



Hy-Line® Innovations

A Publication of Hy-Line International

INSIDE THIS ISSUE:

Latin America Hatcheries
and Breeders Congress
4

Hy-Line UK Names Operations Director
4

W-80 Welcomed Around the World
5

Hy-Line Around the Globe
6-7

Hy-Line North America Wins Award
8

Hy-Line Celebrates 30 Years with
Shenyang Huamei
8

New and Sale Items on Hy-Line Store
8

Hy-Line Celebrates 80 Years with New Variety

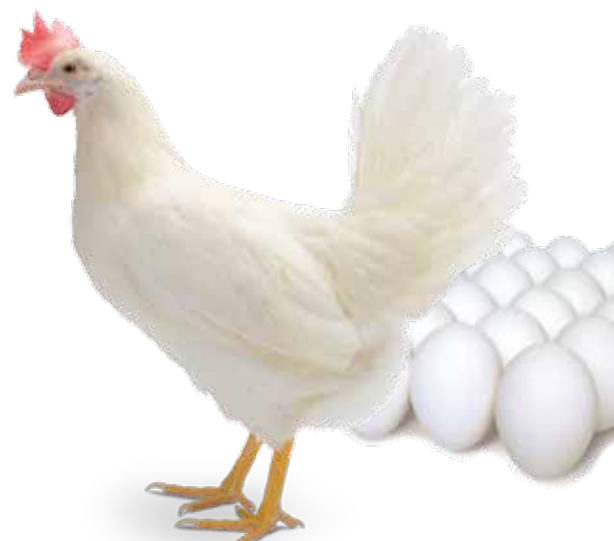
Hy-Line International is kicking off its 80th Anniversary celebration by introducing a new variety – the W-80.

Appropriately named for the company's milestone, the W-80 is a robust white egg layer for all housing systems and environments. This bird delivers prolific egg numbers, excellent egg shell strength, and strong performance under challenging environments and low-density feed rations.

The W-80 is adaptable to alternative production systems and remains calm for easy management. For markets requiring a larger egg size, the W-80 Plus gives producers the same great traits with an egg weight profile two grams heavier.

Its persistency for long single-cycle lay means more eggs on five grams less feed. Producers gain more profitability with a feed savings of approximately two kilograms per bird per year versus competing brands.

Continued on pg. 2



Hy-Line®
W-80



Dr. Henry A. Wallace and Henry B. Wallace.

The start of a new year marks a significant point in the history of Hy-Line International – our 80th anniversary of providing genetic excellence to the layer industry.

No other layer genetics company in the industry can match this achievement of longevity – celebrating eight decades of success. It is important to pause and reflect on the milestones achieved.

1936 – Hy-Line Pullet Farms is started by Dr. Henry A. Wallace, who would later become Vice President of the United States. Hy-Line was the first company to apply the science of hybridization in commercial production of improved layers for the domestic and international egg industries.

80 Years of Genetic Excellence

The start of a new year marks a significant



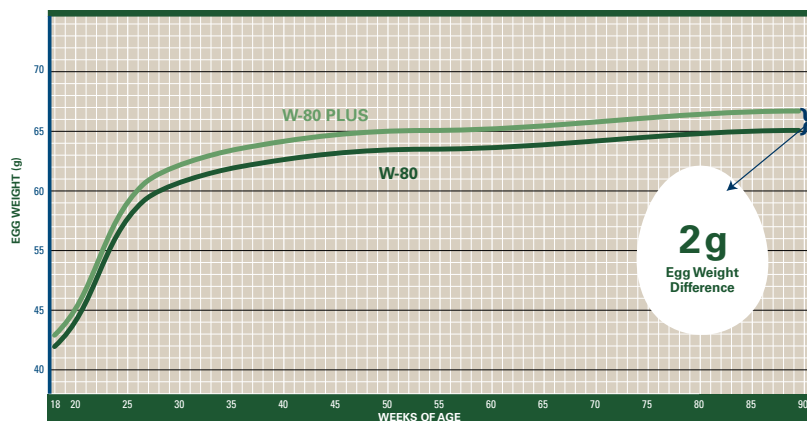
Continued on pg. 3

W-80 continued from pg. 1

"With the addition of the W-80, we are proud to say Hy-Line delivers a bird for every market," said Jonathan Cade, president of Hy-Line International. "I can think of no better way to celebrate 80 years of genetic excellence than to give our customers a choice of birds that will thrive in their climate, their housing system and their country. The W-36, Brown, Silver Brown, Sonia, and now the W-80 allow customers to provide what their market requires."

To see the W-80 and W-80 Plus management guides, visit the product information page at hyline.com.

Average W-80 Egg Weight vs. W-80 Plus Egg Weight



| Performance Summary | W-80 | W-80 Plus |
|---|-----------------------|-----------------------|
| GROWING PERIOD (TO 17 WEEKS): | | |
| Livability | 97% | 97% |
| Feed Consumed | 5.12–5.66 kg | 5.12–5.66 kg |
| Body Weight at 17 Weeks | 1.17–1.25 kg | 1.17–1.25 kg |
| LAYING PERIOD (TO 90 WEEKS): | | |
| Percent Peak | 95–97% | 95–97% |
| Hen-Day Eggs to 60 Weeks | 258.4–264.9 | 258.4–264.9 |
| Hen-Day Eggs to 90 Weeks | 424.2–439.3 | 424.2–439.3 |
| Hen-Housed Eggs to 60 Weeks | 252.1–258.5 | 252.1–258.5 |
| Hen-Housed Eggs to 90 Weeks | 409.8–424.3 | 409.8–424.3 |
| Livability to 60 Weeks | 96.5% | 96.5% |
| Livability to 90 Weeks | 94% | 94% |
| Days to 50% Production (from hatch) | 141 | 141 |
| Egg Weight at 26 Weeks | 56.0 g/egg | 57.0 g/egg |
| Egg Weight at 32 Weeks | 59.0 g/egg | 60.0 g/egg |
| Egg Weight at 70 Weeks | 64.0 g/egg | 66.0 g/egg |
| Total Egg Mass per Hen-Housed (18–90 weeks) | 25.2–26.1 kg | 25.9–26.8 kg |
| Body Weight at 32 Weeks | 1.59–1.71 kg | 1.59–1.71 kg |
| Body Weight at 70 Weeks | 1.62–1.74 kg | 1.62–1.74 kg |
| Shell Strength | Excellent | Excellent |
| Haugh Units at 38 Weeks | 88.1 | 88.1 |
| Haugh Units at 56 Weeks | 85.6 | 85.6 |
| Haugh Units at 70 Weeks | 83.7 | 83.7 |
| Average Daily Feed Consumption (18–90 weeks) | 99–111 g/day per bird | 99–111 g/day per bird |
| Feed Conversion Rate, kg Feed/kg Eggs (20–60 weeks) | 1.87–2.05 | 1.83–2.01 |
| Feed Conversion Rate, kg Feed/kg Eggs (20–90 weeks) | 1.96–2.12 | 1.92–2.07 |
| Feed Utilization, kg Egg/kg Feed (20–60 weeks) | 0.49–0.53 | 0.50–0.55 |
| Feed Utilization, kg Egg/kg Feed (20–90 weeks) | 0.47–0.51 | 0.48–0.52 |
| Feed per 10 Eggs (20–90 weeks) | 1.15–1.24 kg | 1.15–1.24 kg |
| Feed per Dozen Eggs (20–90 weeks) | 1.39–1.49 kg | 1.39–1.49 kg |
| Condition of Droppings | Dry | Dry |

80 Years of Genetic Excellence continued from pg. 1

1940 – The first 40,000 commercial chicks were sold by Henry B. Wallace.

Late 1940s – Hy-Line's egg quality laboratory breaks 200,000 eggs per year, measuring Haugh Units, and scoring the eggs for shell strength, shape, size and color – passed from generation to generation. Today, the egg quality laboratory tests more than 1 million eggs a year with the most modern technology available.



1960 – Hy-Line layers have become so valued for their efficiency, livability and egg quality, that more than 70 million layers are sold in the US, Canada and Latin America.

1970s – Hy-Line introduces wing feather sexing to the hatching industry, leading to greater efficiency.

1980s – The first layer company to eradicate leukosis from all its varieties.

1990s – Hy-Line becomes the first layer company with its own in-house molecular genetics team, leading the industry in application of DNA-based technology to its breeding and genetics program.

2000s – Among many achievements in this decade, Hy-Line expands its research farms for even more complete and lengthier testing and introduces marker-assisted selection in its genetic lines.



2010s – Establishment and growth of wholly-owned worldwide distribution centers in Japan, Brazil, UK, France and South Africa.

Dr. James Arthur Research Farm, newly renovated in 2011.

2016 – Hy-Line produces and sells both brown and white egg stock to more than 120 countries worldwide and is the largest selling layer in the American egg industry and around the world.



Dr. Dennis Casey Research Farm, opened in 2014.

None of this would be possible without Hy-Line's loyal, diligent customer base. For that, we thank you. You have our continued commitment to stay on the forefront of genetic excellence to provide you with birds that thrive in your market.

We are excited to commemorate our 80th year by launching our new W-80 variety. With the addition of this bird, Hy-Line can boast it has a bird for every market – every climate, every housing system, every country.

– The W-36,
the world's most efficient egg-layer.

– The Hy-Line Brown,
the world's most balanced brown egg layer.

– The Sonia,
the world's leading tint-egg layer.

– The Silver Brown,
a highly efficient medium-sized brown egg layer
with a high end-of-lay value.

– The W-80,
a robust layer for all housing systems and climates.



Jonathan Cade, President, Hy-Line International

Jonathan Cade

Inside this issue of *Innovations*, you will find further information detailing what the W-80 is designed to do and the countries introducing this bird because of the successful results of field tests.

It is our privilege to serve you and the global egg industry. Thank you for your dedicated support. Here is to another 80 years.



Participants at the Hy-Line Latin America Breeders and Hatcheries Congress in Miami.

Hy-Line Hosts Inaugural Latin America Breeders and Hatcheries Congress

In December, Hy-Line brought together its Latin America, Spanish and Moroccan distributors to share strategic management methods for optimal breeder performance and superior hatchery results. More than 50 breeder and hatchery managers took part in the first Hy-Line Latin America Breeders and Hatcheries Congress in Miami for two days of intensive training.

The participants heard presentations on nutrition, lighting, disease management, infrastructure, Avian Influenza, global markets, and worldwide results of the Hy-Line Brown and W-36. This information was provided by Hy-Line Technical Services team members, guest speakers and experienced professionals from Hy-Line's Latin America distributors.

Additionally, three Hy-Line distributors received awards for their leading results with Hy-Line Brown and W-36 – Avicol S.A. of Colombia, Cabaña Avicola Feller SRL of Argentina, and San Fernando S.A. of Peru.

"Our distributors are our direct link to the end-user of Hy-Line layers. We saw this as a great opportunity to work with them to achieve the highest chick quality while optimizing their hatchery efficiency," said Thomas Dixon, sales and marketing director for Hy-Line International.



Pictured, left to right: Thomas Dixon, International Sales and Marketing Director for Hy-Line International, with Dr. Pablo Jaimes and Dr. Alvaro Cortes of Avicol S.A. of Colombia.



Pictured, left to right: Martín Frickel, Mario Goette, Nicolás Martínez, Dra. Helen Motta, Dr. Raul Buthay, Matías Leicker of Cabaña Avicola Feller SRL of Argentina with Thomas Dixon, International Sales and Marketing Director, Dr. Neil O'Sullivan, Director of Research and Development and Dr. Douglas Grieve, Global Technical Services Director for Hy-Line international.

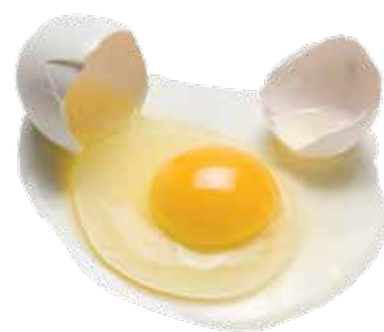


Matthew Godfrey, Operations Director for Hy-Line UK.

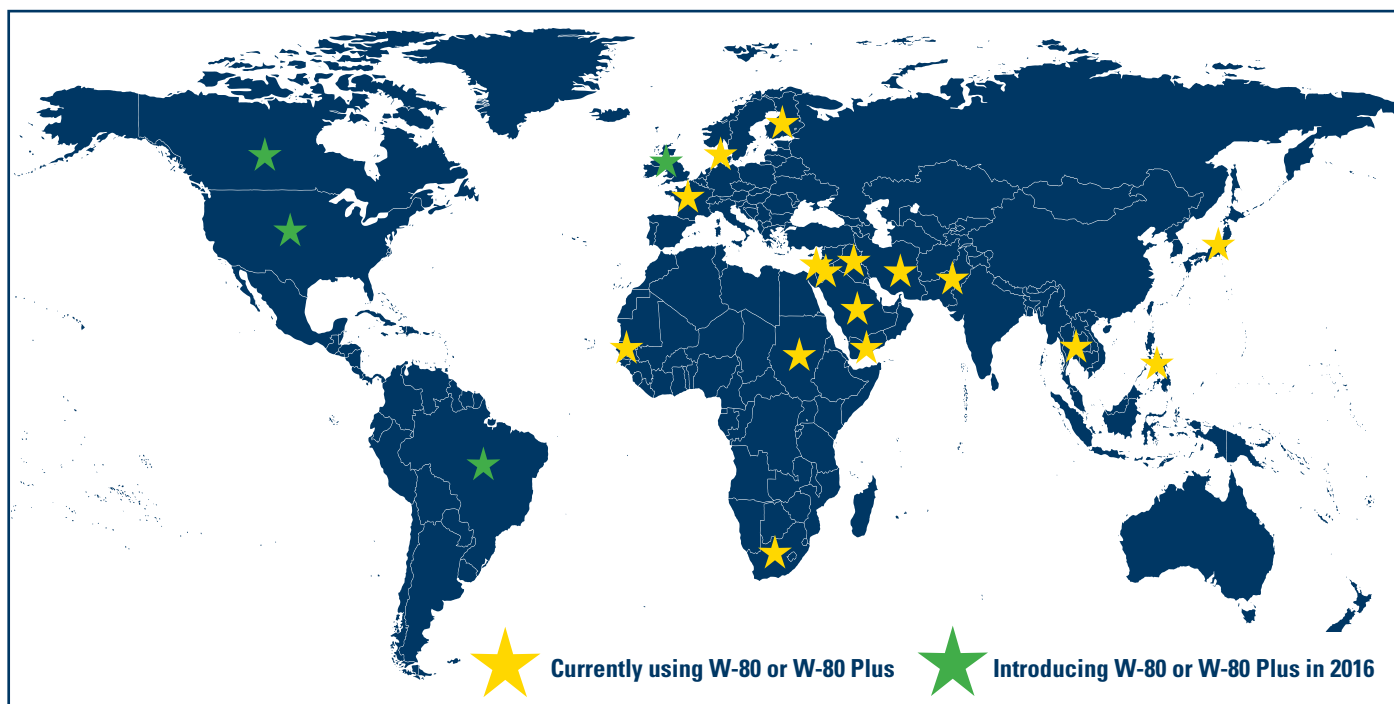
Hy-Line UK Names Operations Director

Matthew Godfrey has been promoted to Operations Director for Hy-Line UK. Godfrey will have responsibility for all hatchery functions, including Farm Fresh and commercial farming operations.

"Matthew, together with the hatchery team, has made great strides in improving the quality, performance and efficiency of the Millennium Hatchery in the last 12 months," said Omead Serati, Managing Director of Hy-Line UK.



Pictured, left to right: Ing. Alejandro Castillo and Ing. Diana Quevedo of San Fernando S.A. of Peru with Dr. Douglas Grieve, Global Technical Services Director for Hy-Line International.



New W-80 Variety Welcomed Around the World

Challenging environments and a variety of housing systems are no match for the Hy-Line W-80. Producers around the world recognize her value and are placing W-80 on their farms. Currently, Hy-Line distributors around the world have begun offering this robust bird.

In Brazil, Hy-Line do Brasil will offer the line targeted for two types of clients – those in heat-stressed regions of the country who work with low-density diets, and those whose business strategy is to maximize egg numbers, especially within a single-cycle scenario. The W-36 continues to be the flagship product in Brazil and is used by the largest and most cost-conscious producers, but the W-80 will allow Hy-Line do Brasil to offer a complementary variety.

In the hot region of Iran, the W-80 will meet what the market requires. Hy-Line has hosted seminars throughout Iran with the Morghak distributor's customers in an effort to introduce the best management techniques for this new white layer variety, complementing the already market-leading W-36.

Feedback from the Philippines proves the W-80 is responding well to the hot, humid conditions in the country in a wide array of housing conditions. The Hy-Line distributor is using the W-80 Plus version to better meet the local demand for the large egg weight profile customers require. The distributor will increase placements in 2016.

The North America market sees initial interest for the W-80 to address the new, rapidly growing cage-free egg production systems. These systems have proliferated recently, as many of the large institutional buyers have announced plans to greatly increase the offering of cage-free eggs via their US network. The W-80 is also expected to thrive in the long, single-cycle production environments.

The W-80 will continue to build a name for itself around the globe.



Hy-Line Around the Globe

UK: Hy-Line UK Celebrates 20th Anniversary

On October 1, Hy-Line UK celebrated its 20th anniversary by holding a dinner event at its world-class Millennium Hatchery in Studley.

The dinner was attended by some of Hy-Line UK's loyal customers and friends. During the evening, Jonathan Cade, President of Hy-Line International, presented prestigious awards to Omead Serati, Hy-Line UK's Managing Director, and Nigel Butcher, Production and Technical Director, for playing a major role in driving the business forward.

Hy-Line UK's founding Managing Director, Andrew Hignett, was on hand to tell the exciting story of how the company was formed in 1995 and how his dream to build one of the largest and most technologically advanced hatcheries in Europe became a reality when the Millennium Hatchery was built in 2000.



Omead Serati (left) and Nigel Butcher (right) of Hy-Line UK receive awards from Hy-Line International president Jonathan Cade (center).

Now, through the continued investment of the EW Group, the Millennium Hatchery is able to remain at the forefront of innovation and technology.



Many customers and friends gathered at the Millennium Hatchery for Hy-Line UK's anniversary celebration.



Iran: W-80 Introduced to Customers

In October 2015, Hy-Line's Iranian distributor, Morghak, and representatives from Hy-Line introduced the new W-80 bird to customers in seminars near Tehran, Qom, Tabriz and Machhad. The seminars also allowed participants to see field results of the W-36 and learn ways to continually improve their bird management.

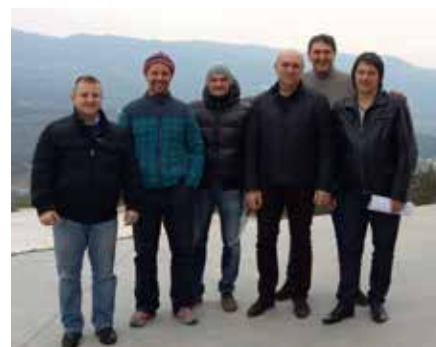
Iranians consume 135 eggs per capita annually. Hy-Line has a 60 percent market share of the 400,000 Parent Stock in this white egg market.



Amine El Ghissassi (Hy-Line International) presents information on the new Hy-Line W-80 to Iranian customers.



Dr. Douglas Grieve (Hy-Line International) discusses the features of the W-80.



Pictured, left to right: Laslo Bango (Bablona Agraria); Nicola Boari (owner of Soc. Agr. "La Spighetta"); Matteo Dellomo (Hy-Line Italy); Vitaliy Karpenko (Hy-Line International); Massimo Graziani (Hy-Line Italy); Andrey Streletskiy (Avias 2000).

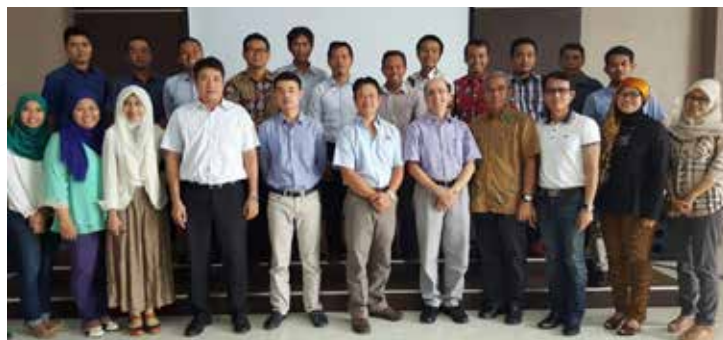
Italy: Customers Study Commercial Management

Representatives from Avias 2000, a Ukrainian company, and Babolna Agraria, a Hy-Line distributor in Hungary, studied commercial bird management in Northern Italy. The tour was led by Hy-Line Italy and one of their commercial customers, Soc. Agr. "La Spighetta."

Indonesia: Hy-Line and CP Indonesia Host Seminar

CP Indonesia's production management group gathered on September 23 for the Hy-Line Genetics and Egg Quality Seminar at CP Indonesia's Training Centre in Cikupa, Tangerang City, Indonesia. This very engaged group heard presentations on optimal management of the Hy-Line Brown and the latest from Hy-Line Research and Development.

Indonesia is a brown egg-layer market with more than 161 million layers.



Participants of the regional Hy-Line technical seminar in Indonesia.



Ningxia Xiaomeng representatives celebrate a previous successful seminar with Thomas Dixon, International Sales and Marketing Director and Charley Zheng, China Regional Business Manager for Hy-Line International, with Mr. Xiaoming Wei, President and Owner of Ningxia Xiaomeng (front row, center).



Participants of the Hebei Huayu Seminar mark the occasion with a group photo, including Dr. Douglas Grieve, Global Technical Services Director for Hy-Line International.

China: Hy-Line Conducts Seminars with Commercial Egg Producers

For 30 years, Hy-Line International has enjoyed a history of growth and close participation with the China market. As the market has grown, consolidation has occurred at the grandparent farm level, with the strongest surviving hatcheries growing their market share with Hy-Line stock.

In 2015 and into 2016, Hy-Line has made a strong push to reach the commercial egg producers via seminars and educational forums. Hy-Line and its China distributors have partnered to share best practices for managing Hy-Line laying hens, discuss nutrition programs, and impart know-how on managing large-scale egg production farms.

These seminars reached more than 1,000 commercial egg producers in the principal egg production regions of the country. One series of seminars was conducted with Huishan Huamei company in celebration of their 30-year anniversary distributing Hy-Line Brown throughout the country. Another seminar took place with Hebei Huayu company's customer base in Hebei province. In 2016, Hy-Line and Ningxia Xiaomeng plan for a cooperative effort to promote improved husbandry efforts among its growing customer base as well.



Senior management from Huishan Huamei pause for a group photo with Dr. Kenton Kreager, Senior Technical Services Veterinarian, Thomas Dixon, International Sales and Marketing Director and Charley Zheng, China Regional Business Manager for Hy-Line International, and Heidi Li, General Manager of Huishan Huamei (front row, center).

Hy-Line North America Wins Award

Hy-Line North America recently received the 2015 "Outstanding Business of the Year" Iowa Venture Award from the Iowa Area Development Group (IADG) in recognition of their 95,000-square-foot egg incubation facility currently under construction in Wilton, Iowa, USA. When the new facility opens in early 2016, it will be Hy-Line North America's largest hatchery, capable of producing 42 million chicks per year, and it will employ 65 people. Hy-Line North America is also adding 12 breeder flock facilities in the area to supply the fertile eggs to the hatchery.

The IADG presented this award on behalf of Iowa's rural electric cooperatives, municipal utilities and independent telecommunication companies. Hy-Line North America was nominated for the award by Eastern Iowa Light & Power Cooperative.



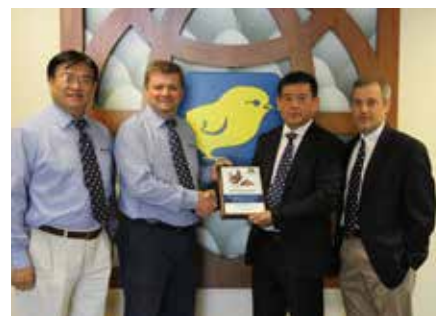
Representatives from Hy-Line North America, along with Iowa Lieutenant Governor Kim Reynolds, accept the Iowa Venture Award.

Hy-Line Celebrates 30 Years with Shenyang Huamei Livestock & Poultry Co., Ltd.

Hy-Line celebrated its 30-year partnership with Shenyang Huamei Livestock and Poultry Co., Ltd. of Shenyang City, China, by hosting technical seminars with more than 350 pullet growers and layer farm owners and managers in Shandong and Taiyuan Provinces of China. Participants learned best practices for maintaining healthy commercial laying stock for optimal production.

"The name 'Huamei' stands for 'China and America' working together. It exemplifies the long-term relationship Hy-Line has with the China market," said Jonathan Cade, president of Hy-Line International. "We look forward to continuing to a successful partnership supplying highly productive and efficient layers to the Chinese market."

Shenyang Huamei Livestock distributes Hy-Line Brown day-old chicks to predominantly northeast and east-central China. Mr. Li Zhaoren, owner of Shenyang Huamei Livestock, recently shared the day-to-day managerial role with his daughter, Ms. Li Yang. She is increasing the volume of high-quality day-old chicks from the operation.



Pictured, left to right: Charley Zheng (Hy-Line International); Jonathan Cade (Hy-Line International); Mr. Li Zhaoren (Shenyang Huamei); Thomas Dixon (Hy-Line International).

New Items on the Hy-Line Online Store

The Hy-Line Online Store at www.hylinestore.com is a great place to find gifts, supplies for your next golf outing, Hy-Line shirts and hats and more. Check out some of the new items added to the store, including a "go-to" soft shell jacket for men and women, and an elegant ladies' scarf.



Hy-Line International

1755 West Lakes Parkway
West Des Moines, Iowa
50266
U.S.A.
Phone: +1 515-225-6030
Fax: +1 515-225-6425



Email: info@hyline.com
www.hyline.com