into a modern hatchery equipped with the latest Petersime incubation systems, advanced ventilation technology, and top-tier hygiene standards—meeting the expectations of Poland's large-scale egg producers, where deliveries of up to 150,000 female chicks at once are not uncommon.

"This hatchery represents a long-standing goal for Verbeek," said Gerrit Morren, Managing Director of Verbeek. "With our growing market share in Poland, it was essential to have a local production base. Combined with the proven genetic performance of Hy-Line Brown and our experienced, passionate team, we now have the complete foundation for sustainable growth in this key market."

With this new hatchery, Verbeek is well-positioned to deliver top-quality Hy-Line Brown layers to producers across Poland, further strengthening its mission to provide sustainable and profitable solutions for egg farmers throughout Europe.



Hy-Line's Jamie McIntosh (second from left), Cage-free expert, and Valeriy Stepanyenko (right), Europe manager, were honored to tour the facility and support Verbeek in their new endeavor.

# Hy-Line Technical Services: Supporting Customers Worldwide

Hy-Line's Technical Services team is a global network of highly trained poultry experts dedicated to helping customers unlock the full genetic potential of Hy-Line layers. Strategically positioned around the world, our specialists provide first-class technical support to both our distribution network and commercial producers.

At Hy-Line, we understand that our commitment doesn't end with the sale—it begins there. Our technical services team ensures that customers receive ongoing, science-based guidance tailored to local conditions. With diverse challenges across the global egg market—from feed ingredient availability and disease pressures to varying climates and management systems—our experts deliver practical, region-specific solutions.

Our local presence allows us to respond quickly to challenges, foster strong customer relationships, and implement proactive strategies to avoid problems before they arise. By partnering closely with producers, we create continuous improvement plans to optimize performance and profitability.

Hy-Line's technical team is composed of veterinarians, nutritionists, and poultry management specialists. Working collaboratively, they design integrated solutions that combine nutrition, health, and husbandry to help our customers achieve superior results. The team also works hand-in-hand with our Research & Development department and maintains a close connection with our U.S.-based experts, ensuring our guidance evolves in step with ongoing genetic advancements.

The global team is led by three key specialists:

- **Daniel Valbuena** – Expert in flock management strategies
- **Vitor Arantes** – Specialist in poultry nutrition
- **Jamie McIntosh** – Cage-free specialist

Together, they coordinate a truly international team with members based in Latin America, Europe, Africa, Eastern Europe, the Middle East, and Asia—ensuring Hy-Line customers receive expert support wherever they are.

Hy-Line is proud to stand alongside our partners in the global egg industry, working together to make eggs more affordable, efficient, and accessible for all.

## Global Team



**Daniel Valbuena**  
Global Technical  
Services Manager



**Vitor Arantes**  
Global Technical  
Services & Product  
Management



**Jamie McIntosh**  
Cage-Free Specialist

*The expert technical assistance offered by Hy-Line—accompanying the most productive and efficient egg-laying hens in the world, with ongoing genetic progress by the research and development staff—is the recipe for Hy-Line's industry-leading presence worldwide.*

## Local Team



**Ubaldo Patino**  
Technical  
Specialist,  
LATAM



**Mauricio Sanabria**  
Regional  
Sales &  
Technical  
Manager



**Caroline Santana**  
Database  
Analyst



**Agustin Ablanado**  
Nutrition



**Henry Lamb**  
Consulting  
Veterinarian



**Marcus Kenny**  
Nutrition



**Valery Stepanenko**  
Technical  
Specialist,  
Europe



**Oleg Gubenko**  
Technical  
Specialist, Eastern  
Europe/CIS



**Hassen Masmoudi**  
Technical  
Specialist,  
MENA



**Paul Kabako Mbogo**  
Technical  
Specialist,  
Sub-Saharan  
Africa



**Sujeewa Lokuwaduge**  
Technical  
Specialist



**Ravindran Marimuthu**  
Technical  
Specialist,  
India



**Princess Cortez**  
Technical  
& Nutrition



**Christian Budi**  
Technical  
Specialist



**Santana Made Dewa**  
Technical  
Specialist



**Nguyen Manh Ho**  
Technical  
Specialist



# Hy-Line Technical Service in Action





# UK Egg Producer's White-Egg Cage-Free Debut is a Success

After 15 years of producing brown eggs, UK free range egg farmer Alex Woollam took the decision to switch to white egg production and thanks in no small part to Hy-Line's W-80, it's a decision he hasn't regretted.

Alex, who has 94,000 layers, explains why he made the change to white. "Looking at the data on the white birds it was clear they were prolific layers with an extended laying cycle, very feed efficient and easy to manage. The ease of management was a big consideration, we have six sheds to get around with limited labour and a small problem can quickly become a big problem. Labour availability is an ongoing challenge so if we have a bird that does the right thing, it makes life so much easier."

As for the aspects that make white layers easier to manage, Alex says it was evident from day one. "On unloading the birds they went up into the system in a way brown birds don't. They hadn't been aviary reared, which is not uncommon for pullets in the UK, yet they very quickly adapted to our multi-tier laying houses. The first day the floor was covered with birds but as the lights started dimming they were quickly into the system, effortlessly reaching the upper tiers. They also found the nests easily."

But it hasn't all been plain sailing, with Alex experiencing some 'crowding' in the first flocks but he is quick to acknowledge the help and support he had from the Hy-Line technical team, both in the UK and internationally. "There's such a wealth of experience that can be tapped into, and with the advice we received we managed our way out of the situation."

In fact, it was this technical support that steered Alex toward the W-80 when making a decision on breed choice.

*"Looking at the data on the white birds, it was clear they were prolific layers with an extended laying cycle, very feed efficient and easy to manage."*

*—Alex Woollam*

"We'd had excellent support from Hy-Line when we had brown birds and this was a major consideration when choosing which white bird to opt for. Our first intake of whites, which was in October 2023, included a competitor breed. However, such was the performance of the W-80s, we've gone 100% W-80 this time around." Alex cites help from Hy-Line International Nutritionist Marcus Kenny as being instrumental in the performance success. "Marcus has such a global perspective and has been involved feeding W-80s elsewhere in the world, where white birds are more prevalent. It's all a bit new to us in the UK and his help in formulating rations has been invaluable."

Alex's first flocks of W-80s were taken to 94 weeks, a depletion age based somewhat on the unknown, he explains: "At the time, we really weren't sure how long we could take them on and 94 weeks was significantly longer than we'd been taking brown birds to. It was our first time with whites so we wanted to make sure we got it right but in hindsight we should have gone to over 100 weeks. When we had brown birds, as a bit of a target, if we could cling on to 90% until 60 weeks we were on to an absolute barnstormer, whereas with the W-80s, they'd just dropped short of 90% by 90 weeks. So that's where my new target is, over 90% at 90 weeks with the latest flocks and hopefully with what we've learned we'll be able to do that." According to Alex, late lay shell quality was impressive resulting in a low level of seconds, and achieving egg size wasn't a challenge.

"We got up to over 65 grams in late lay. That was higher than where we needed for the contract we were on but again, it was a learning curve and we'll be aiming for lower egg weight with the current flocks."

Alex's flock did 475 eggs per hen housed to 94 weeks and if they had been taken to 100 weeks, they were on target to comfortably pass the magic figure of 500 eggs. With Alex now being a 'white bird convert', we're sure he'll be surpassing this figure going forward!



## Alex Woollam: Extraordinary Flock Results

**Genetics:** Hy-Line W-80

**Location:** UK

**Housing Type:** Aviary

### Outstanding Results to 94 weeks:

- 42 weeks > 95% rate of lay
- 62 weeks > 90% rate of lay
- 475 hen-housed eggs (+30 eggs vs. Hy-Line standard)
- 93% livability
- 30.25 cumulative egg mass
- FCR: 132.5 g of feed/egg and 2.2 kg of feed/kg of egg mass

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