

# LOHMANN BROWN-CLASSIC TURNING PERFORMANCE INTO PROFIT

## EFFICIENCY THAT PAYS OFF: WHY IOFC MAKES THE DIFFERENCE

In modern egg production, success is no longer measured by egg numbers alone. Today, profitability is driven by efficiency — and one key indicator stands out: Income Over Feed Cost (IOFC).



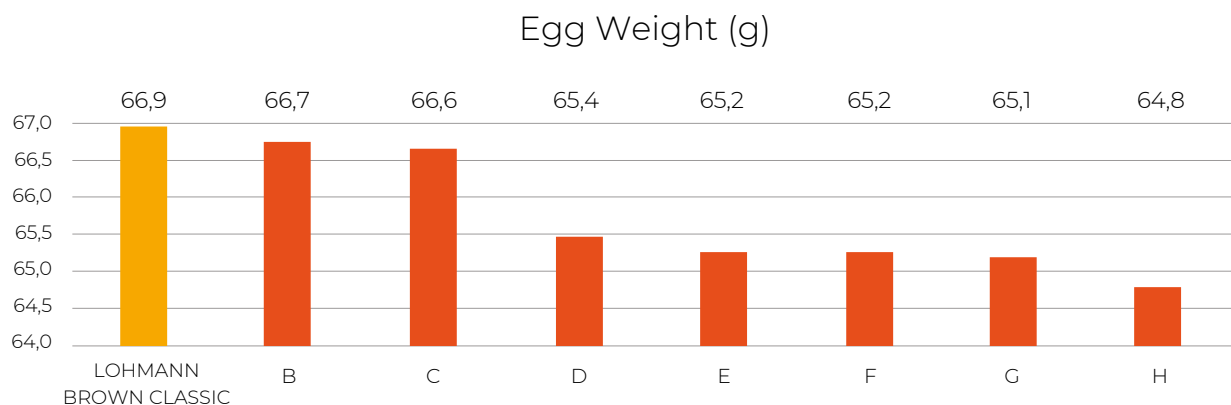
Based on recent cage-free Random Sample Test results from **2024–2025 XXIII Ustrasice alternative system test**, the LOHMANN BROWN-CLASSIC demonstrates not only strong performance but, more importantly, outstanding economic results under real production conditions.

## Strong Performance Meets Economic Efficiency

LOHMANN BROWN-CLASSIC is known for its robustness and adaptability in alternative systems and superior egg quality. The latest results confirm:

- Consistent egg output across flocks**
- Excellent livability under practical farm conditions**
- Stable feed intake levels**
- Reliable persistency beyond peak production**
- Top Shell Strength and Shell colour**

However, what truly sets this bird apart is how efficiently it converts feed into economic return.

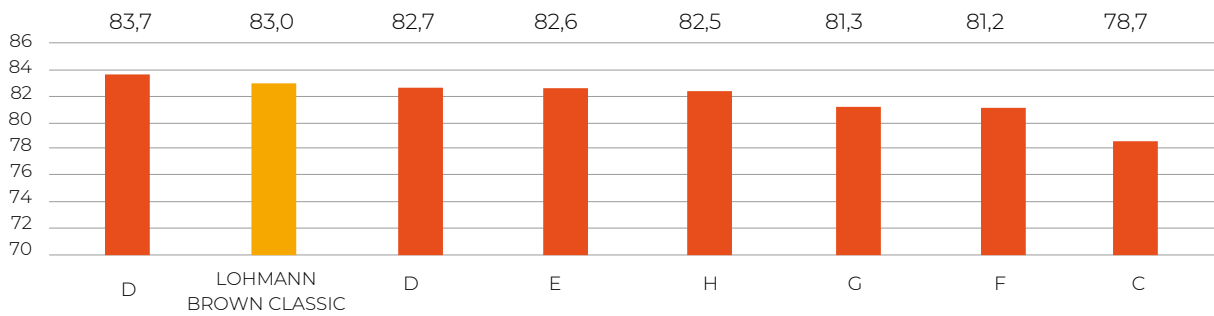


**LOHMANN BROWN-CLASSIC** exceeded a list of 7 other competitors on the last Ustrasice Test (XXIII alternative system)

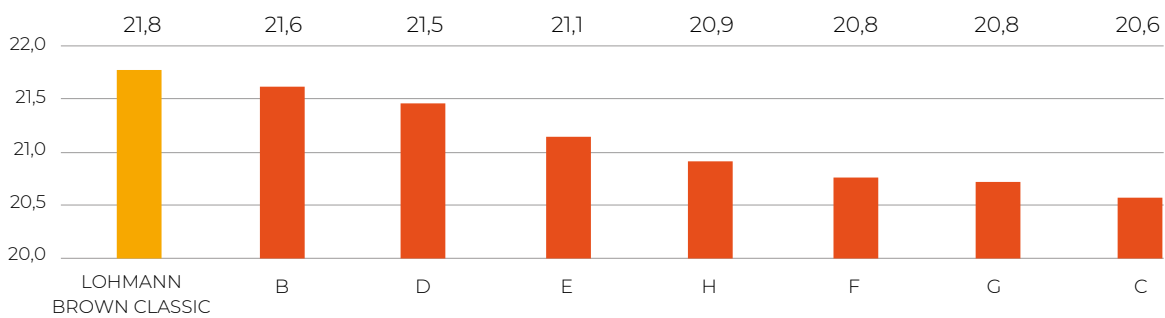
When it comes to profitability, egg size and egg mass play a crucial role in the poultry business.

**LOHMANN BROWN-CLASSIC's** egg weight reached the highest score, as the chart above shows.

### HH Prod (%)



### Egg Mass (kg)

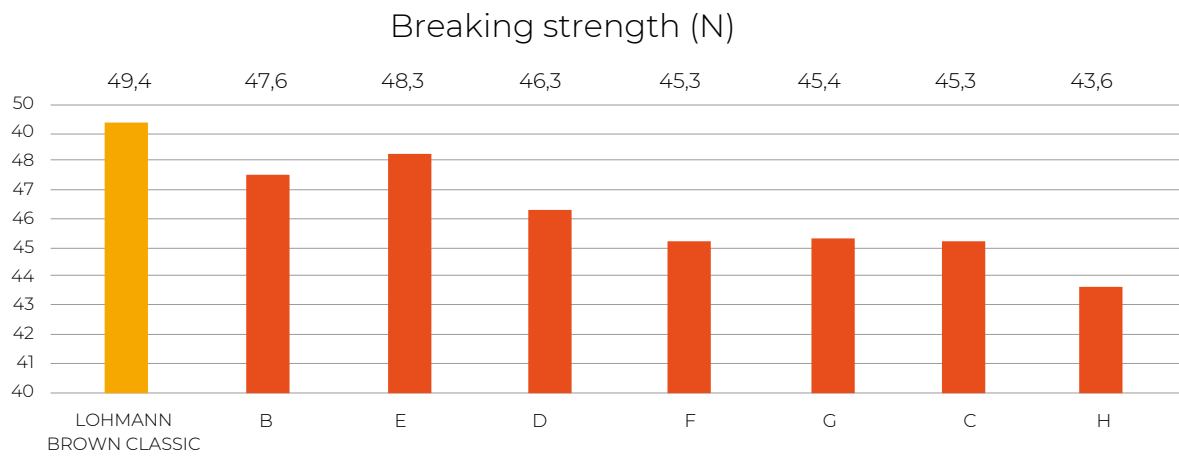


Egg weight by itself is not the determining factor. Hen housed production needs to keep up high standards as too.

A well-balanced bird combines outstanding first grade egg weight with a high and persisting production, yielding to the eggmass, the money-maker parameter.

Thanks the balaced genetics of **LOHMANN BROWN-CLASSIC**, hen housed production was on top of the varieties, making egg mass the highest.








As well known in the egg industry since decades, **LOHMANN BROWN-CLASSIC** eggs set the benchmark for Shell strength and low percentage of downgraded eggs. As seen in the Table, the average Breaking strength of **LB-CLASSIC** Eggs are well ahead of all other brown strains in this test.

## Designed for Real-World Conditions

Under cage-free conditions, where variability in management, climate, and feed quality can impact performance, **LOHMANN BROWN-CLASSIC** proves to be a **reliable and resilient choice**.

Its ability to maintain:

-  Stable production
-  Good body condition
-  Consistent egg size

Directly contributes to a **predictable and strong IOFC across different environments**.



## IOFC – The True Profit Indicator

While egg numbers and feed intake are important, IOFC brings both together into one decisive metric:

$$\text{IOFC} = \text{Egg income} - \text{Feed cost}$$

This is the official IOFC formula:

$$\text{IOFC} = (0.80 * \text{EM}) - (0.20 * \text{FCR} * \text{EM})$$

Where **EM** stands for **Egg Mass** and **FCR** stands for **Feed conversion Ratio**.

For producers, this means:

Not just producing more eggs > But producing eggs more profitably




The **LOHMANN BROWN-CLASSIC** achieves a **high IOFC** through an **optimal balance of performance and feed efficiency**:

- ✓ Strong egg mass output
- ✓ Stable production curves
- ✓ Efficient feed conversion
- ✓ Market-preferred brown eggs

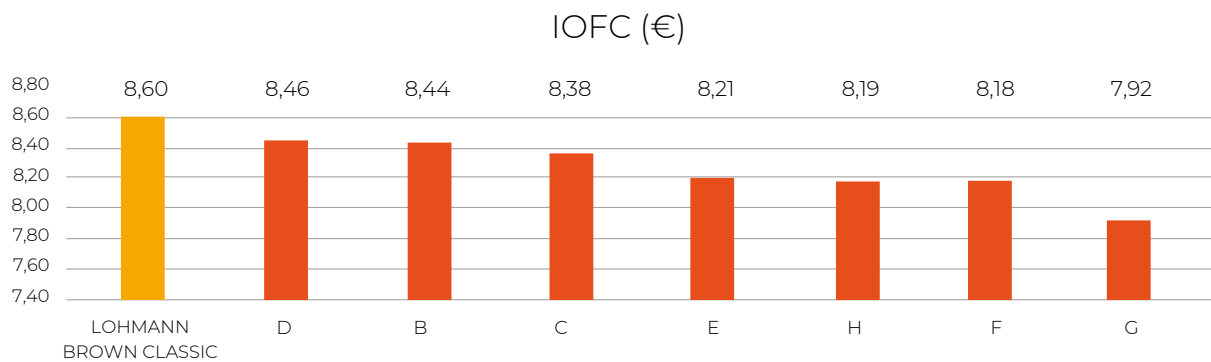
This combination ensures that every kilogram of feed delivers **maximum economic return**.

## Why IOFC Matters More Than Ever

With increasing feed prices and market volatility, focusing on IOFC is essential:

-  Feed represents the largest cost in egg production
-  Small improvements in efficiency create significant financial gains
-  IOFC allows better comparison between flocks, systems, and genetics

**LOHMANN BROWN-CLASSIC** helps producers move from **performance thinking to profit thinking**.



Furthermore, when it comes to profitability, the conversion of what a bird eats to what it delivers plays the crucial role.

The bottom line of any profitability analysis in layer production is the Income Over Feed Costs (IOFC).

The IOFC combines the feed conversion with the egg mass and express how much saleable product (eggs) remains after the bird “pays” for the fuel (feed) it used to create it. This is the common way to express the Feed conversion in economic figures (Euro)

$$\text{IOFC} = 0.80 * \text{EM} - 0.20 * \text{FCR} * \text{EM}$$

In other words, it shows how lucrative the bird is and LOHMANN BROWN-CLASSIC stood out, again!

## Conclusion: Performance that Pays Off

LOHMANN BROWN-CLASSIC is more than a reliable layer — it is a profit-oriented solution for modern egg production.

## LOHMANN BREEDERS -It's the egg

