

LOHMANN BROWN TURNS 40!

Market launch of the
LOHMANN BROWN laying hen



**LOHMANN
BREEDERS**

It's the egg

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laying hen

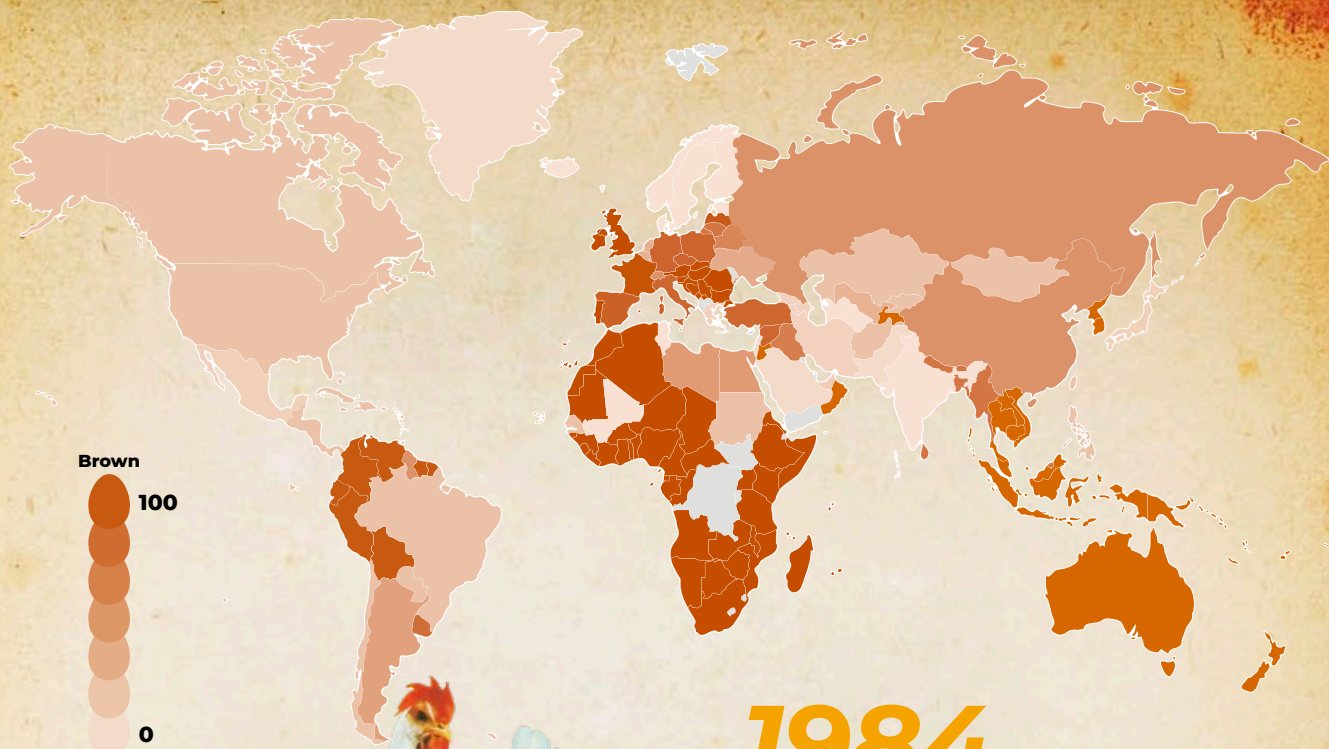


Consumer preferences determine whether white or brown eggs are produced, and so it was only a matter of time before LOHMANN came onto the market with a new brown layer.

The fact that the decision was absolutely right back then is evident today more than ever. This is because brown eggs now make up 50% of the global egg market, with a continuously increasing demand in countries where they were not dominant before, as well as in countries where brown eggs have always been preferred.

...and present...





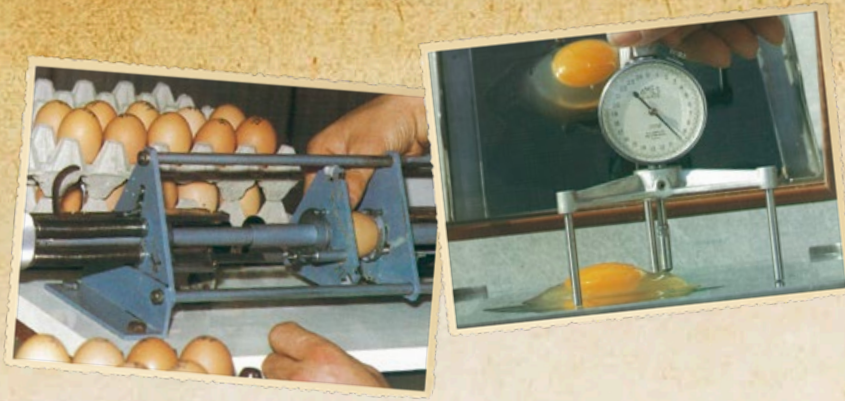
1984

Only seven years after the independency of the LOHMANN Breeding programs and the successful introduction of the white laying hen **LOHMANN LSL (LOHMANN Selected Leghorn)**, the geneticists at LOHMANN succeeded once again in introducing the laying hen LOHMANN BROWN after intensive genetic work.

The LOHMANN distributors appreciated this offer and introduced LOHMANN BROWN into their markets extremely successful. A breeding company with high-performance white and brown laying hens meant being able to react flexibly to the demand of the egg market.

In just a short time, LOHMANN BROWN began to conquer the growing brown egg markets in all continents. To this day, LOHMANN BROWN is unbeaten thanks to its outstanding features:





High and **consistent** laying performance.



Optimal egg weight.



High shell breaking strength up to the end of the laying period.



High internal and external egg quality...

...these are the outstanding features that ensure successful and profitable production of brown eggs.

In addition, the efficient production of a high-yield egg mass is the basis for economic success.



After 40 years of intensive and continuous breeding work, LOHMANN BROWN is the clear market leader among brown laying hens in Europe and worldwide - and there is no end in sight to the success story.

Through meticulous selection and research, LOHMANN is able to breed the best laying hens that successfully assert themselves in the diverse markets.

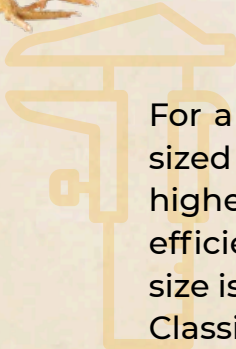
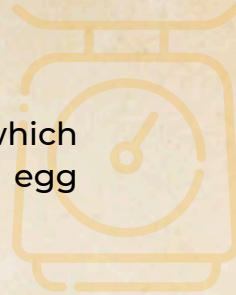


This is also evident in the LOHMANN BROWN, which is now more than ever an absolute all-rounder. **Especially after the split of the breeding populations according to the egg size into 3 different groups:**



LOHMANN BROWN-CLASSIC

For the majority of markets which demand a medium to large egg size of around 63 grams.



LOHMANN BROWN-LITE

For a market demand of more medium sized eggs that do not pay a significant higher price for large eggs and want an efficient hen for a low Feed per egg. egg size is around 1.5 to 2 grams smaller than Classic.



LOHMANN BROWN-EXTRA

For markets that do pay a significant higher price for large and extra-large eggs.



This flexibility in the product portfolio offers no other breeding company and is the basis for our slogan:

“For every market the right Egg”.





At the time when LOHMANN BROWN was introduced to the Market, all modern egg producing countries had predominantly cage houses. Since the ongoing change and diversification of the housing systems in some markets housing – cage, aviary, barn or free-range – it quickly became apparent that the **LOHMANN BROWN Classic, Lite** and **Extra** laying hens feel comfortable in all forms of housing systems.

Their strength is their ability to adapt to all systems and environmental conditions. Their performance is based on flexibility in feed intake, efficient conversion of the feed into egg mass and calm, balanced behaviour especially the outstanding nesting behaviour with very little “Out-of-nest” eggs.

True to the LOHMANN motto:

“The right hen for every management”.

LOHMANN BROWN – is known worldwide as the most efficient laying hen when it comes to high-quality brown eggs with an excellent yield of egg mass.



Many thanks...



Many thanks to all laying hen farmers network who have been loyal and growing to our LOHMANN BROWN since 40 years and achieve top performance worldwide.

In addition to the initial two hybrids LOHMANN LSL and LOHMANN BROWN, several LOHMANN breeds have been added over the last 65 years.

With a total of 15 breeding lines from a single source, LOHMANN BREEDERS is the only breeding company with the highest biodiversity in the world.

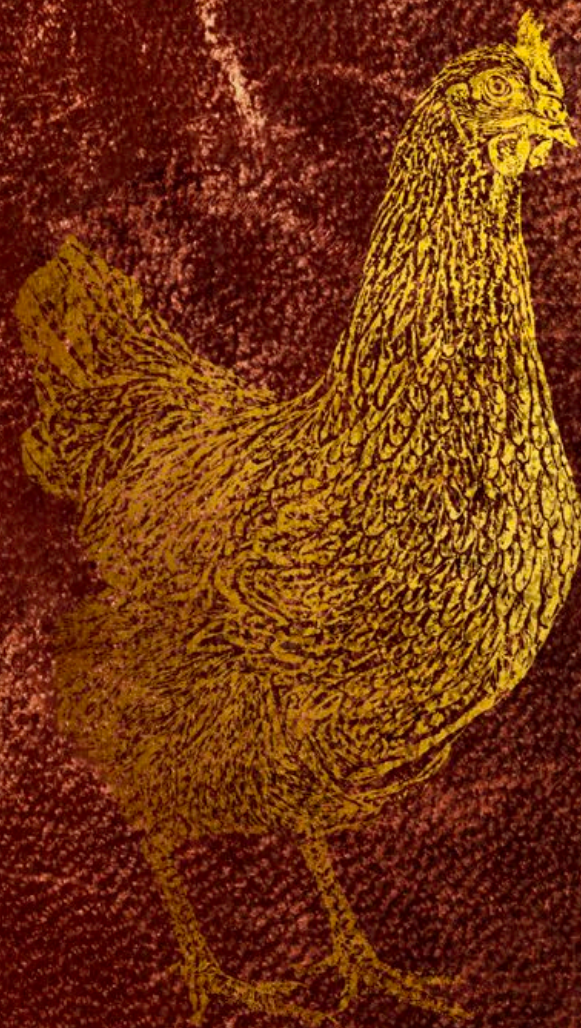
Small steps become milestones

FISHY SMELL ELIMINATED

The cause of fish taint in brown eggs was a genetic defect of all brown egg breeds, which occurred in about five to ten percent of the eggs if TMA (Tri-Methyl-Amin) precursors were fed to the hens, for example rapeseedmeal.

LOHMANN scientists developed a test procedure and eliminated the problem through consistent selection to eliminate the genetic defect. Thus, the LOHMANN BROWN was the first brown laying hen without the smell of fish in the brown egg.

LOHMANN – It's the egg



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