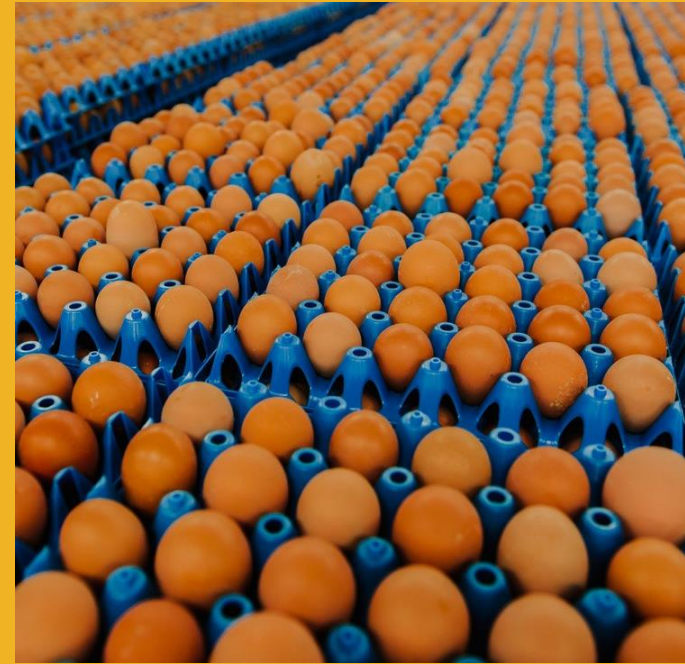


# Herbruck's





**HERBRUCK POULTRY**  
**SARANAC, MI**

**Herbruck's is a leading egg production company based in Saranac, Michigan.**

**Locations in**





# History of Herbruck's

The Herbruck family has been in the egg business for nearly a century — and we're not planning to leave anytime soon. From our great grandparents who got us started to the fourth-generation Herbrucks who are just starting to learn the ropes, this truly is a family business.





# We Serve The Bird

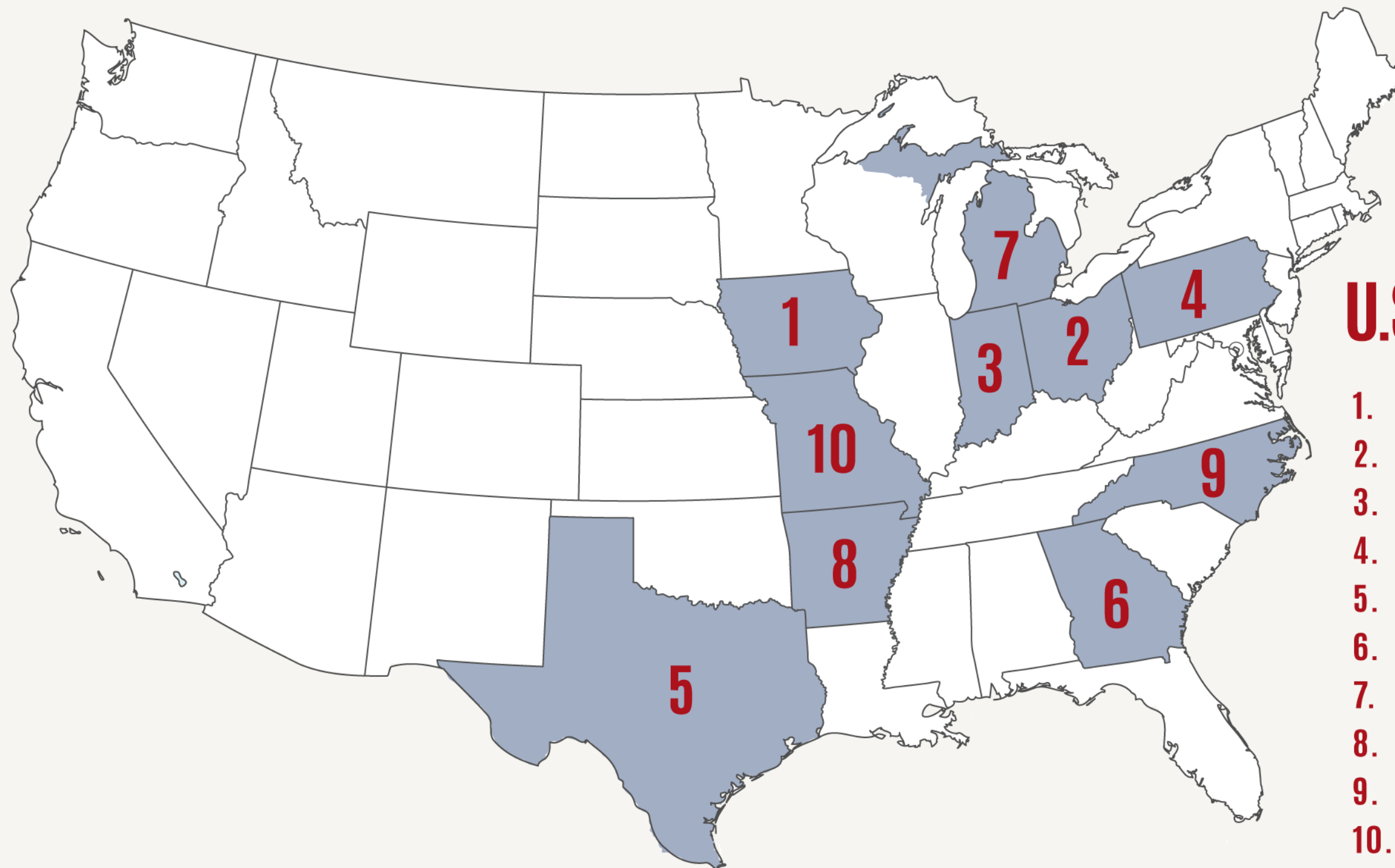
We give laying hens the love and respect they deserve through personal, attentive care. From pullets to hens nearing retirement age, proper handling is our first priority.





# Top States for Egg Production

Ranked By Number of Laying Hens



## U.S. Top 10

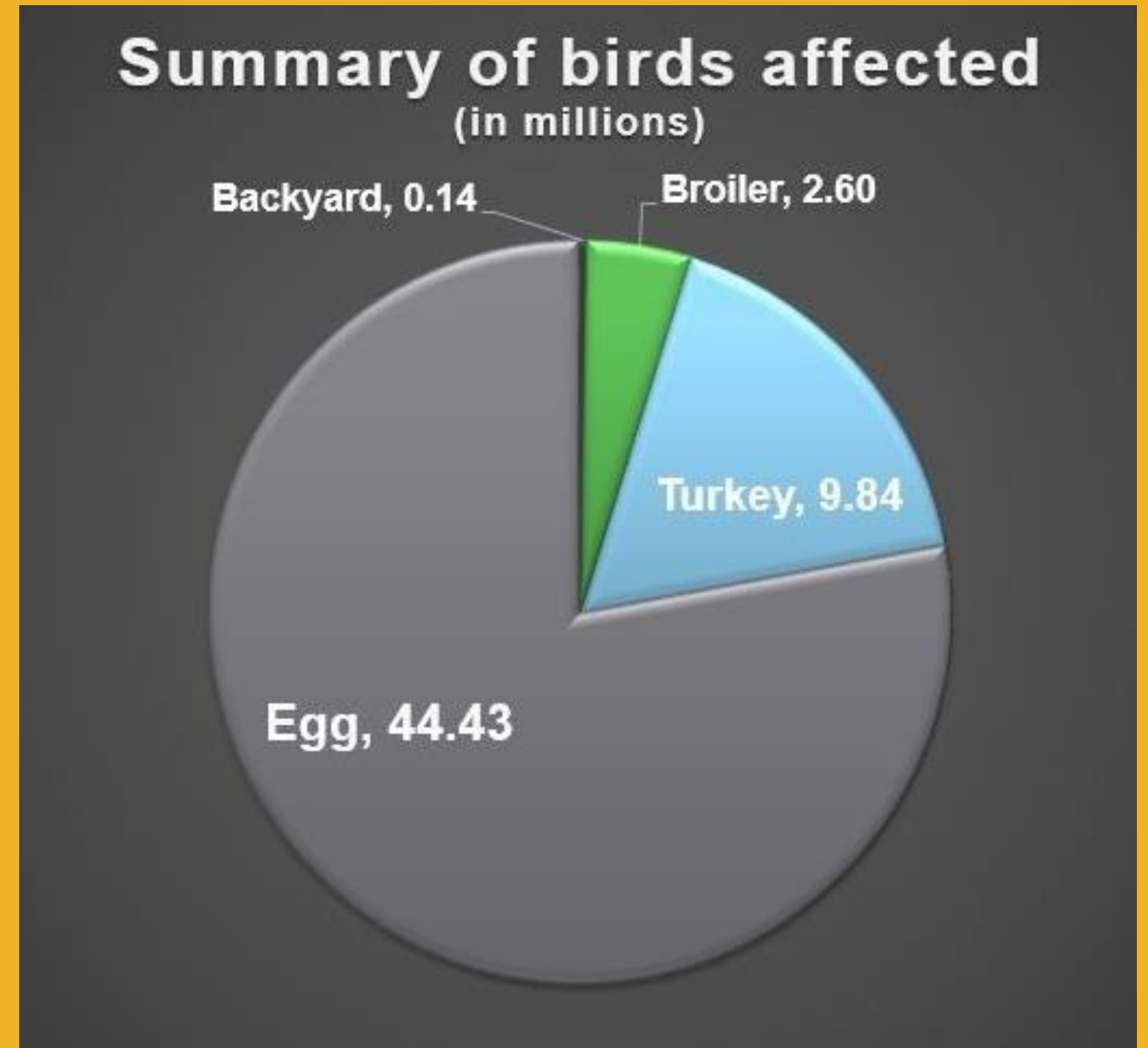
1. Iowa
2. Ohio
3. Indiana
4. Pennsylvania
5. Texas
6. Georgia
7. Michigan
8. Arkansas
9. North Carolina
10. Missouri

# Avian Influenza

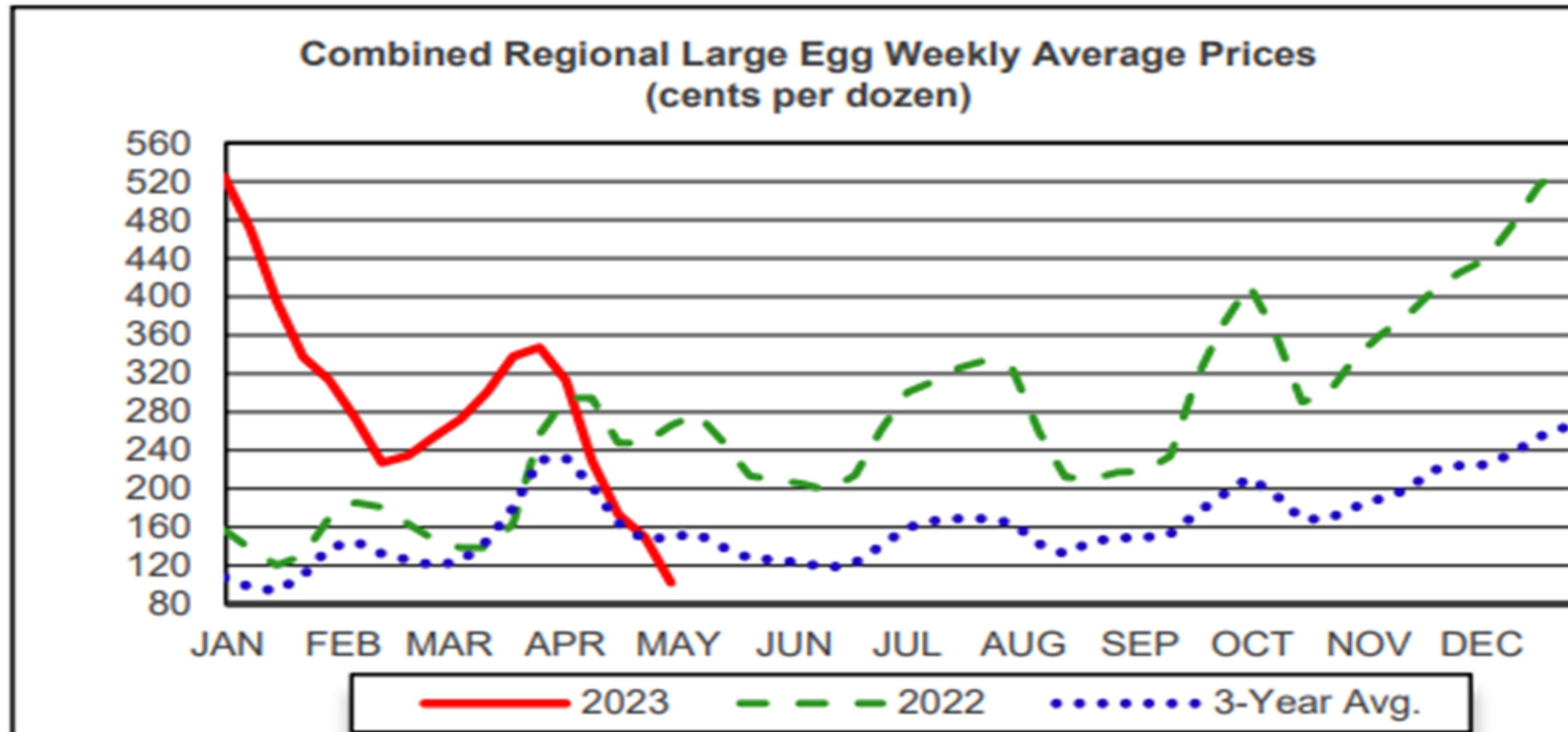
HPAI depopulations continue to disrupt egg and turkey production as confirmations persisted beyond mid-year, unlike what occurred in the 2014-15 outbreak, when instances ceased in June

In December alone, 3.7 million layers were depopulated across 3 states

For reference, during the 2014/15 outbreak 43 million layers were lost



# Prices to consumers recovering from last year



Source: USDA, AMS, LPG Market News

# History on AI Vaccine

- Influenza Vaccines are not allowed to be used in poultry production due to trade implications
- The virus is carried and spread typically by waterfowl (migration)
- Primary measures to deal with high path avian influenza (HPAI) have been biosecurity to prevent
- The goal is to “stamp-out” the virus by culling flocks that are infected (Whole complexes in layer systems)

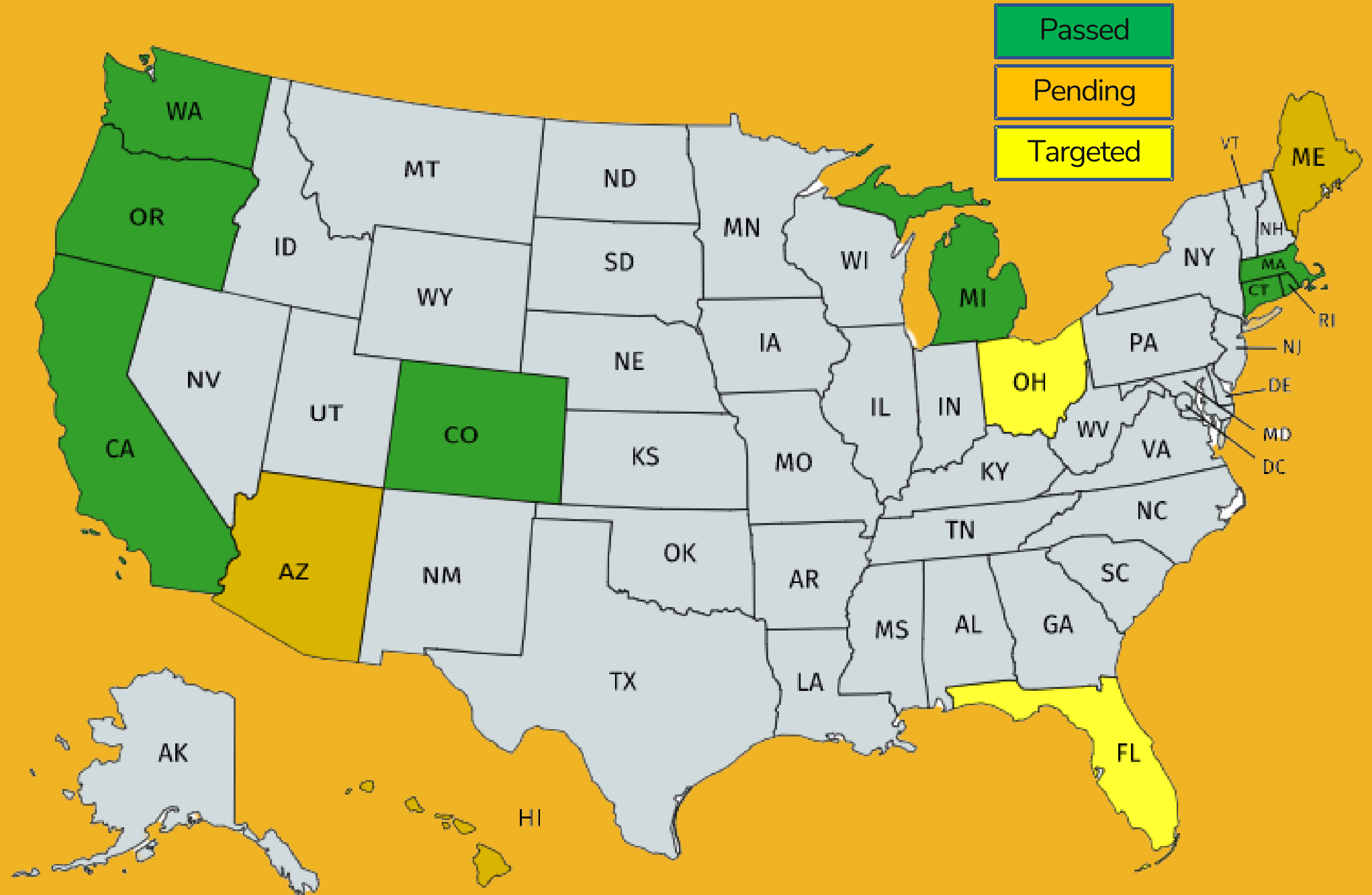


# The Cage Free Movement





# States are Enacting Changes





# Cage Free Conversion

<b>State</b>	<b>Compliance Date</b>	<b>State</b>	<b>Compliance Date</b>
California	Current	Michigan	01/01/2025
Massachusetts	Current	Arizona	01/01/2025
Nevada	01/01/2024	Colorado	01/01/2025
Oregon	01/01/2024	Utah	01/01/2025
Washington	01/01/2024	Rhode Island	7/10/2026
		Ohio	Expired



# Cage Free Egg Pledges by 2025

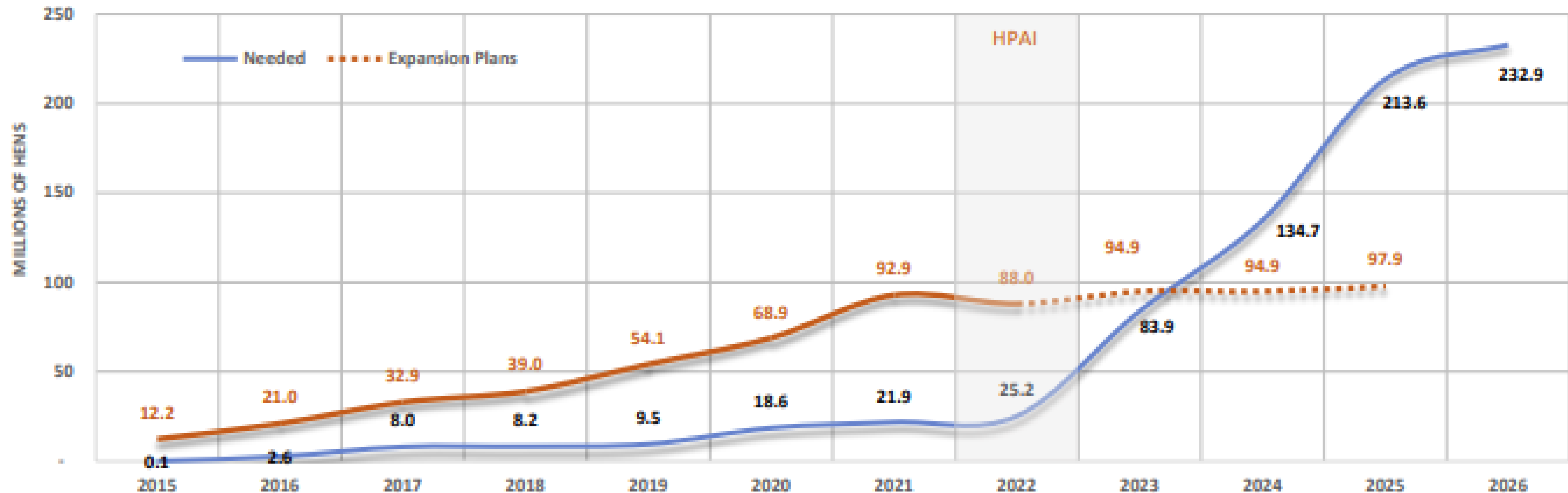
7 Eleven	E&H Family Group	Lowes Markets	Smart & Final
Ahold-Delhaize	El Super	Marc's	Sobeys
Albertons/Safeway	Fairway Market	Market of Choice	Southeastern Grocers
Aldi	Festivals Foods	Marsh Supermarkets	SpartanNash
Alex Lee Inc	Foodland Super Market	Martin's	Stater Bros Markets
All American Quality Foods	Giant Eagle	Meijer	Stew Leonard's
Associated Food Stores	Grocery Outlet	Metro Inc	Superior Grocers
Associated Wholesale Grocers	H Mart	Morton Williams	Supervalu
Bashas'	HEB Grocery Company	Niemann Foods	Target
BJ's Wholesale Club	Homeland Stores	Northgate Gonzalez Market	Tops Markets
Brookshire Grocery Co	Independent Grocers Association	Overwaitea Foods	Trader Joe's
C&K Market	Ingles Markets	PAQ	United Natural Foods Inc
C&S Wholesale Grocers	Jerry's Enterprises	Piggy Wiggly Midwest	Vallarta Supermarkets
Cardenas Markets	KeHE	Price Chopper Supermarkets	Wakefern Food Corp
Coborn's	Key Food Stores Cooperative	Pyramid Foods	Walgreen's
Cosentino's Food Stores	King Food Markets	Reason's	Walmart
CVS Health	King Kullen	Roche Bros Supermarkets	Wegmans
Dierbergs Markets	Kroger	Rouses Enterprises	WinCo Foods
Dollar General	Lewis Food Town	Save Mart Supermarkets	Woodman's Markets
Dollar Tree	Loblaw	Schnuck Markets	

# Cage Free Conversion

## Projected Cage-Free Expansion Plans Relative to Commitments + Legislated Needs

Non-Organic Table Egg Layer Flock in millions of hens

updated December 2022



Source: USDA AMS Livestock & Poultry Program, Livestock, Poultry, and Grain Market News Division







**Questions?**



**Thank You!**  
*Herbruck's*<sup>TM</sup>