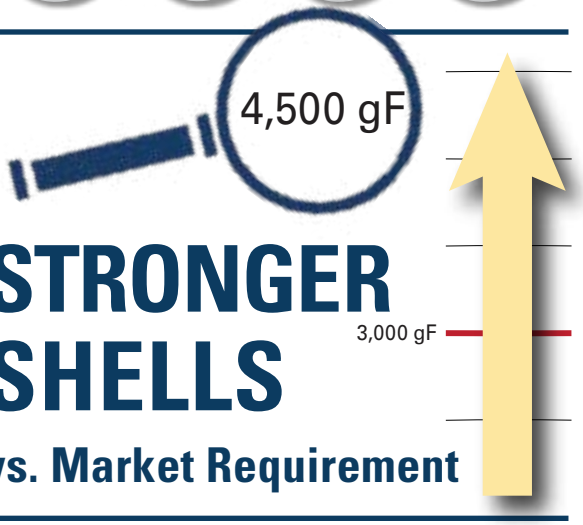
The Hy-Line® Advantage

Hy-Line Brown – The World's Most Balanced Brown Egg Layer

MORE EGGS

+8 Hen-Housed Eggs vs. Competition



STRONGER SHELLS

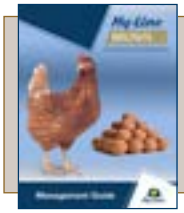
vs. Market Requirement

LESS FEED to Produce 1 EGG:

-3 g Feed per Bird per Day vs. Competition

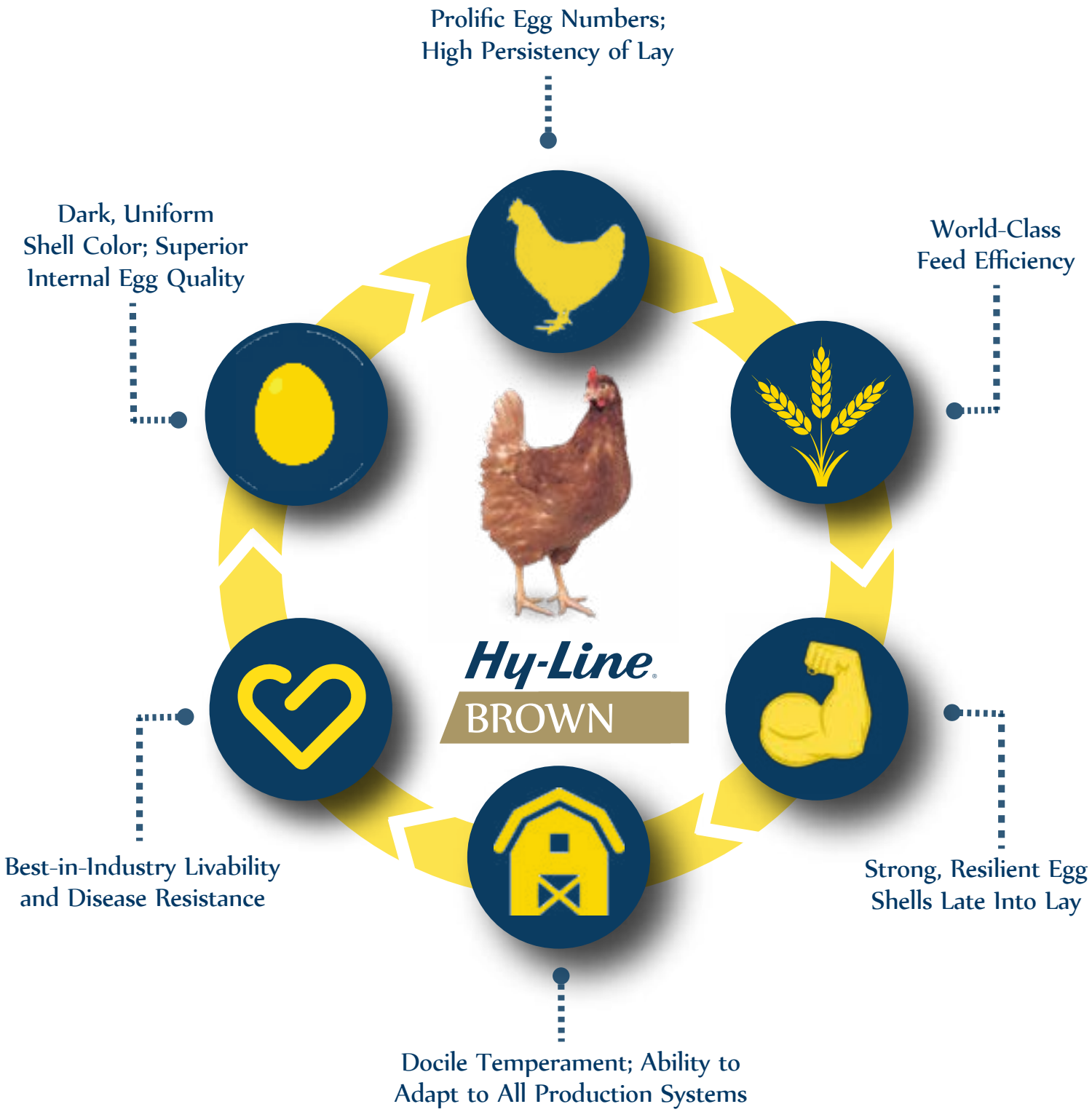
The Hy-Line Brown is the world's most balanced brown egg layer, a result of decades of genetic selection by Hy-Line scientists.

The Hy-Line Brown offers the optimum balance of high productivity, an industry-best feed conversion rate, and superior egg quality characteristics, both internal and external.



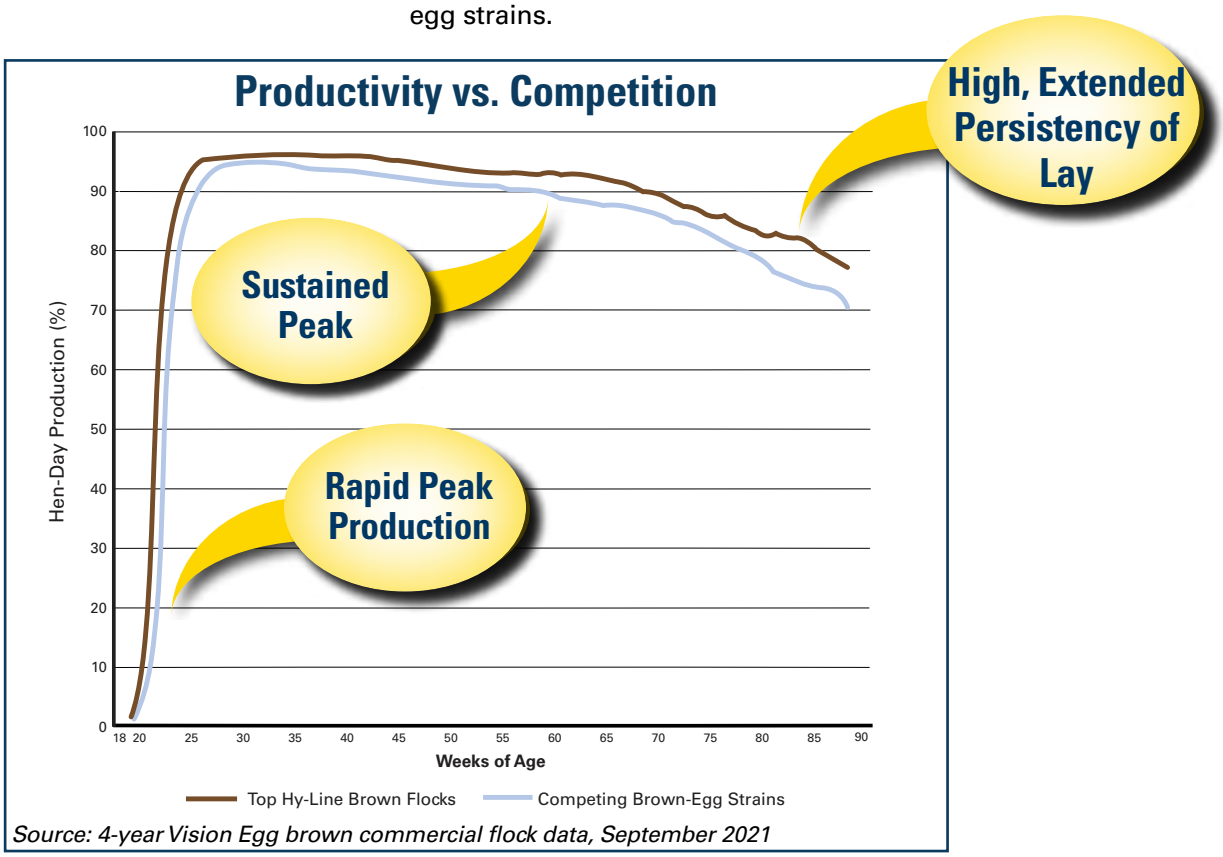
View the Hy-Line Brown Commercial Management Guide

A Well-Balanced Layer that Delivers...



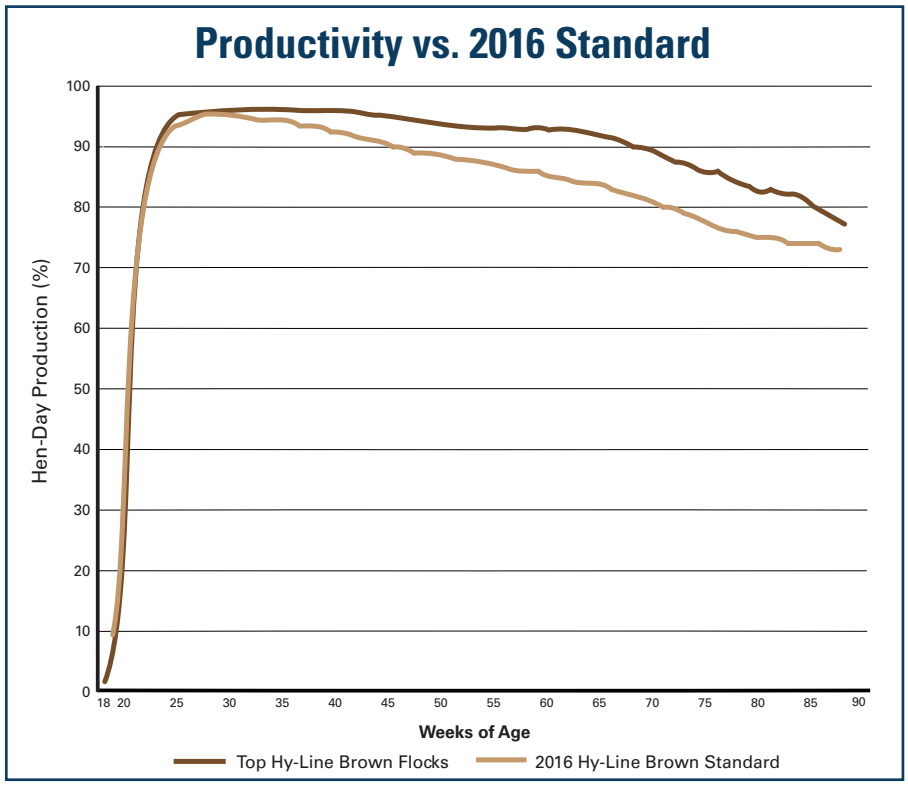
World-Class Productivity

The Hy-Line Brown sets world standards for egg output, demonstrating sky-high peaks and extended superior rates of lay persisting late into the production cycle. She has the genetic potential to out-lay competing brown egg strains.



Source: 4-year Vision Egg brown commercial flock data, September 2021

Hy-Line geneticists emphasize special selection efforts maximize persistency of lay and extend the egg production cycle to optimize hen-housed egg numbers. Current flocks are consistently exceeding the hen-day curve with increasing number of weeks of production persisting above 95%, 90% and 80% to 90 weeks of age and beyond.

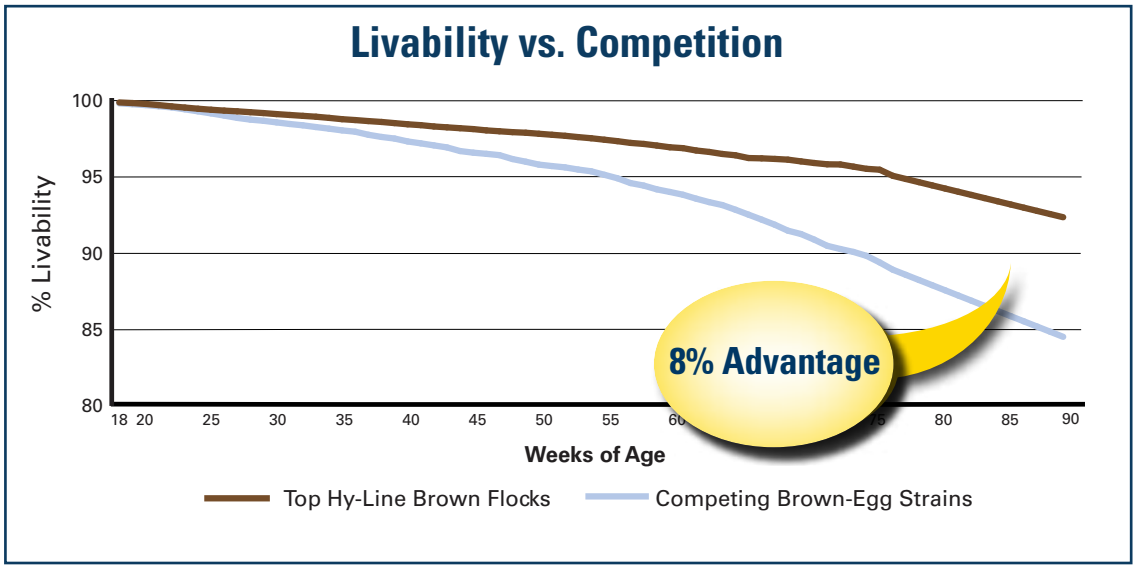


Persistency of lay over a longer production cycle allows the egg producer to achieve higher rates of profitability, as he/she is able depreciate the farm's fixed costs and pullet investment over more eggs and a longer production cycle.

Best-in-Industry Livability

The Hy-Line Brown livability continues to set the standard in the industry.

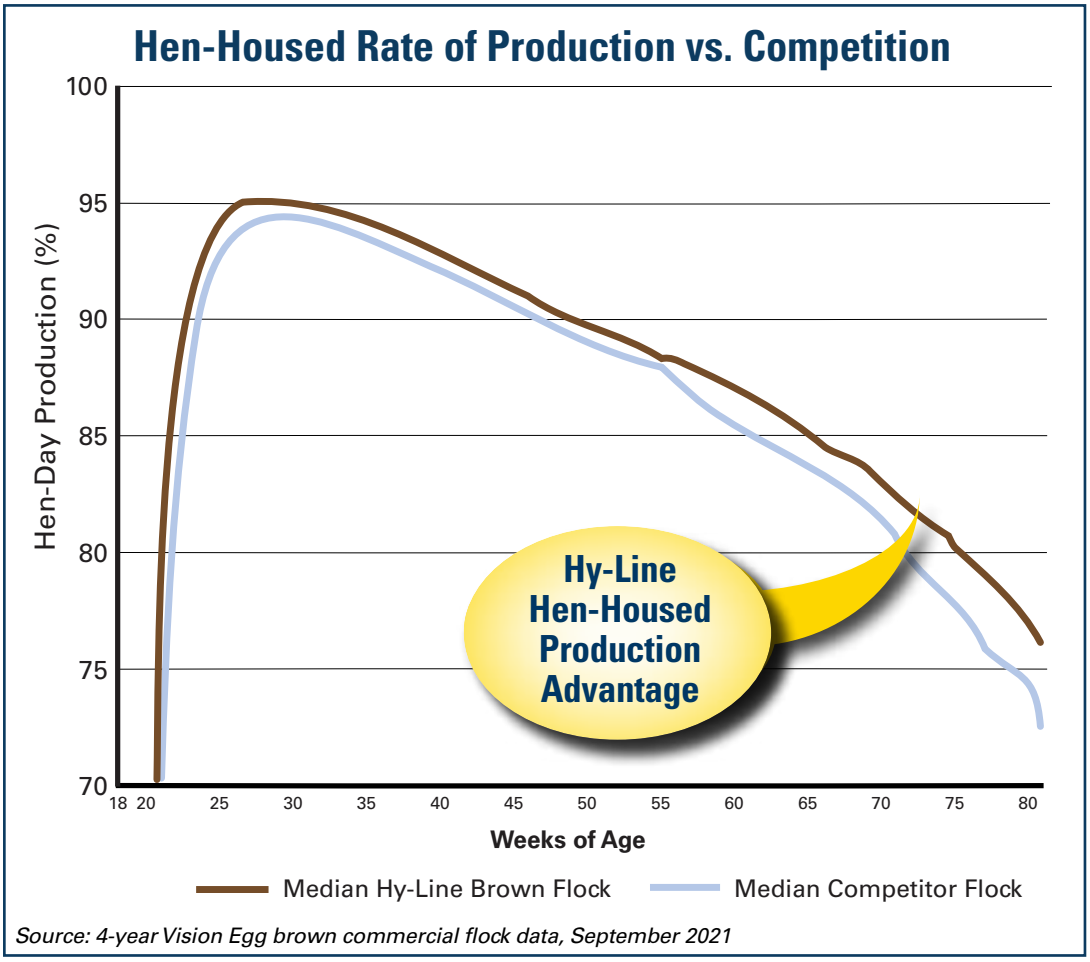
More birds in the house for longer.



Hy-Line Advantage: 8 more hens per 100 housed at 90 weeks of age!

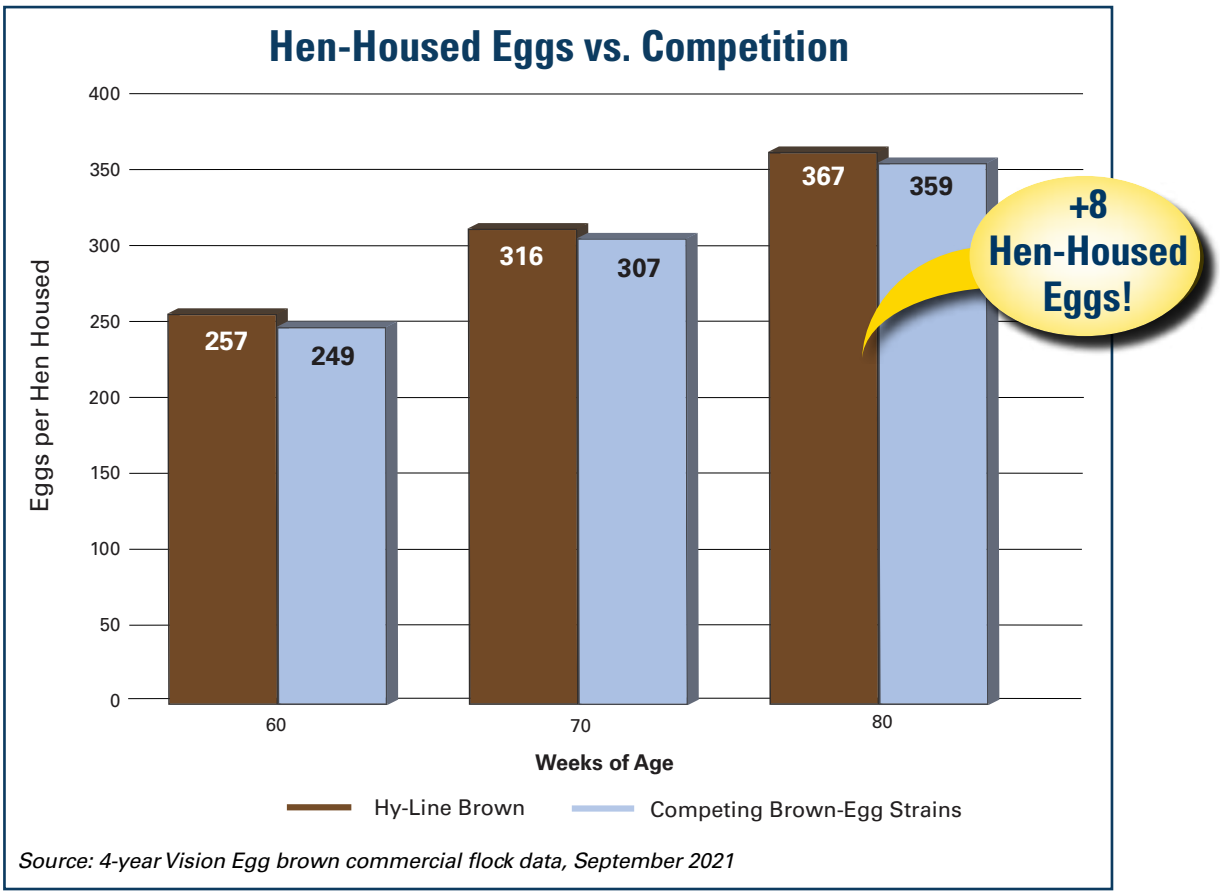
No other laying hen lives as well as the Hy-Line Brown. Best-in-industry livability is the result of breeding for a robust hen, resistant to disease challenges and tolerant of field stress.

The combination of Hy-Line's high rate of lay and superior livability means more birds in the house laying at a higher rate, resulting in more eggs per hen-housed.



Source: 4-year Vision Egg brown commercial flock data, September 2021

When world-class livability is combined with a superior rate of lay, the result is **unbeatable hen-housed egg numbers**.

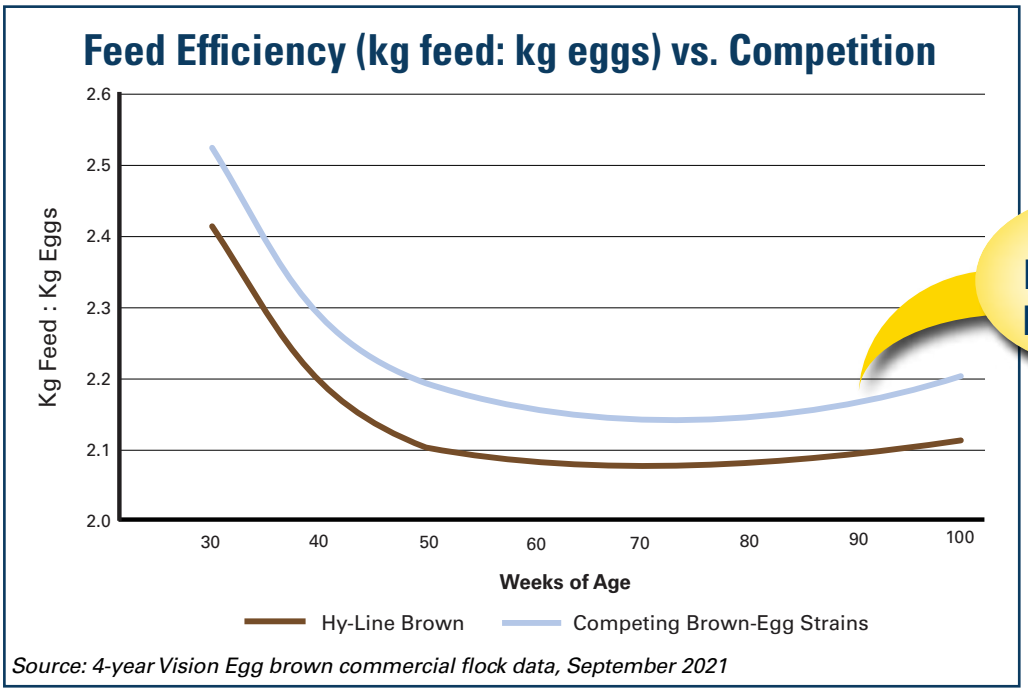


Source: 4-year Vision Egg brown commercial flock data, September 2021

More eggs means more income. But that is only half of the story.

Top-Level Efficiency

Get the most return on your feed investment with the Hy-Line Brown. The Hy-Line Brown is the world champion in feed efficiency: converting feed into egg numbers and overall egg mass.



Source: 4-year Vision Egg brown commercial flock data, September 2021

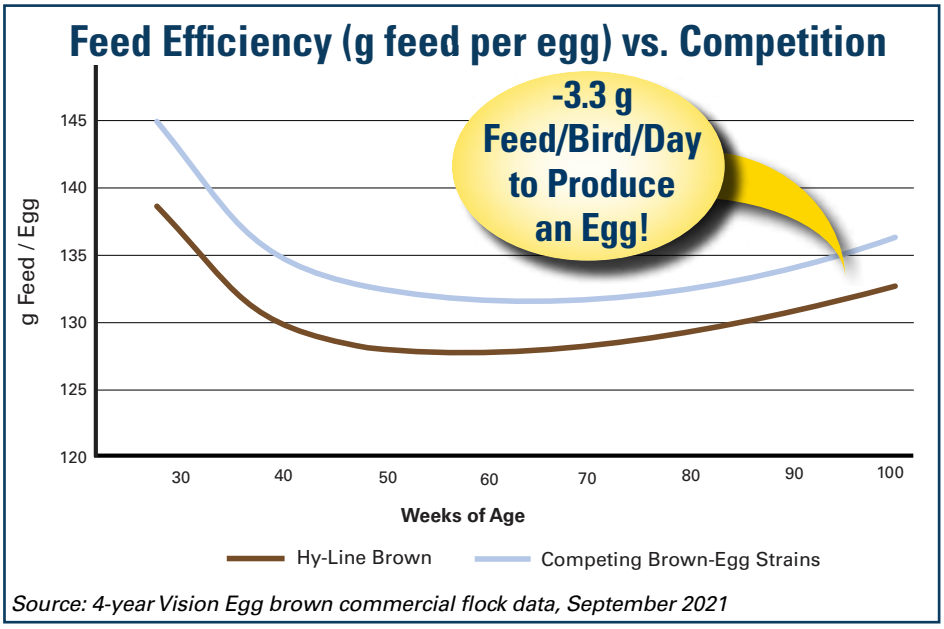
Hy-Line Brown layers at 100 weeks.

"Feather cover is very important to us, as it a great representation of the health and wellbeing of the bird. Good feather cover also helps with feed conversion. One key thing we do is give the birds early access to the range which lowers the stocking in the barn."

- Anthony Harmon, Head of Farms, Egg Innovations

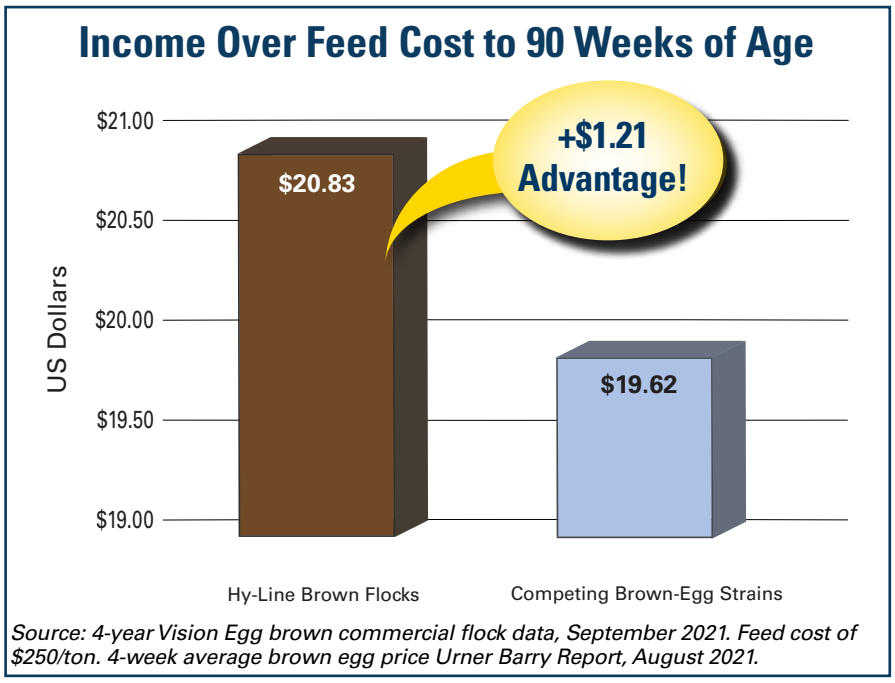
Read more at hyline.com.

The Hy-Line Brown's excellent feather cover means she consumes less feed to maintain her body temperature. Better feathered birds consume less feed to maintain body temparatures as her feathers insulate her body and less body heat is dissipated into thin air. It is estimated that the Hy-Line Brown will consume 3 g less per bird per day as a result of her superior feather cover. The superior feathering also enhances the value of the bird at the end of lay compared to other brown layers.



Source: 4-year Vision Egg brown commercial flock data, September 2021

Productivity + Efficiency = Profitability

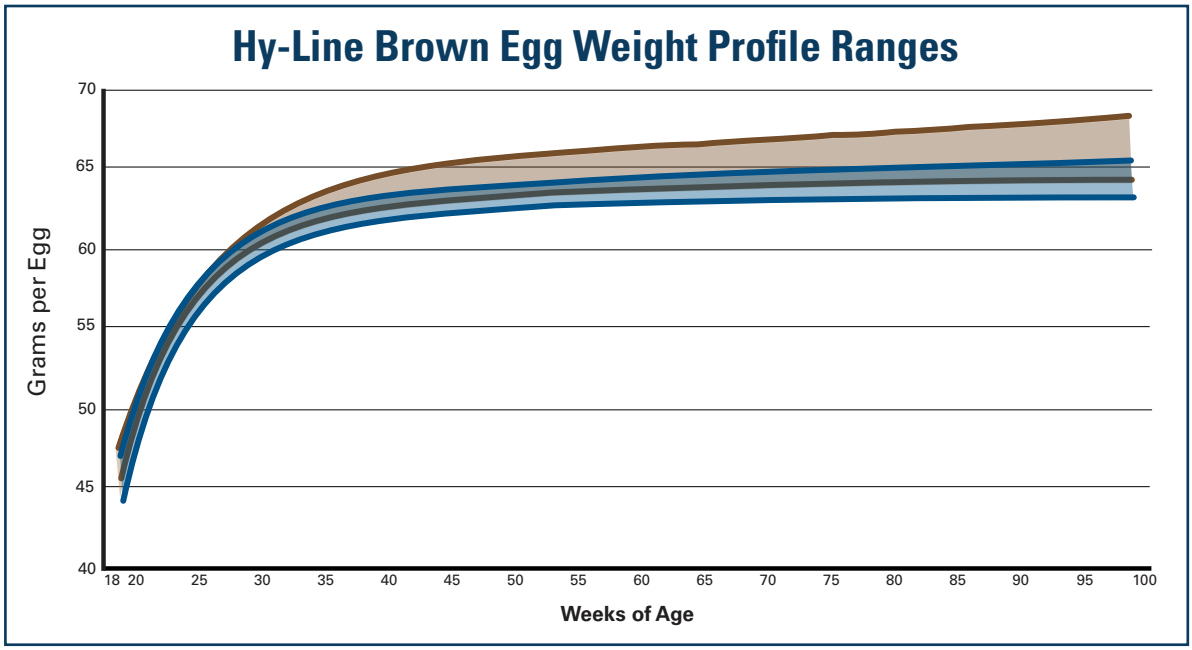


Source: 4-year Vision Egg brown commercial flock data, September 2021. Feed cost of $250/ton. 4-week average brown egg price Urner Barry Report, August 2021.

Analyzing real-world performance data, the Hy-Line Brown yielded an overall $1.21 advantage per hen in additional income over feed cost vs. the competition's brown layer. The superior productivity per unit of feed is the Hy-Line Brown's profit advantage: **More income per unit of feed investment!**

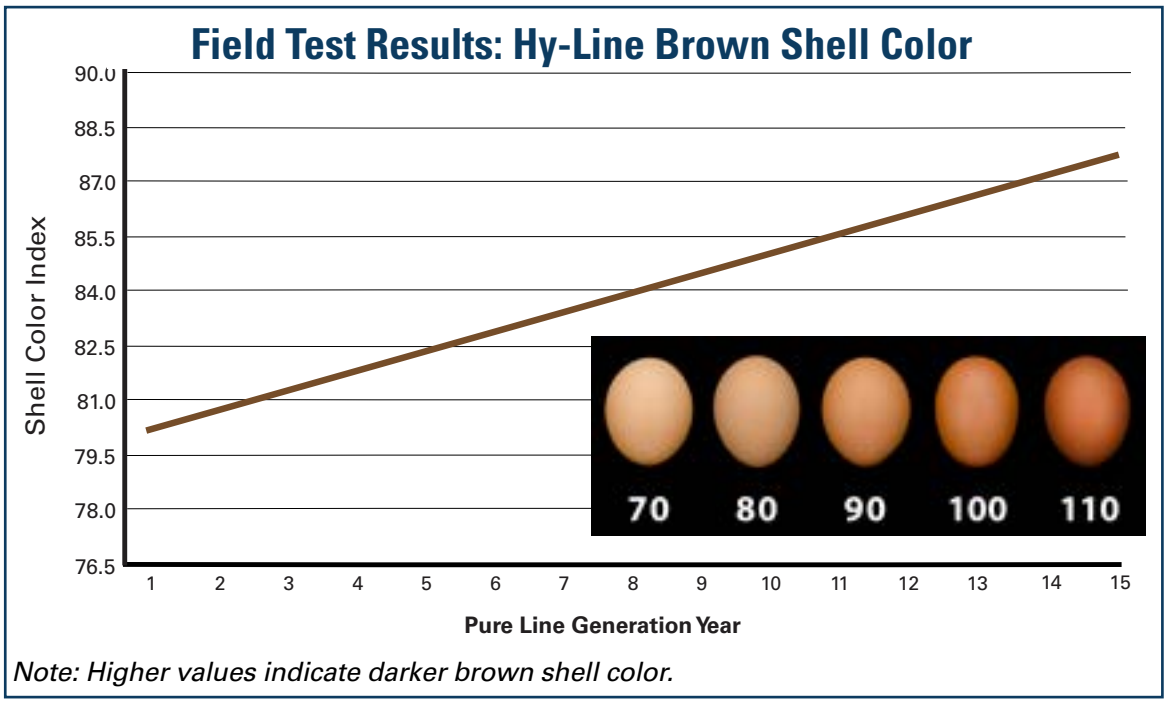
Choose Your Egg Weight Profile

The Hy-Line Brown provides the flexibility to fulfill the local egg weight market preference. Local management in the field together with a customized genetic package means the Hy-Line Brown offers a range of egg weight profile possibilities to fit any market around the world. Produce more eggs in the more profitable egg weight categories for your market!



Darker, More Uniform Shell Color

The Hy-Line Brown produces dark-colored, resistant shells to a late age allowing the producer to maximize saleable eggs over a long, productive life. Strong shells through a long cycle allows the producer to recover more hen-housed eggs and amortize the pullet cost over a longer period.

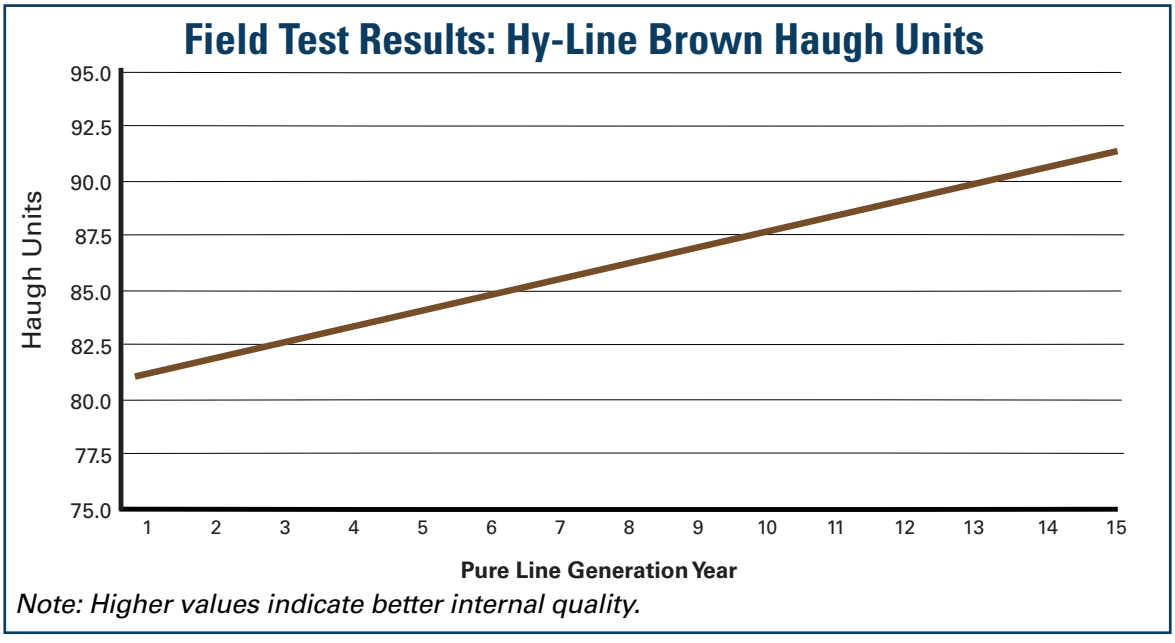


Note: Higher values indicate darker brown shell color.

A darker-shelled egg is a more saleable egg as consumers prefer dark-brown shells and the Hy-Line Brown delivers. The Hy-Line Brown's shell color is becoming progressively darker with each new generation.

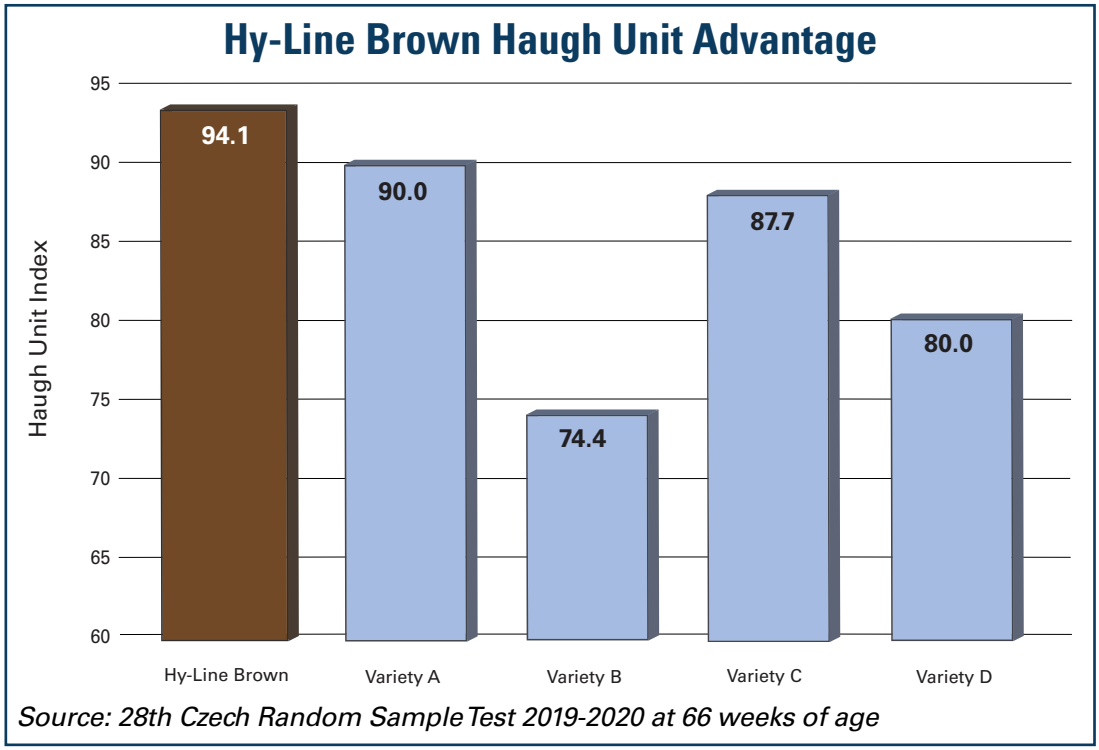
Superior Internal Egg Quality

Internal egg quality is also important. The Hy-Line Brown produces eggs with the highest Haugh Unit measurement in the industry. A higher Haugh Unit, or thickness of the thick albumen of the egg, is a cherished trait in many markets in the world as a sign of egg freshness. The Hy-Line Brown has always and continues to dominate the competition in this trait.



Note: Higher values indicate better internal quality.

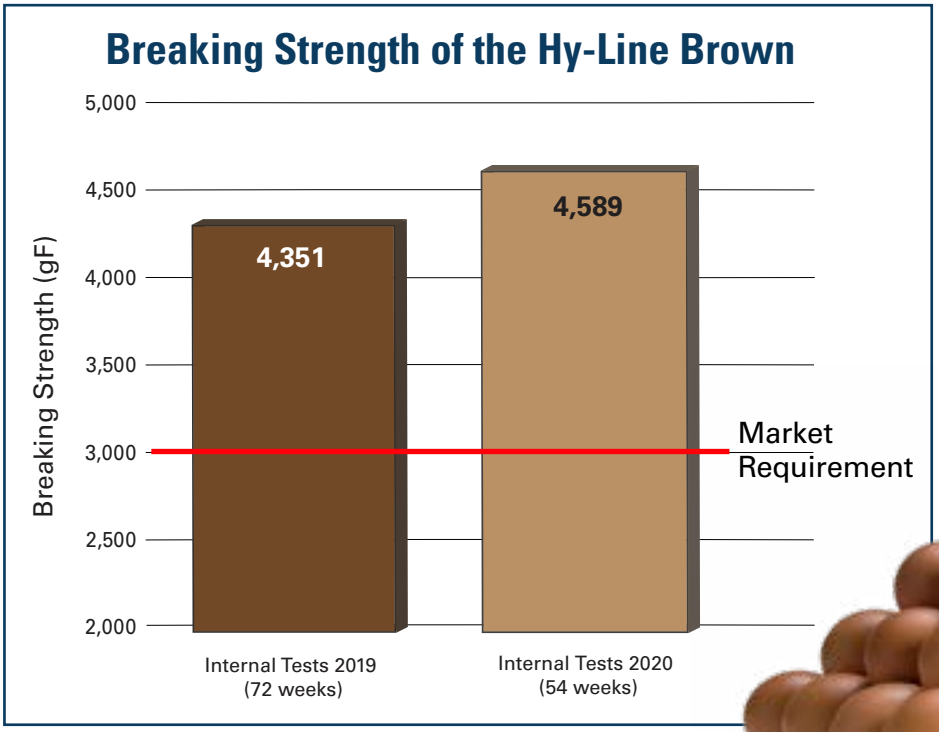
In tests and field data worldwide, the Hy-Line Brown rises to the top in the Haugh Unit measurement. She holds this advantage late into the production cycle vs. the competing brown varieties on the market. A Hy-Line Brown egg appears as a 'fresher' egg to the consumer due to the taller albumen.

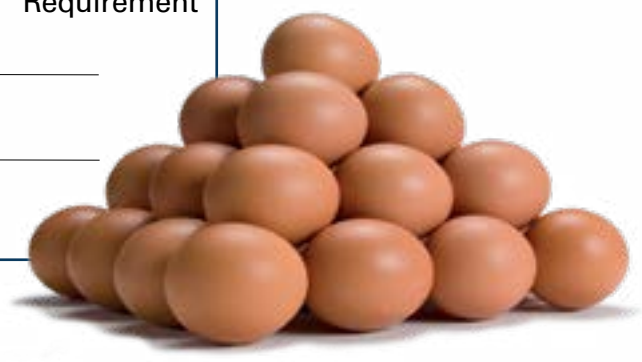


Source: 28th Czech Random Sample Test 2019-2020 at 66 weeks of age

Strong Shells, More Saleable Eggs

Field testing demonstrates the Hy-Line Brown meeting and exceeding market requirement for 'strong shells.' Hy-Line geneticists select for the birds which produce the strongest, most resilient shells. This results in fewer downgraded and cracked eggs optimizing total saleable eggs per hen to the end of the lay cycle.

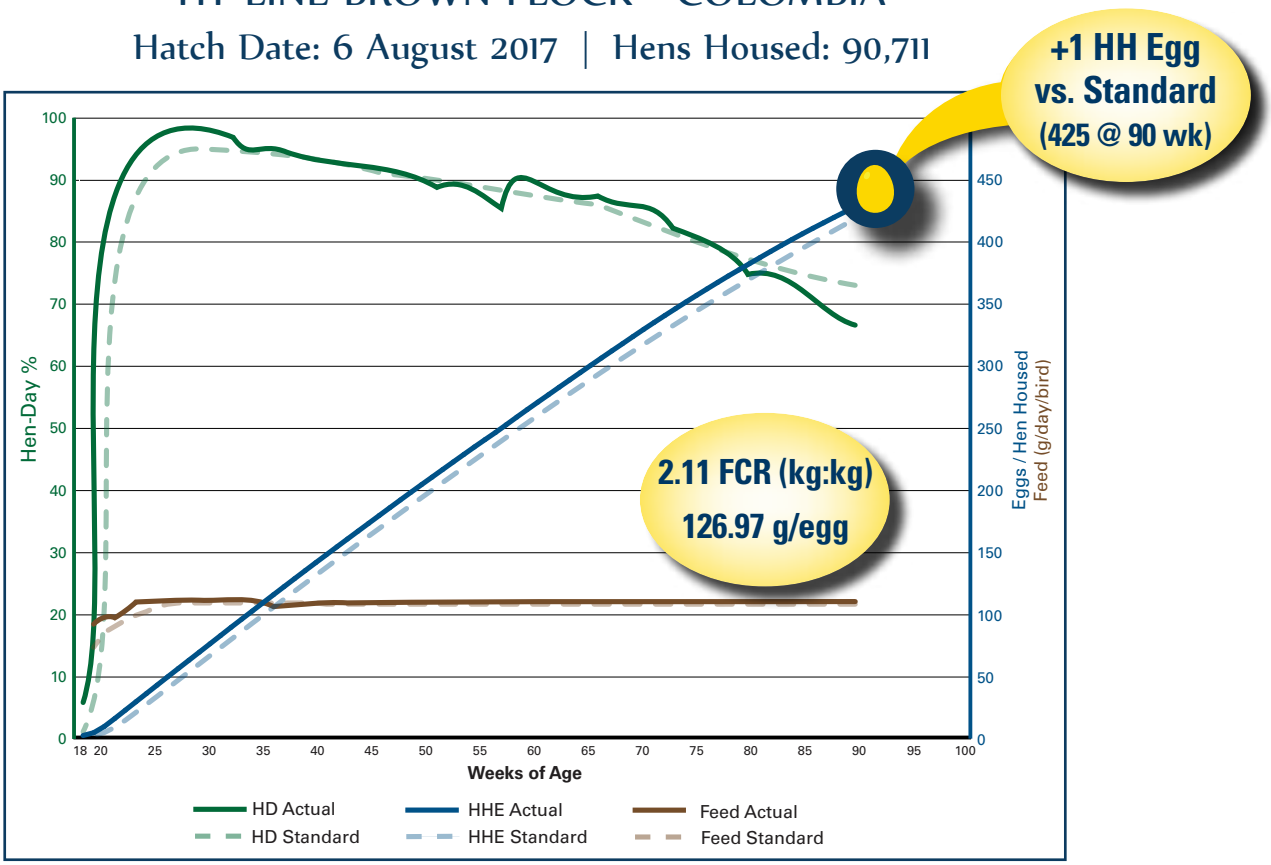




Real World Field Results

HY-LINE BROWN FLOCK - COLOMBIA

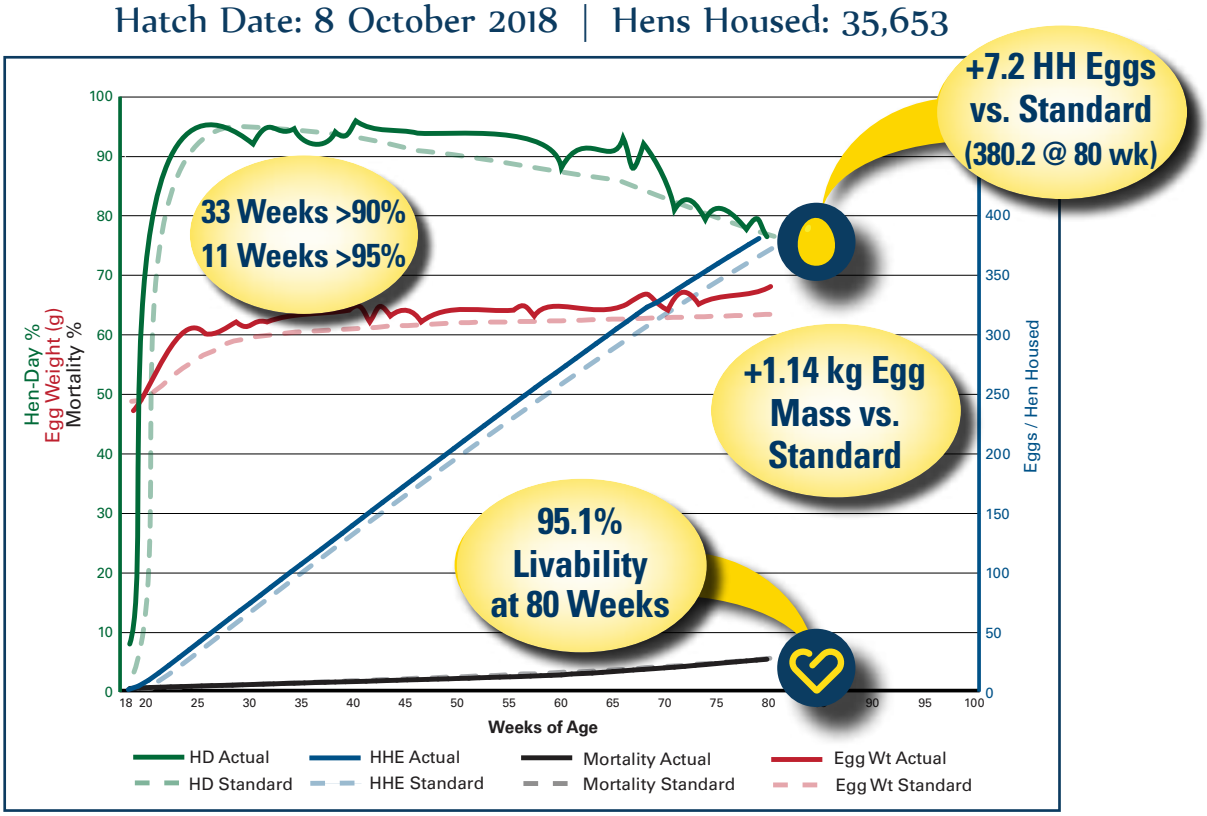
Hatch Date: 6 August 2017 | Hens Housed: 90,711



[View more flock info]

HY-LINE BROWN FLOCK - ARGENTINA

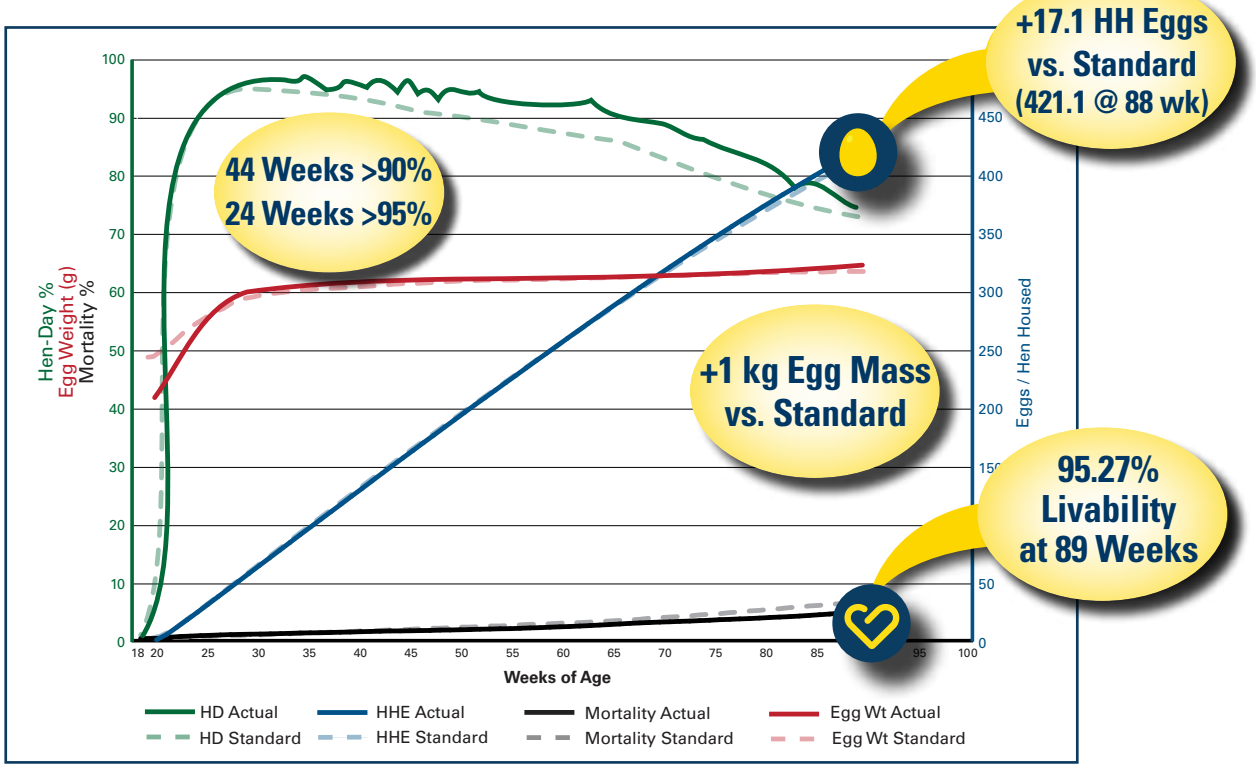
Hatch Date: 8 October 2018 | Hens Housed: 35,653



[View more flock info]

HY-LINE BROWN FLOCK - GREAT BRITAIN

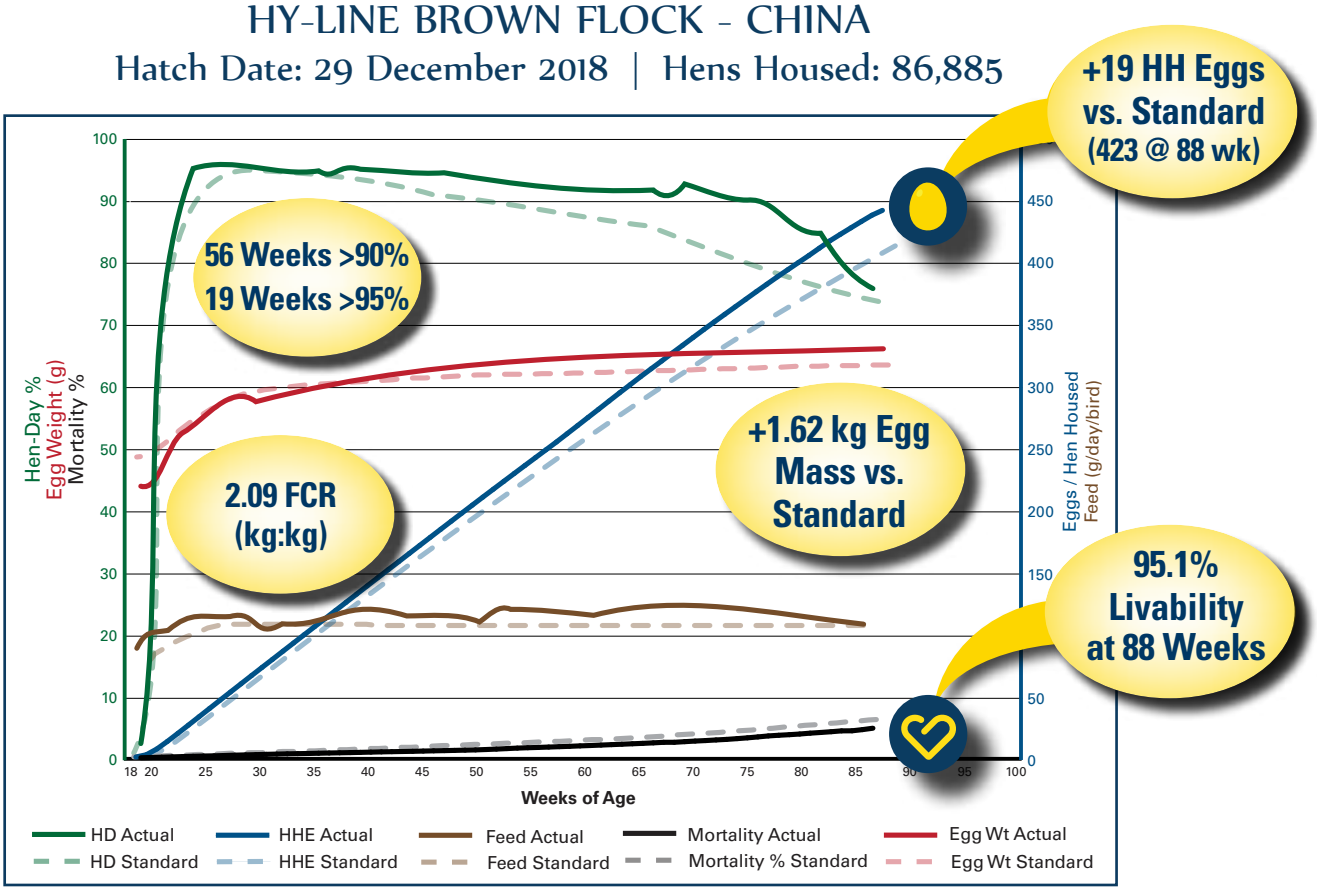
Hatch Date: 29 January 2019 | Hens Housed: 40,000



[View more flock info]

HY-LINE BROWN FLOCK - CHINA

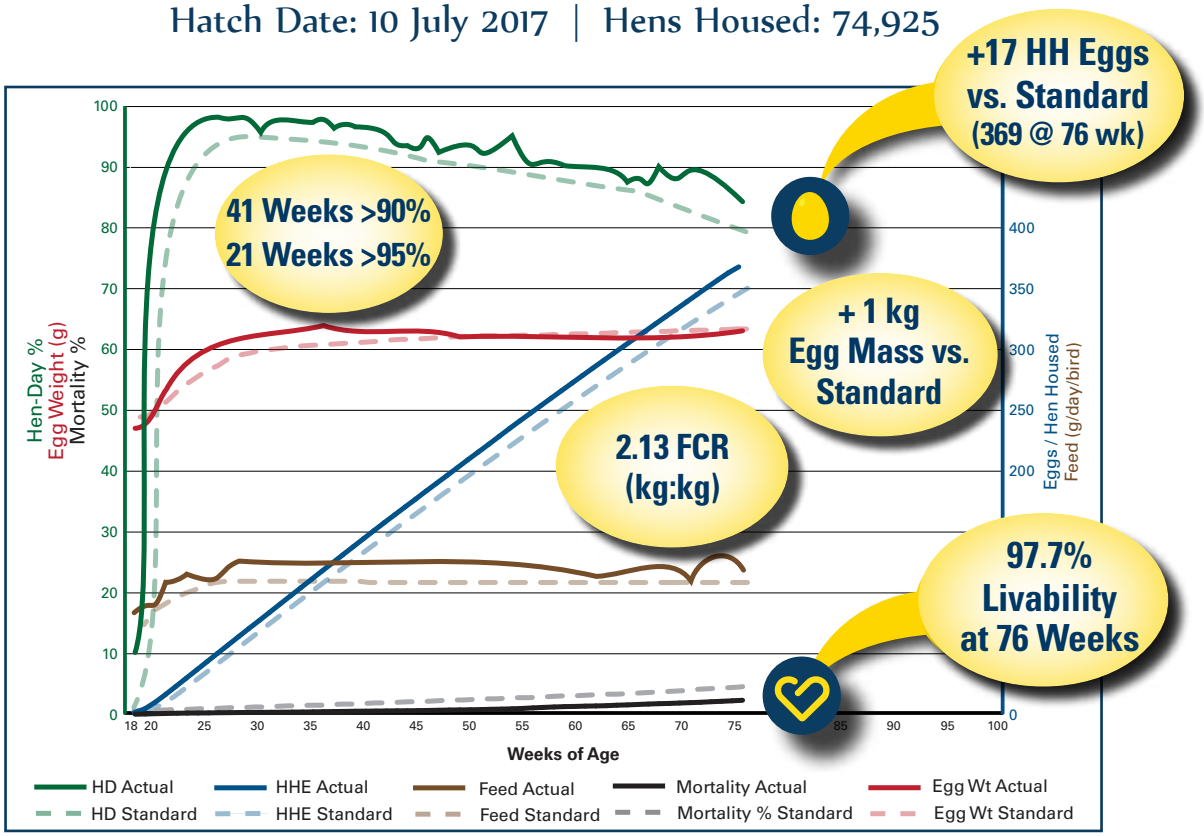
Hatch Date: 29 December 2018 | Hens Housed: 86,885



[View more flock info]

HY-LINE BROWN FLOCK (COLONY) - GREAT BRITAIN

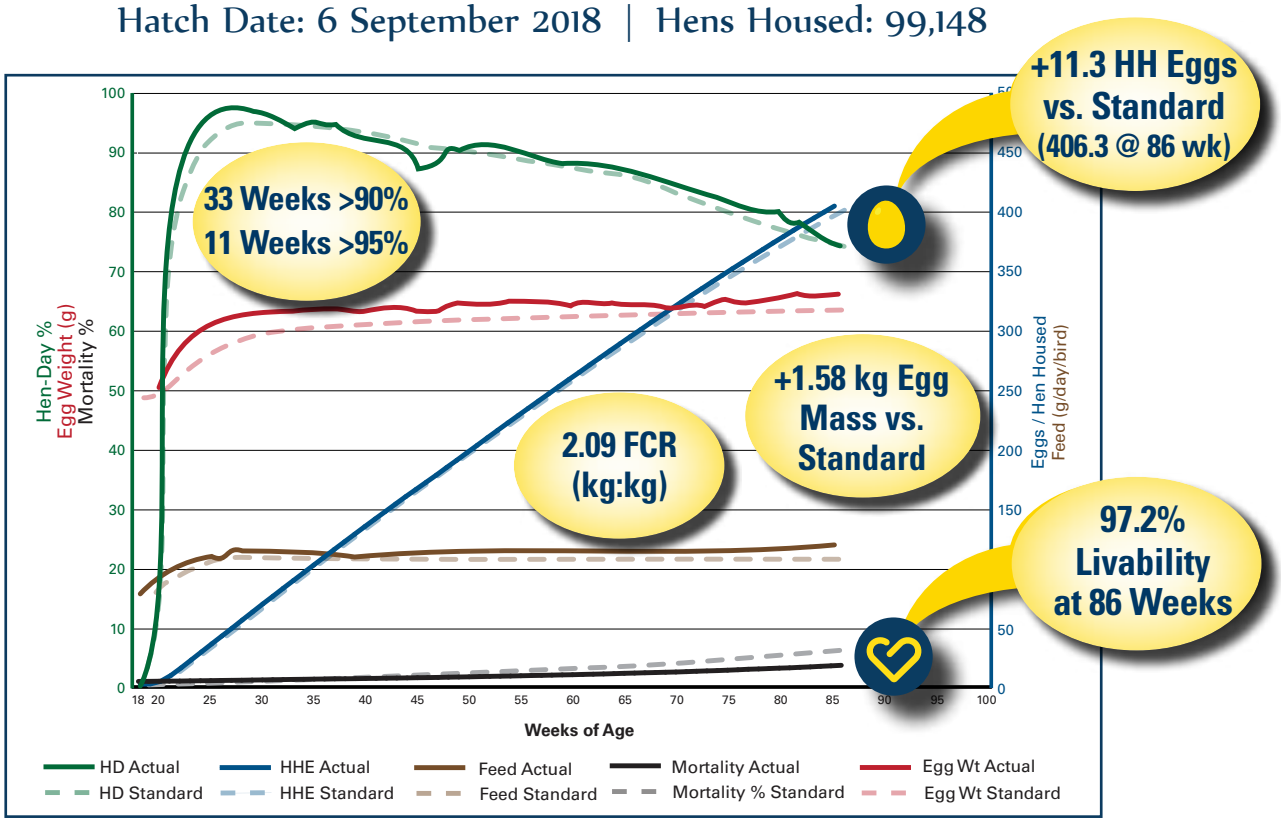
Hatch Date: 10 July 2017 | Hens Housed: 74,925



[View more flock info]

HY-LINE BROWN FLOCK - ARGENTINA

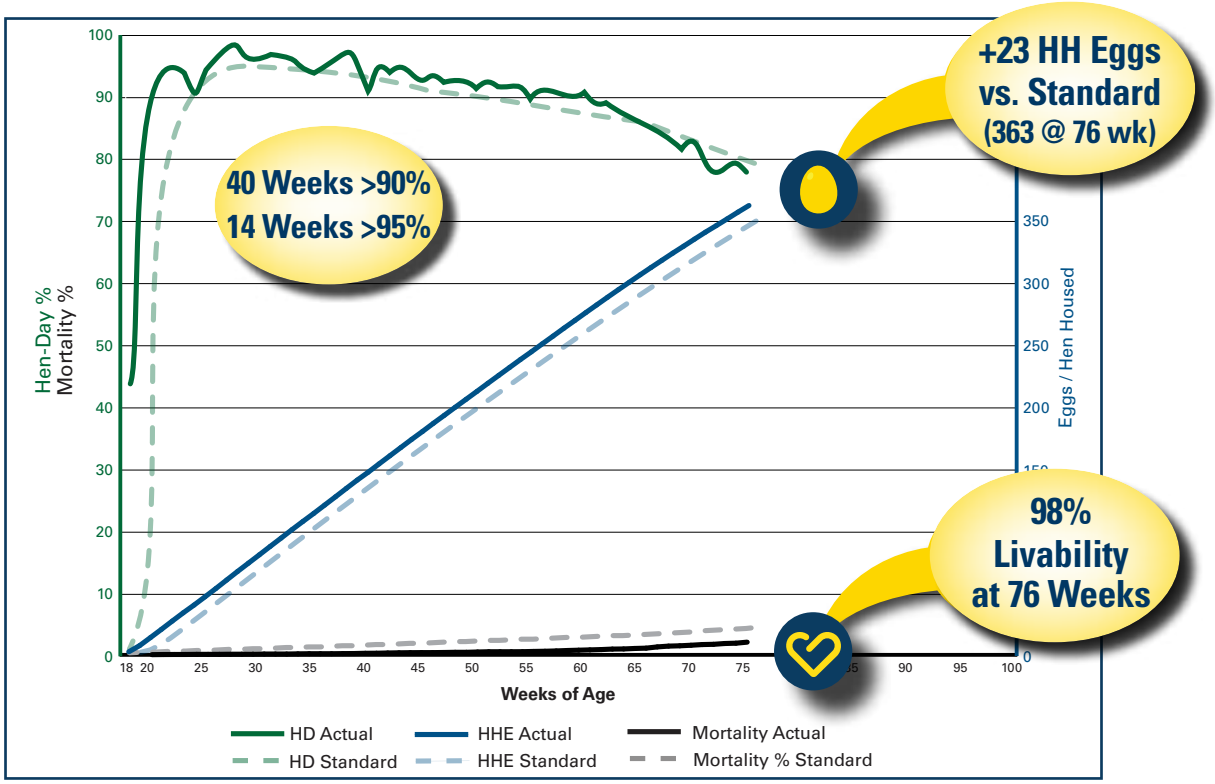
Hatch Date: 6 September 2018 | Hens Housed: 99,148



[View more flock info]

HY-LINE BROWN FLOCK (FREE RANGE) - FRANCE

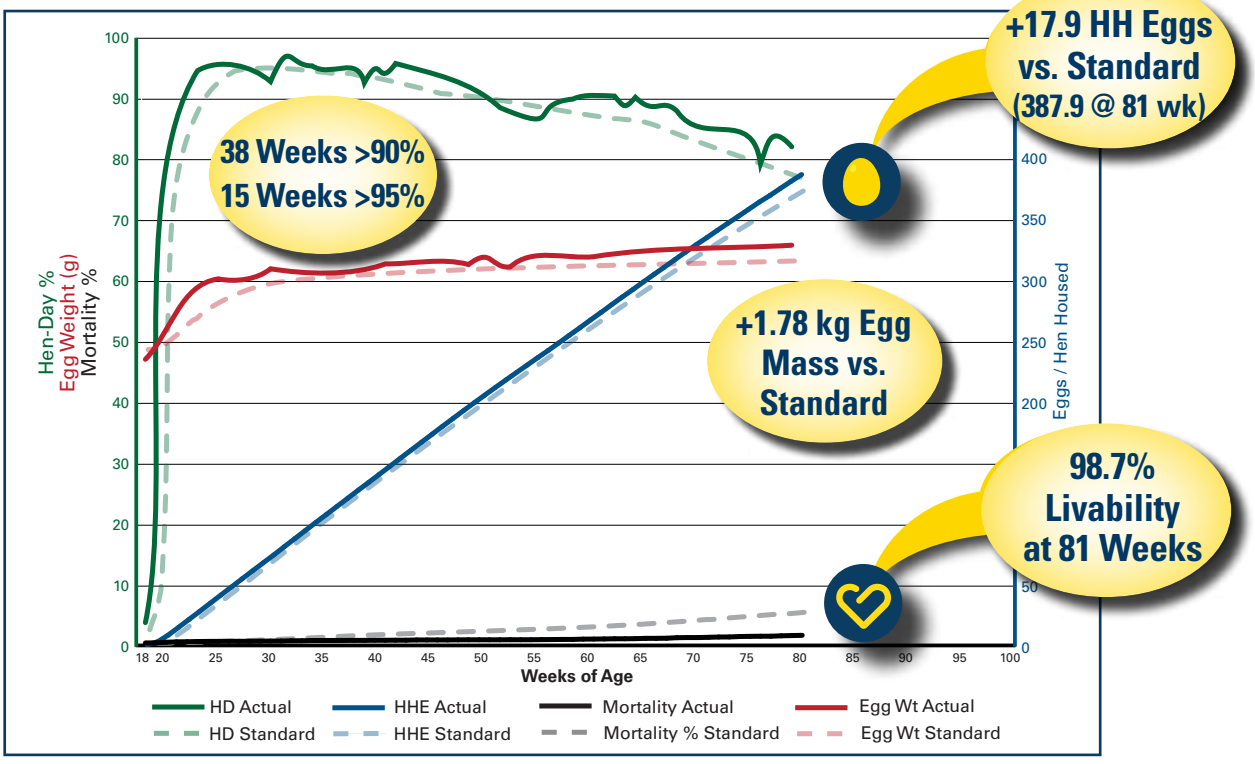
Hatch Date: 17 April 2016 | Hens Housed: 6,000



[View more flock info]

HY-LINE BROWN FLOCK (ORGANIC) - ITALY

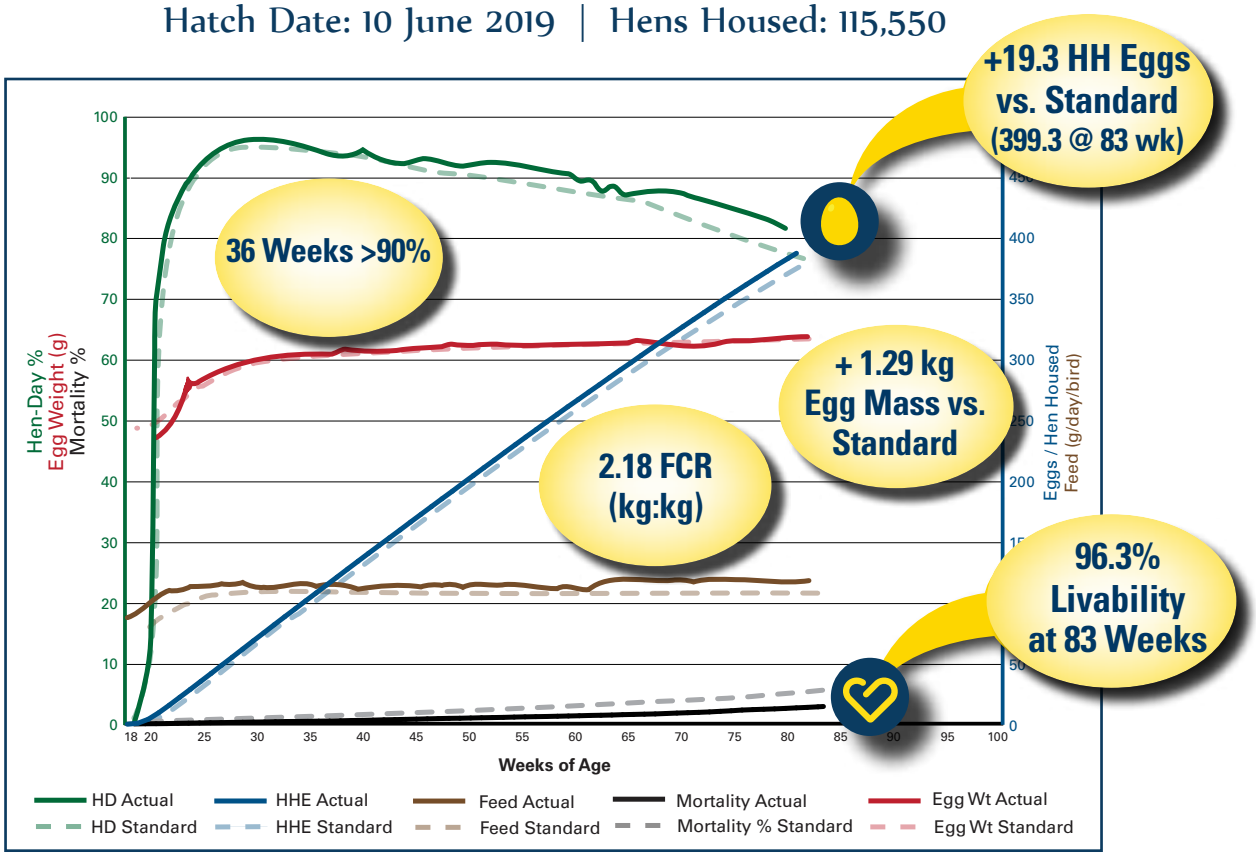
Hatch Date: 16 November 2017 | Hens Housed: 7,260



[View more flock info]

HY-LINE BROWN FLOCK - ARGENTINA

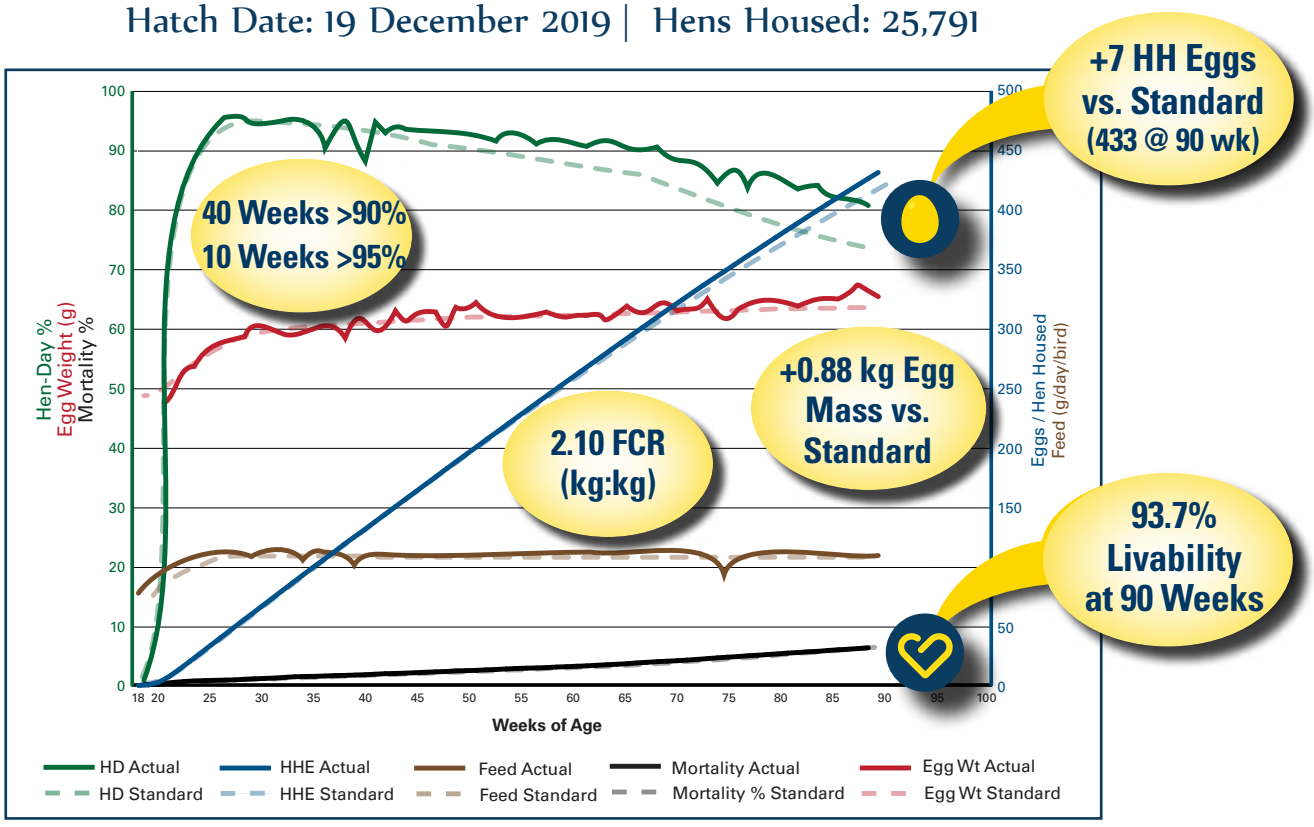
Hatch Date: 10 June 2019 | Hens Housed: 115,550



View more flock info

HY-LINE BROWN FLOCK - GUATEMALA

Hatch Date: 19 December 2019 | Hens Housed: 25,791



View more flock info

Adaptable to All Housing Systems

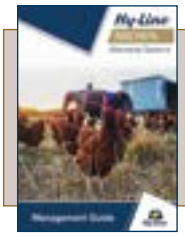
The Hy-Line Brown is adaptable to all housing systems due to her docile yet inquisitive temperament.

Customer Testimonial

Chris Pierce, President
Heritage Poultry Management Services, Inc.

"One thing that is of significant value as I think about our relationship with Hy-Line is what goes into the genetic research...I'm looking for them to select the traits that are going to help us have the most successful flock...it's feather coverage, it's livability, it's disease resistance, it's length of lay, it's shell quality...It's astounding when you realize how detailed that is and how they're managing that data..."

"The Hy-Line Brown is just a great bird to use for non-cage production."



View the Hy-Line Brown Alternative Systems Management Guide

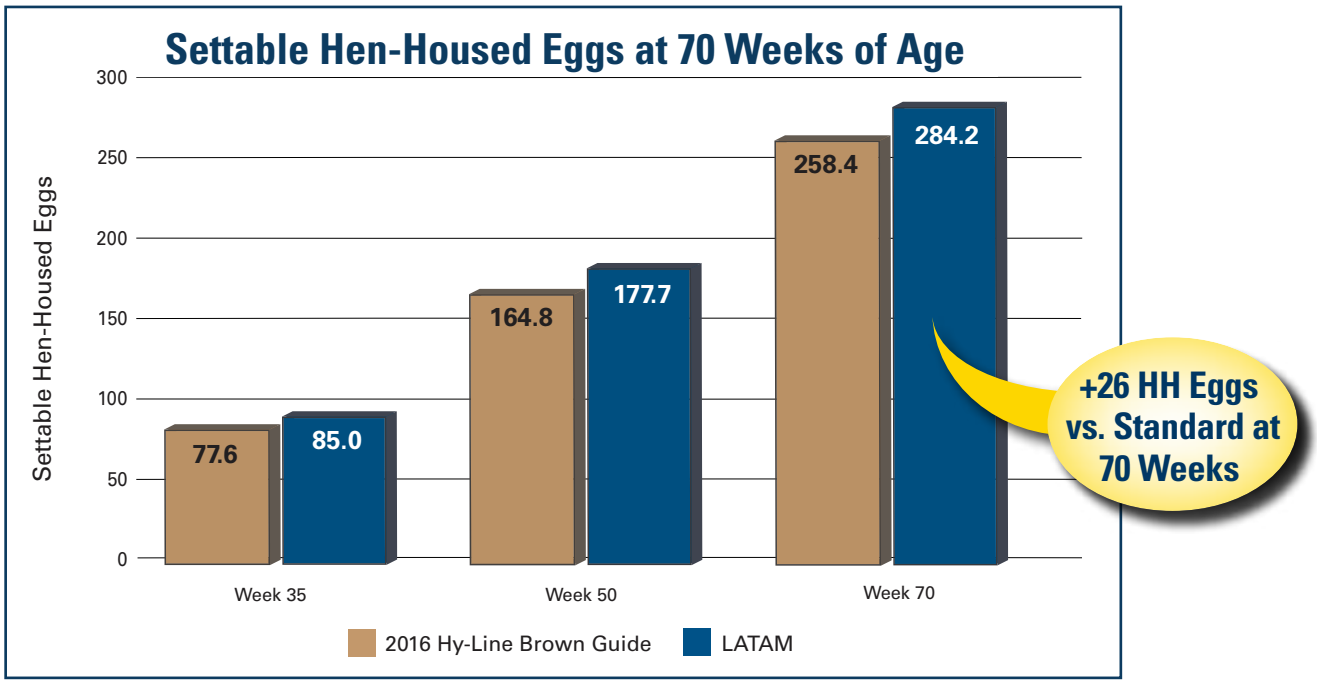
Parent Stock

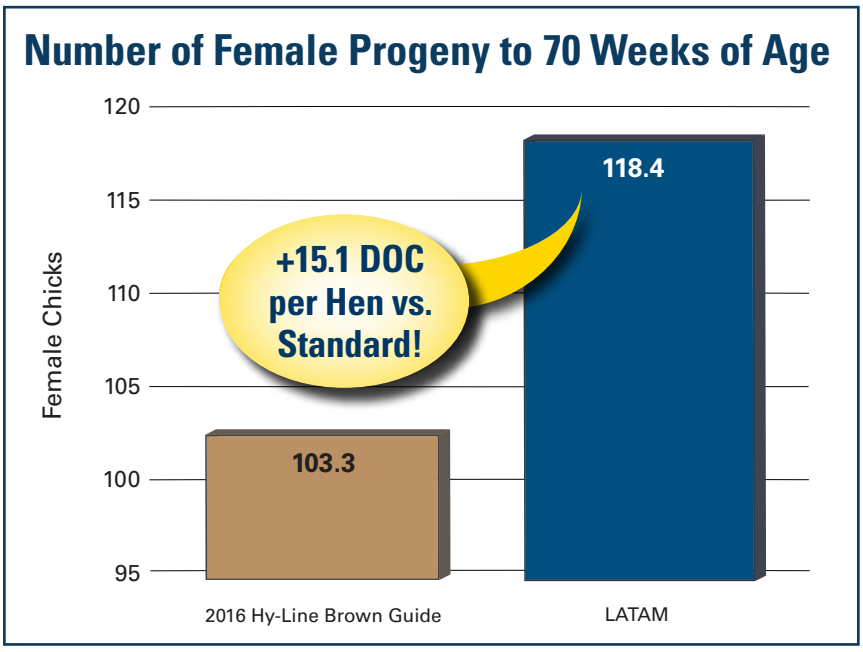
The Hy-Line Brown parent is a productive hen, producing a large volume of settable hatching eggs with high fertility, yielding superior hatchability of day-old chicks. Many producers exceed the 110 day-old chick standard of 75 weeks of age.

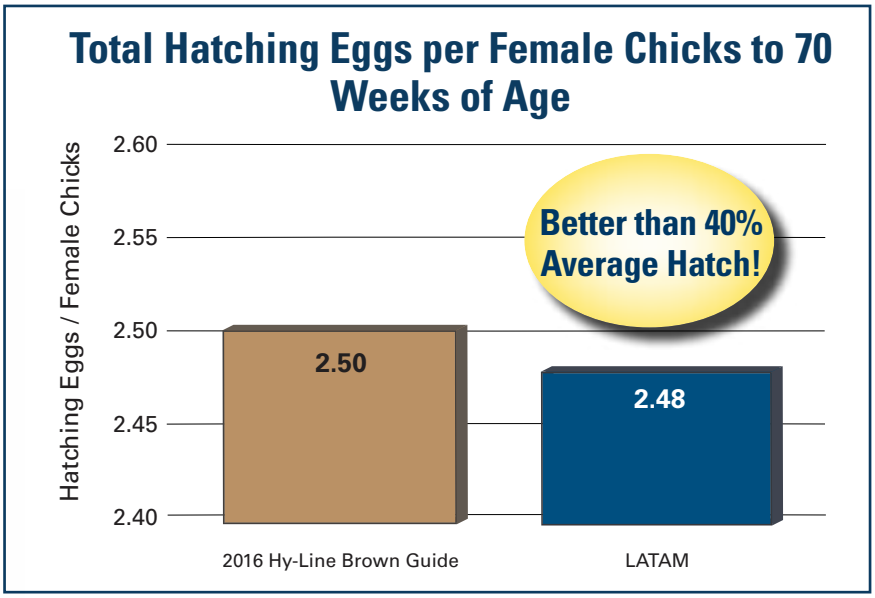
Female Livability, 1–17 Weeks Female Livability, 18–75 Weeks	95% 90%
Male Livability, 1–17 Weeks Male Livability, 18–75 Weeks	90% 89%
Age at 50% Production	147 Days
Peak Percent Hen-Day Production (age)	92–97% (25 Wks)
Number of Hen-Day Eggs, 18–75 Weeks	315–331
Number of Hen-Housed Eggs, 18–75 Weeks	300–315
Number of Settable Hen-Housed Eggs, 22–75 Weeks	277
Number of Female Chicks Produced, 22–75 Weeks	110
Average Number of Female Chicks / Week, 22–75 Weeks	2.0
Average Percent Hatchability, 22–75 Weeks	78%
Female Body Weight, 17 Weeks Female Body Weight, 40 Weeks (mature)	1.36–1.45 kg 1.82–1.94 kg
Male Body Weight, 17 Weeks Male Body Weight, 40 Weeks (mature)	2.03–2.15 kg 2.60–2.76 kg
Number of Males / 100 Females	8
Feed Consumption Per Bird Housed, 1–17 Weeks (cumulative) Feed Consumption Per Bird Housed, 18–75 Weeks (average daily total of males and females)	5.97 kg 109–113 g
Feed Consumption Per 10 Hatching Eggs, 22–75 Weeks Feed Consumption Per Dozen Hatching Eggs, 22–75 Weeks	1.48 kg 1.68 kg

View the Hy-Line Brown Parent Stock Management Guide

Data from real-world breeding flocks in Latin America demonstrate the productivity of the Hy-Line Brown parent.







The World's Most Balanced Layer for Sustainable Egg Production

The Hy-Line Brown combines world-class productivity, industry-leading feed efficiency, and superior egg quality. Her combination of traits permits world egg producers to feed their local communities with nutritious egg protein while being responsible stewards of the planet's resources, preserving them for future generations.

30-Year Genetic Gain on a Global Scale

LESS FEED CONSUMED SAVES

*23 grams less feed to produce an egg compared to 30 years ago.

1 MILLION FEED TRUCKS **&** **143 MILLION LITERS OF WATER**

This represents the cropland size of New Zealand saved & eliminates 16 million metric tons of CO_2 emissions.

MORE EGGS PRODUCED FEEDS

YIELDING PROFITS

Hy-Line® BROWN

$3.73 NET INCOME PER BIRD

This pays for the cost of the replacement pullet.

*More egg income over the cost of feed per hen-housed to 80 weeks of age.

Read More at hyline.com/sustainability

1.3 BILLION MORE PEOPLE DAILY

This represents the population of China.

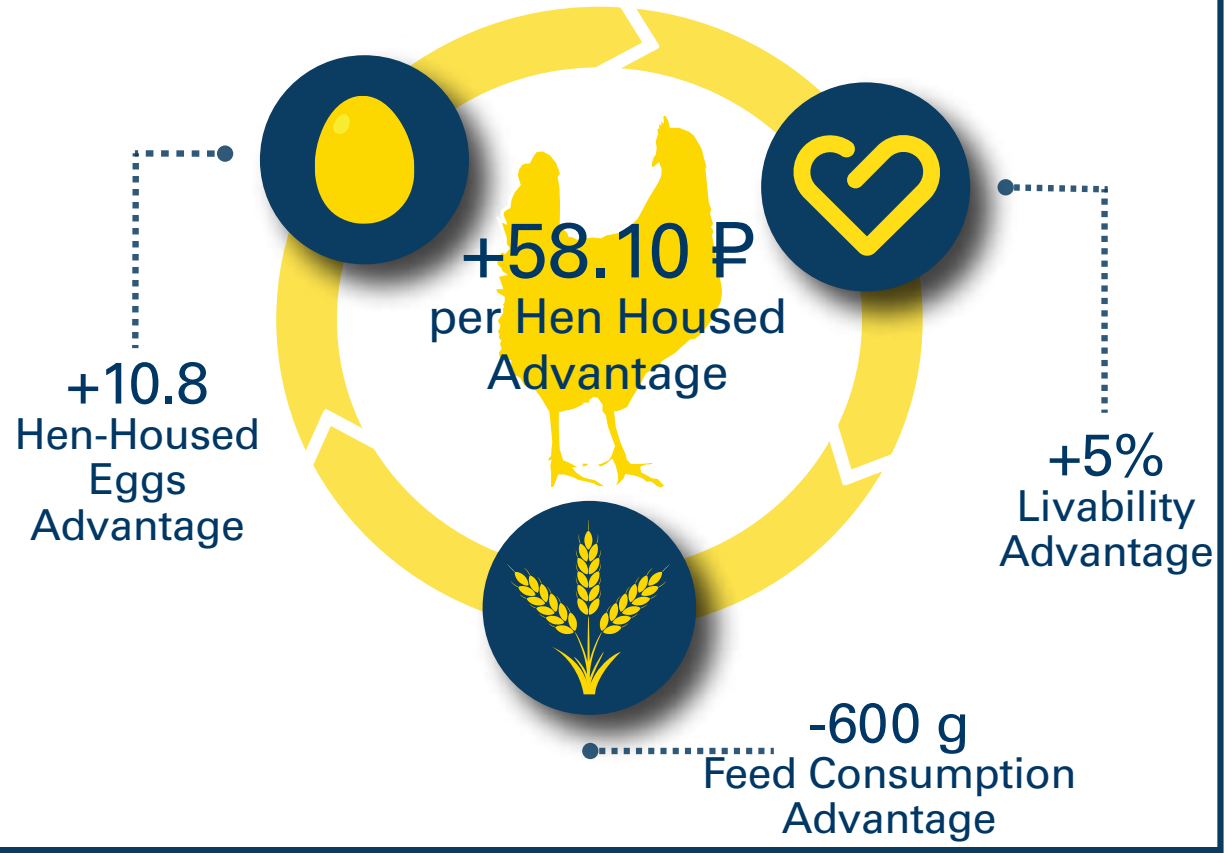
***Data based on internal calculations.**

The Hy-Line® Advantage

The Hy-Line Brown continues to be the #1-selling brown egg layer in the world due to her balanced traits, which make her the most profitable brown-egg laying hen for farmers worldwide. Her combination of high productivity, excellent feed conversion, superior egg quality, and optimum egg weight profile makes her stand out versus the other brown varieties available in the market.

Hy-Line Brown – Superior Performance Means Maximum Profitability

Source: 25th Czech International Random Sample Test



End of lay at 74 weeks vs. Hisex Brown

Hy-Line® BROWN

50,000 birds ×58.10 ₽ =290m ₽ additional income

100,000 birds ×58.10 ₽ =580m ₽ additional income

250,000 birds ×58.10 ₽ =1450m ₽ additional income

The Hy-Line Advantage

+ 58.10 ₽ Additional Net Income per Hen!

Hy-Line Brown's performance yields maximum profits for the egg producer.

What matters most is that these productivity and quality traits yield higher profitability for the egg farmer. The Hy-Line Brown generates a 58.10 ruble per hen-housed profitability advantage applying current local price and cost estimates to the end of the lay cycle.

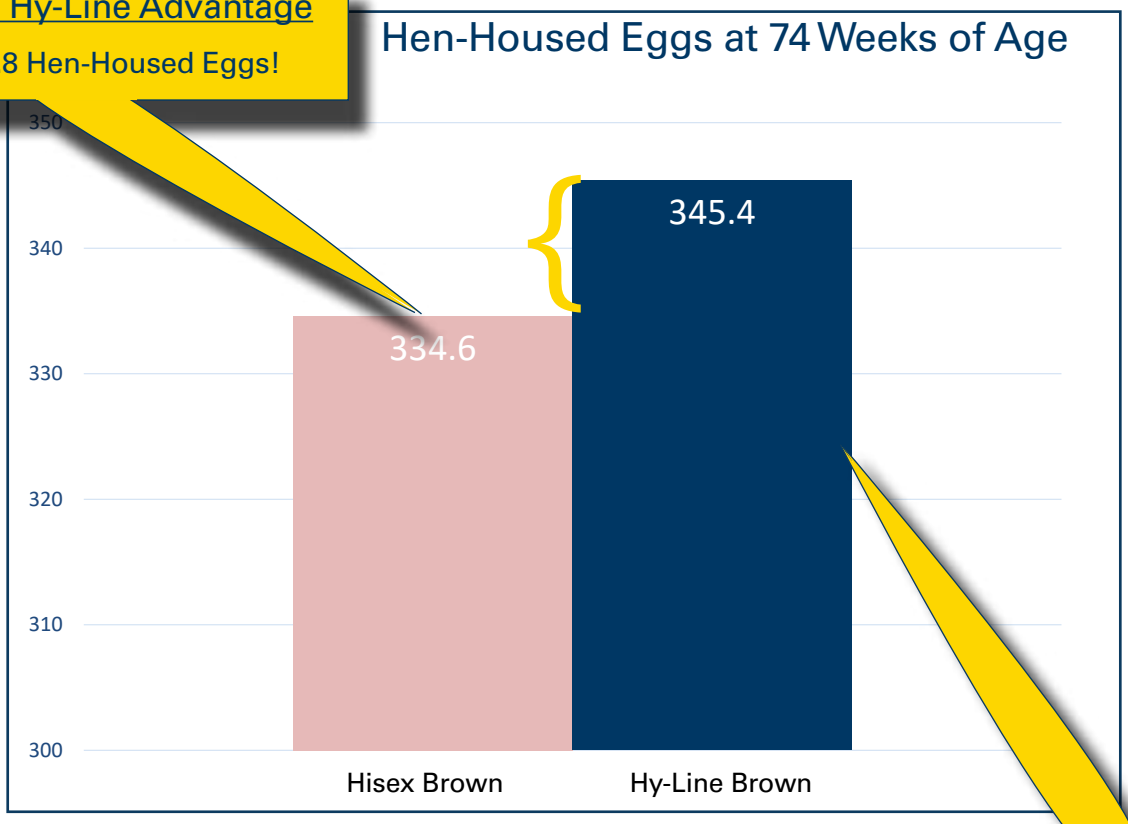
Over the years, the Hy-Line Brown has been tested in the field throughout the world, coming out on top time and time again. This includes the head-to-head trial in the 25th Czech International Random Sample Test. In the test, the Hy-Line Brown showed to be a very productive layer, able to maintain a high rate-of-lay late through the production period, resulting in an advantage in hen-housed eggs versus competing brands, in this case, the Hisex Brown.

Hy-Line Brown vs. Hisex Brown

The test protocols called for a test to 74 weeks-of-age. In real-world conditions, Hy-Line Brown flocks are kept to 80 and 90 weeks.

The Hy-Line Advantage

+ 10.8 Hen-Housed Eggs!

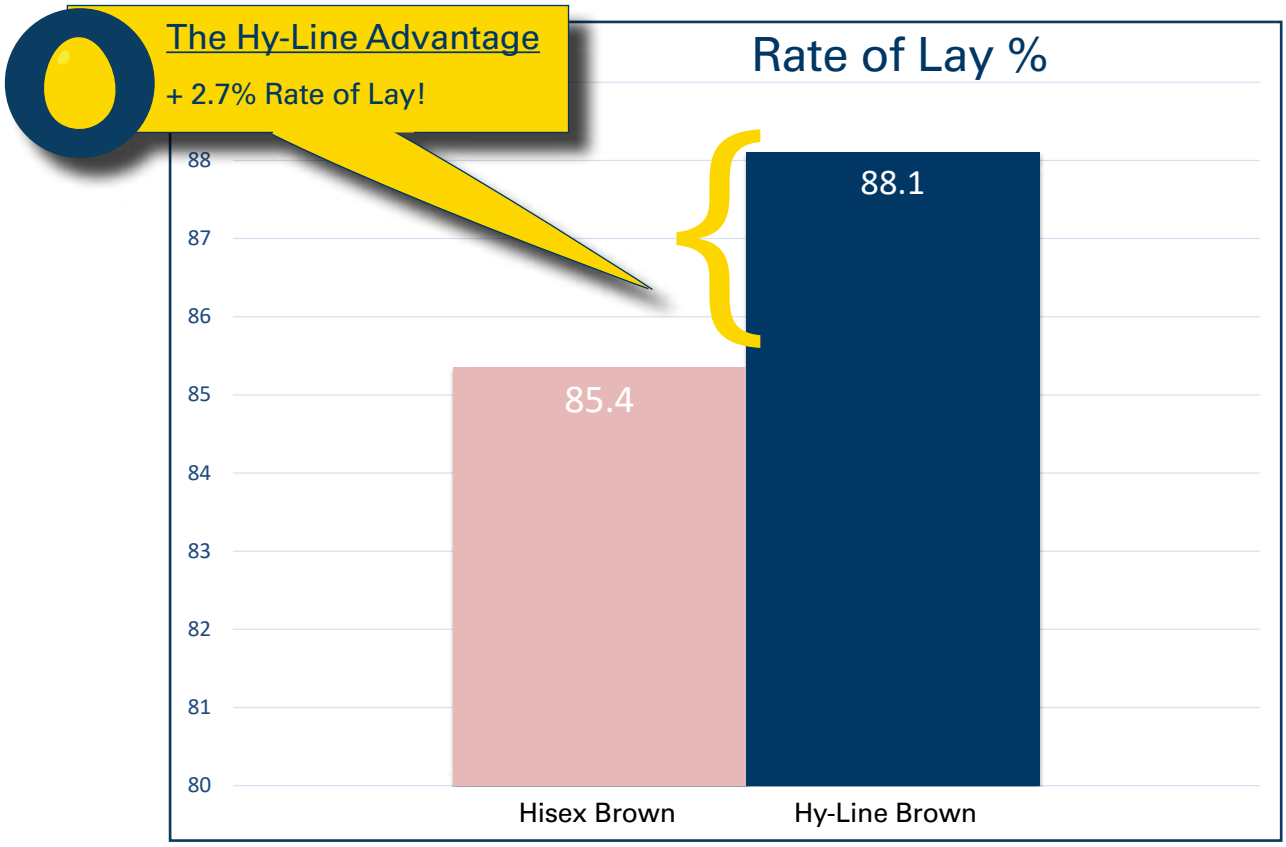


The Hy-Line Brown yielded an additional 10.8 hen-housed eggs to 74 weeks of age. Not only did she produce more eggs, she did it on 4.5 fewer grams of feed than the Hisex Brown needed to produce an egg.

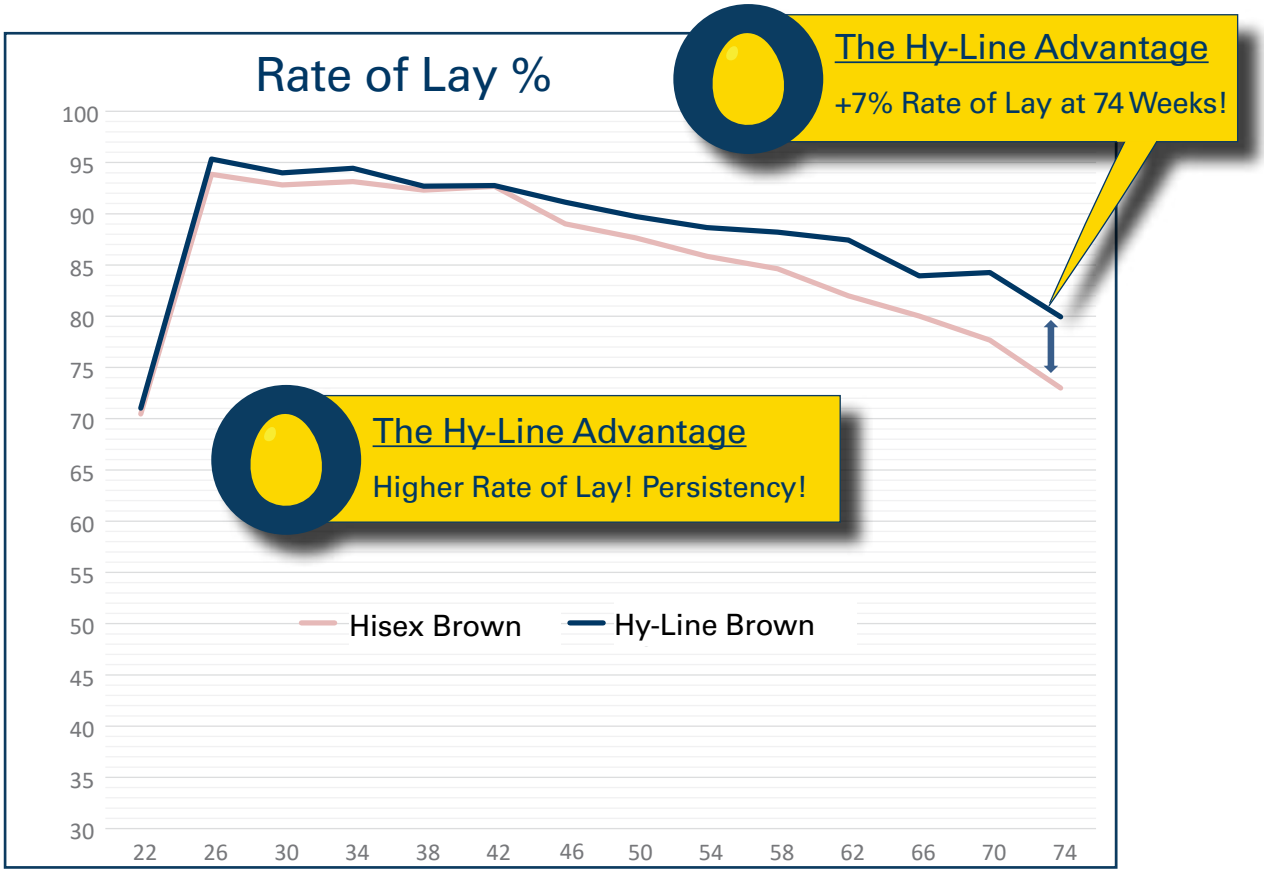
The Hy-Line Advantage

4.5 g of Feed Savings per Egg Produced!

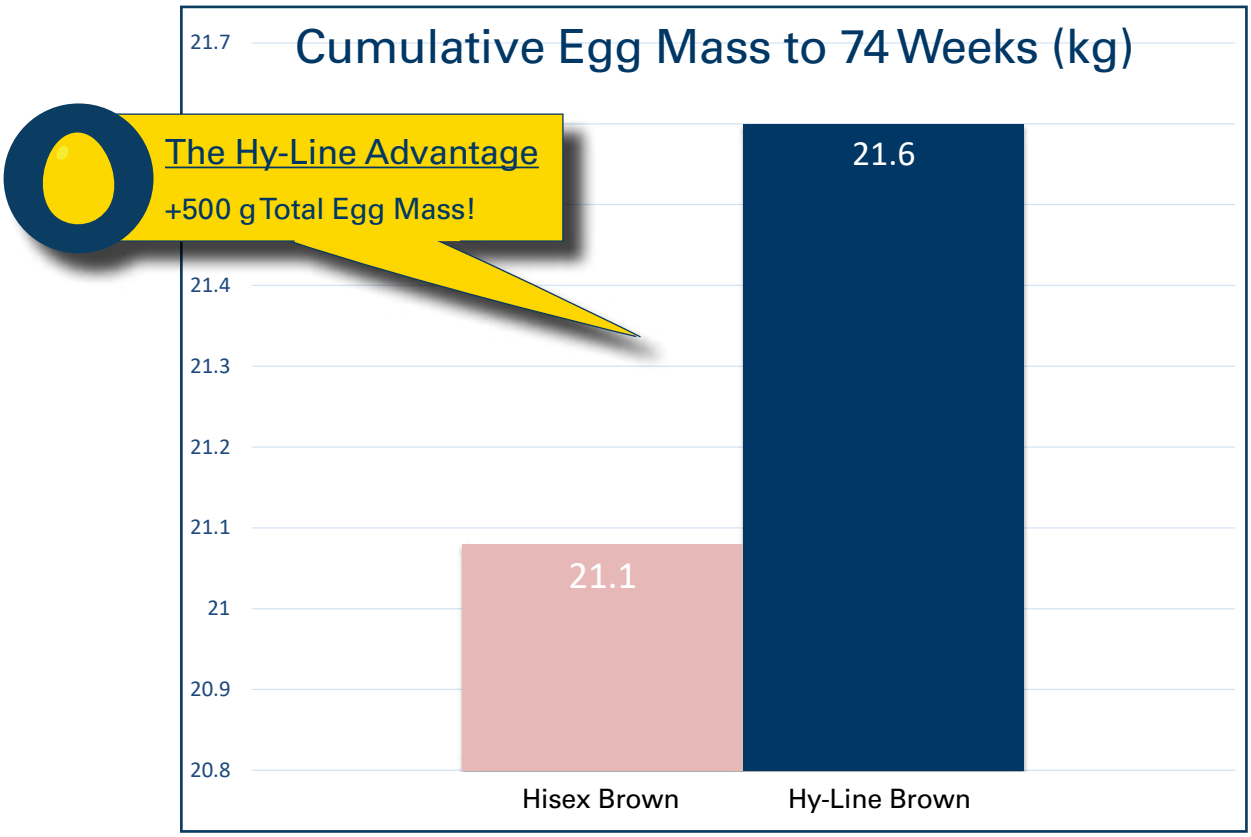
The Hy-Line Brown's superior productivity was on display throughout the production period as demonstrated below, with a **+2.7% average rate of lay advantage:**



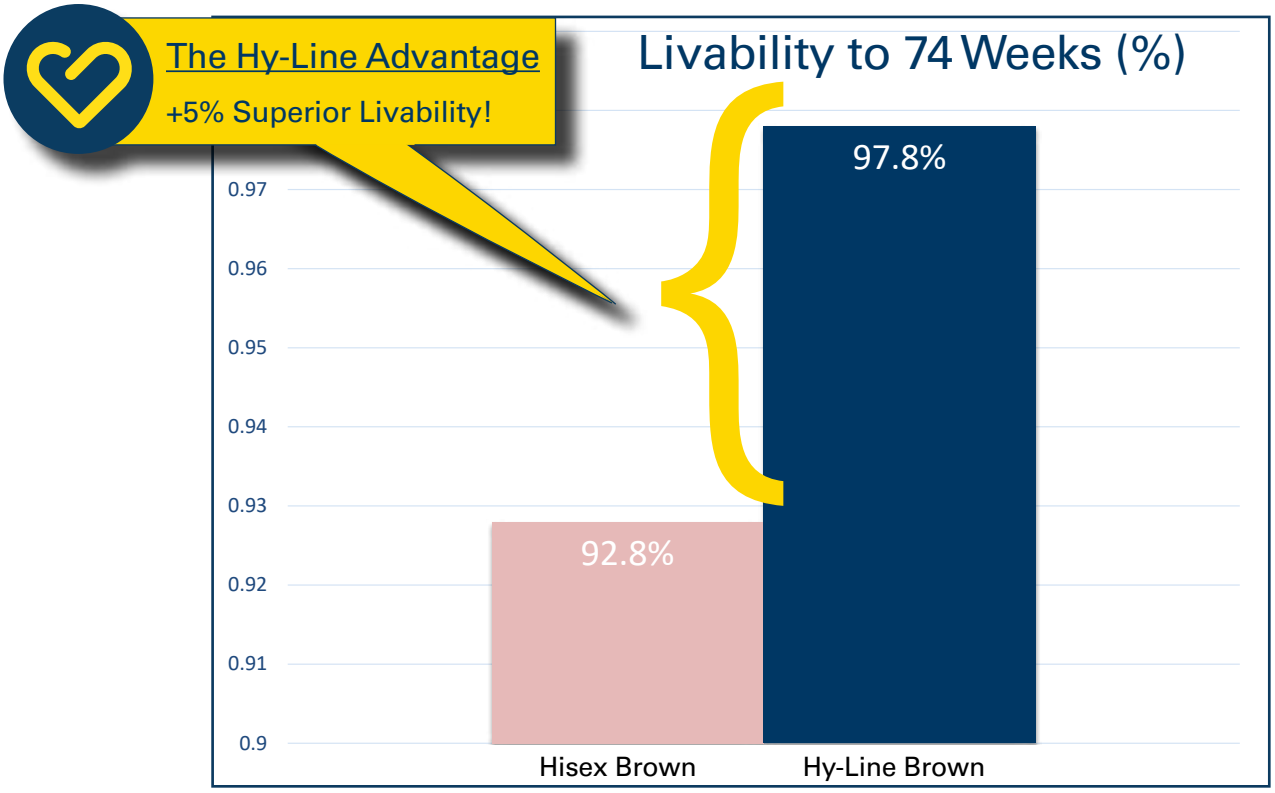
The Hy-Line Brown dominated the Hisex Brown throughout the lay cycle and the margin increased as the flocks aged due to her superior persistency of lay. The chasm between the varieties reached a 7% margin at the time the test was completed at week 74.



The result was not only a greater number of eggs but more cumulative egg mass per hen-housed. The Hy-Line Brown delivered a one-half kg, or 500 g, more egg mass during the production cycle vs. the Hisex Brown with a **21.6 vs. 21.1 kg advantage** (graph below).

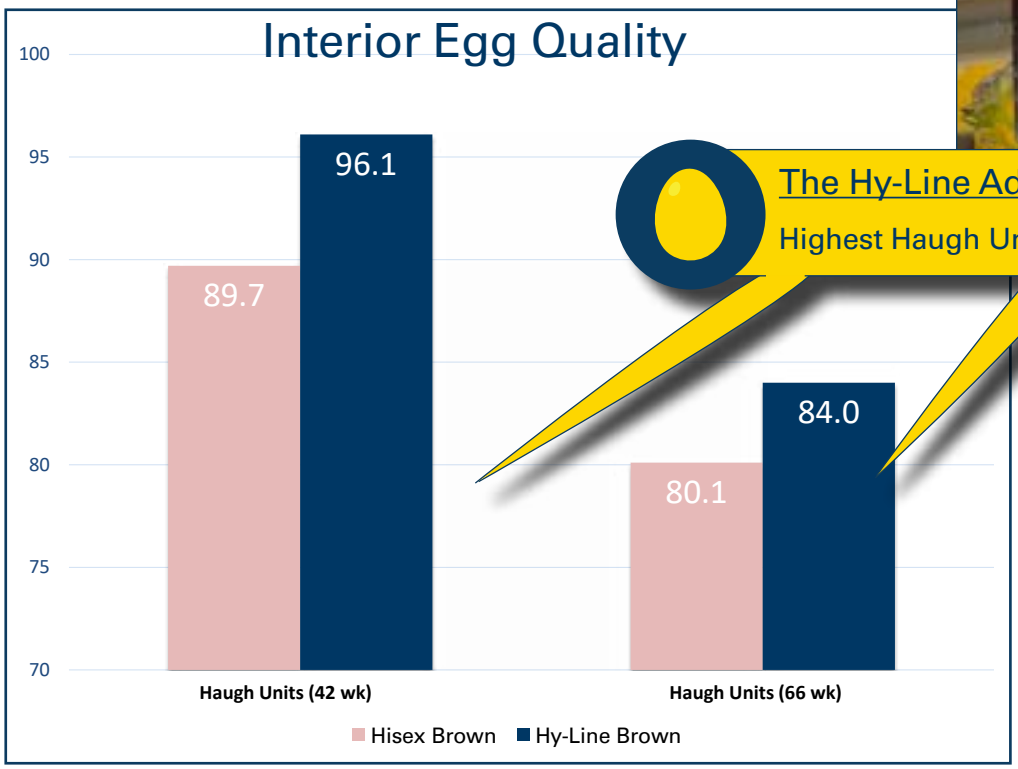


The Hy-Line Brown's world-renowned robustness and resistance to environmental challenges was on display as she bested the Hisex bird with a 5% livability advantage to the end of lay (graph below).

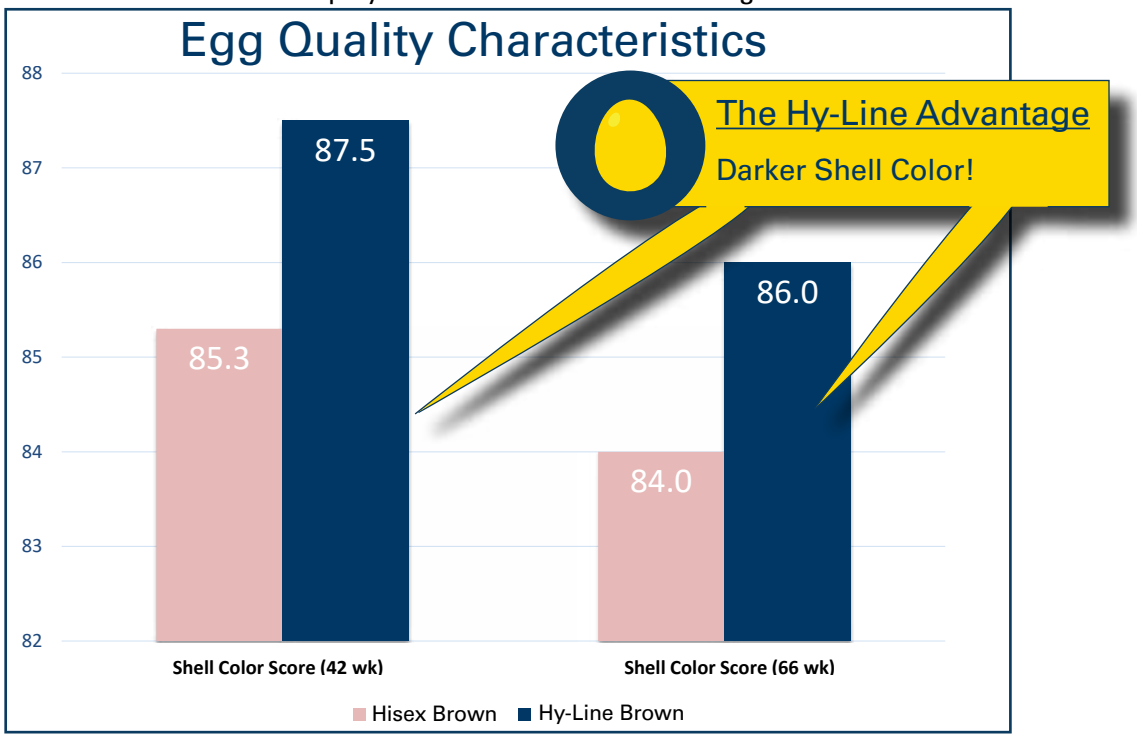


Conversely, the competitor's mortality rate was more than 3 times higher, with a 7.2% death rate vs. Hy-Line's very low 2.2% rate over the period. Superior livability means the layer house stays fuller to the end of lay, with more birds to sell as spent hens.

What is especially valuable with the Hy-Line Brown is her ability to not only be highly productive and extremely efficient but also produce eggs of the highest quality. The Hy-Line Brown has the best interior egg quality with the highest Haugh units score of any breed in the industry, which was clearly demonstrated in the test (graph below).

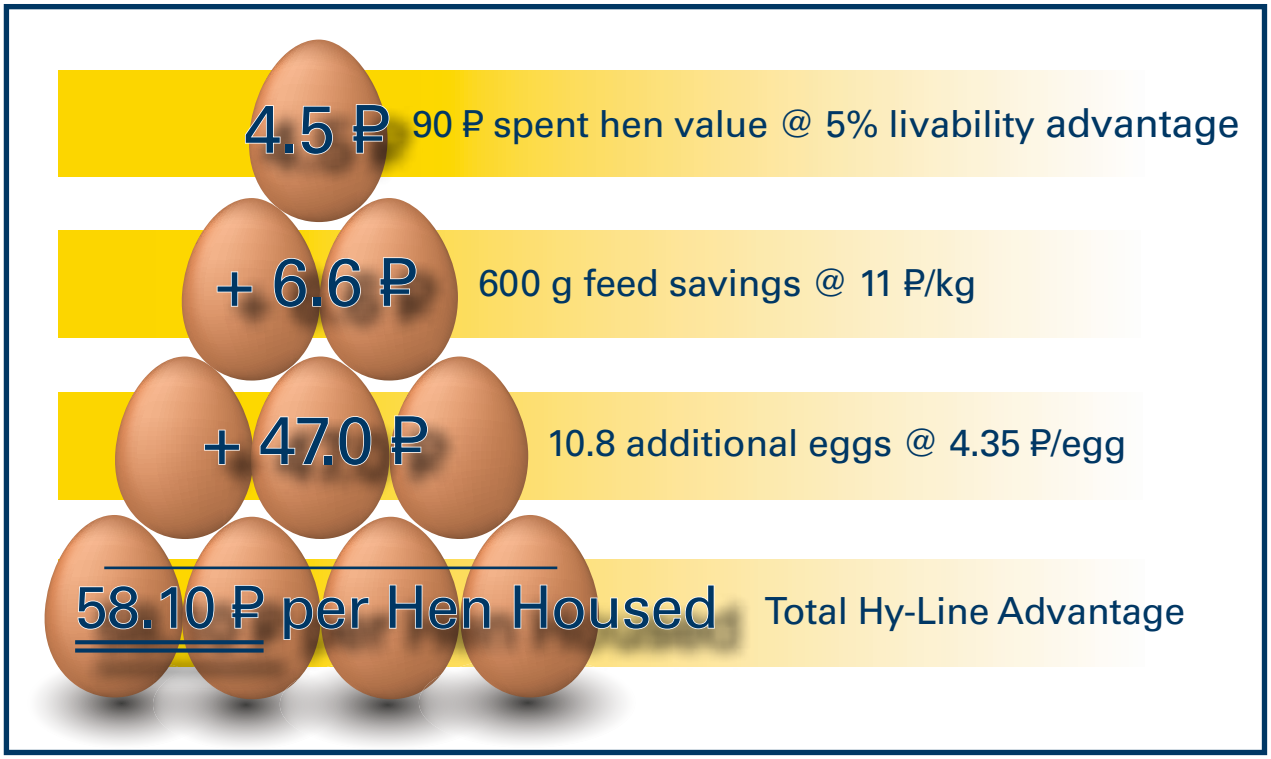


In addition, the Hy-Line Brown's ability to maintain a more rich, dark shell* throughout the production cycle was on display at both 42 and 66 weeks of age:



**Color score in graph was expressed in the internal Hy-Line index score, which combines the a, l, and b parameters. A higher score represents a darker shell.*

What matters most of all is that these productivity and quality traits yield higher profitability for the egg farmer. Applying current local price and cost estimates to these end of cycle results yields a 58.10 ruble per hen-housed profitability advantage for the Hy-Line Brown layer in the head-to-head comparison resulting from the combination of the Hy-Line Brown's 10.8 additional eggs produced per hen, 600 fewer grams of feed, and 5% more birds in the house at the end of lay (74 weeks).



Trait	Hy-Line Advantage	Value (₽)	Hy-Line Financial Advantage (₽/Hen Housed)
More HH eggs	+ 10.8 HHE	4.35 ₽/egg	47
Feed savings	-0.6 kg/hen	11 ₽/kg of feed	6.6
Higher livability	+ 5%	90 ₽/spent hen	4.5 ₽ cost recovery per hen housed
Hy-Line Advantage: 58.10 ₽ per Hen-Housed			
Per 50,000 birds housed		2.905m ₽ PROFIT ADVANTAGE	
Per 100,000 bird housed		5.810m ₽ PROFIT ADVANTAGE	
Per 250,000 bird housed		14.525m ₽ PROFIT ADVANTAGE	

Through various measures of productivity and egg quality, the Hy-Line Brown beat the Hisex Brown. The Hy-Line Brown's great genetic potential is the result of decades of year-on-year improvements from generations of meticulous breeding by the Hy-Line Research Scientist team.

Maximize your profitability with superior performance from the Hy-Line Brown.

Contact your local Hy-Line representative for more information on how the Hy-Line Brown layer can generate more profit on your farm.

Hy-Line®
BROWN