

LOHMANN BROWN TURNS 40!

*Numbers that **tell the story***



**LOHMANN
BREEDERS**

It's the egg

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Numbers that **tell the story**




Ensuring superior eggshell quality has been a paramount focus in the genetic selection of LOHMANN birds. Over the years, we have consistently achieved and upheld exceptional quality standards for LOHMANN BROWN, especially for extended production cycles, more and more applied worldwide.


This commitment for the outstanding shell quality isn't just about our customers' profitability; it's also about ensuring food safety. Enhanced shell quality prolongs the shelf life of these precisely packaged products.

We take immense pride in sustaining that LOHMANN BROWN consistently delivers the highest eggshell quality across all stages of production.





Unlocking the secret to superior eggshell quality is our specialty. With precision and devotion, our field team and dedicated distributors staff continuously conducts eggshell measurements across our extensive customer network. We use state-of-the-art machines which are exactly the same one our genetic department employs in our Pure Line breeding program.



Our findings speak by themselves: **LOHMANN BROWN eggs consistently exhibit remarkable breaking strength**, surpassing competitors from the onset of lay and maintaining dominance even beyond the 90-week mark.

The chart below showcases the tangible difference in Newton (N) between various breeds at different stages of development and LOHMANN BROWN. **It's evident that LOHMANN BROWN outperforms the competition by a significant margin, regardless of housing or climate conditions.**

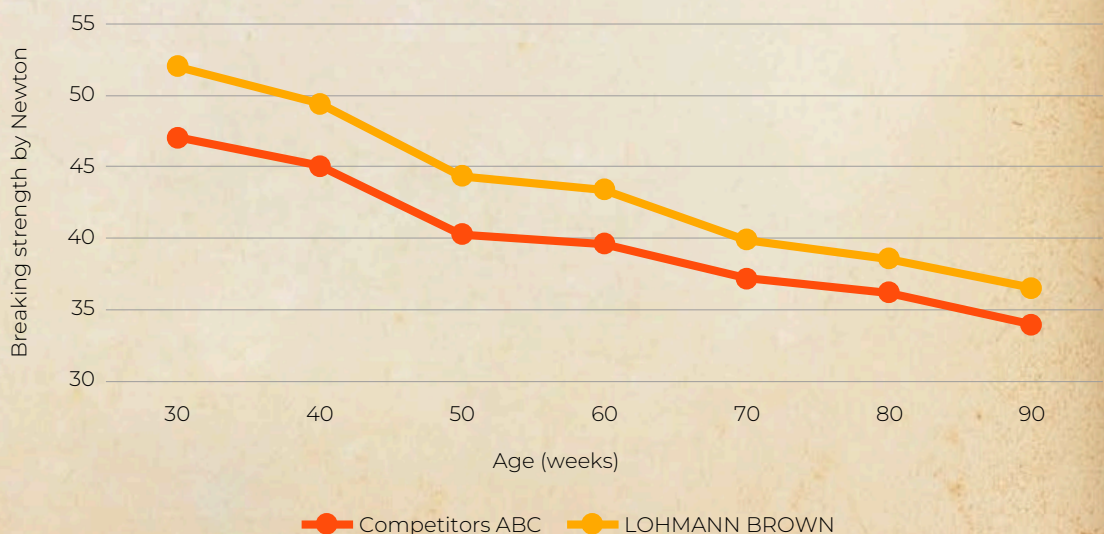


Chart 1. Egg breaking strength of LOHMANN BROWN birds compared to competitor's average. Figures on each age on the chart mean the difference in strength (N) and how much percent our LOHMANN BROWN eggs outperform competition.



Numerous local factors, such as:



Climate



Housing/equipment



Nutrition



Health



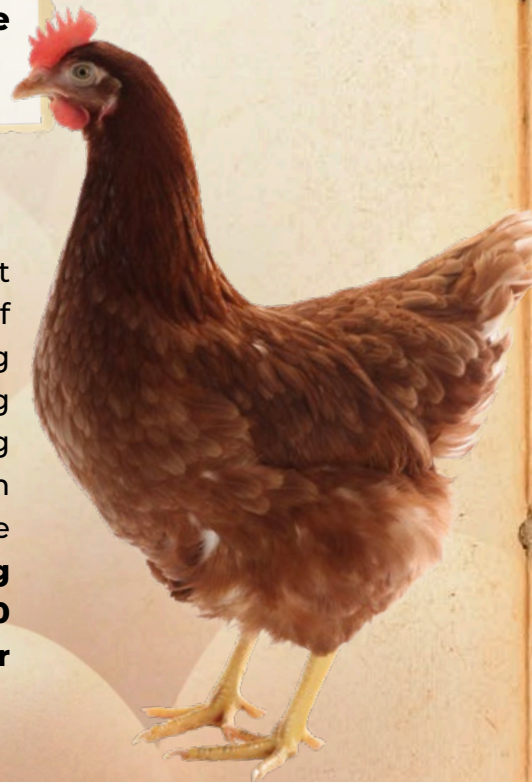
And **management** practices...

...can significantly **impact egg production rates**.

Genetic selection aimed at achieving a high peak of production while maintaining a stable, sustainable curve over time within a profitable range is essential.



Year after year, we witness consistent improvements in the performance of our LOHMANN BROWN breeds among our customers. Whether in challenging conditions such as hot and open housing setups or in more controlled houses in moderate climates, our birds demonstrate remarkable adaptability. **Sustaining high levels of production for over 90 weeks is a common achievement for LOHMANN BROWN flocks.**



In our database we're able to plot flocks from different countries and management systems and, again, we can confirm the narrow natural variation of performance.

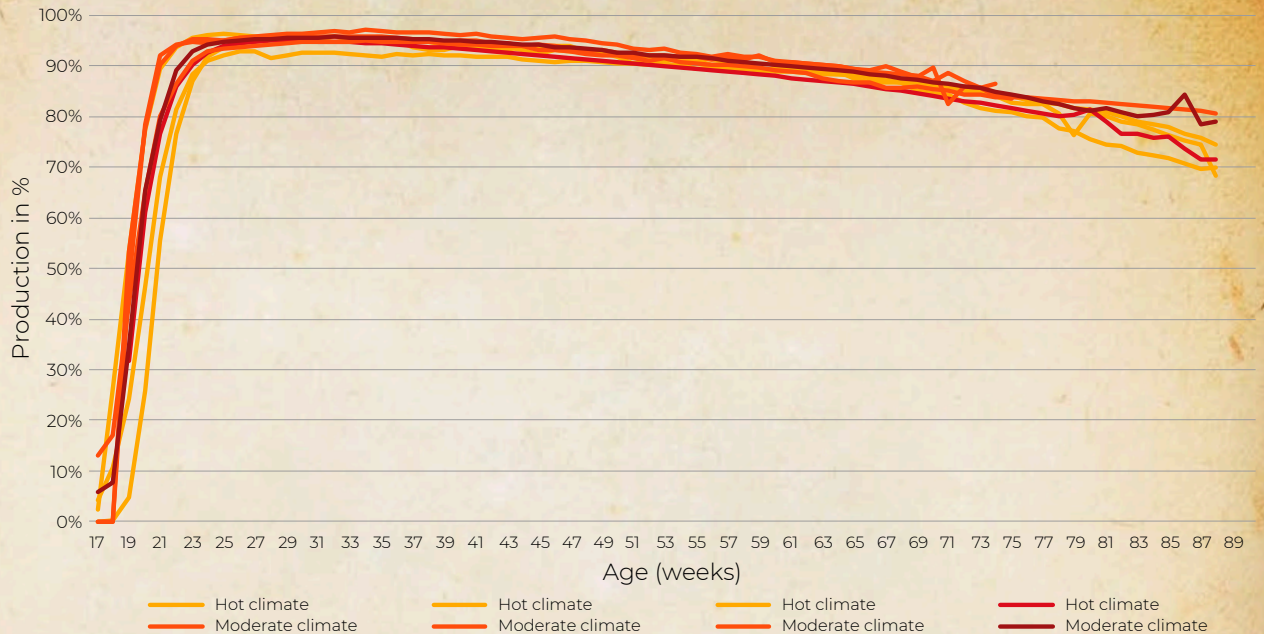
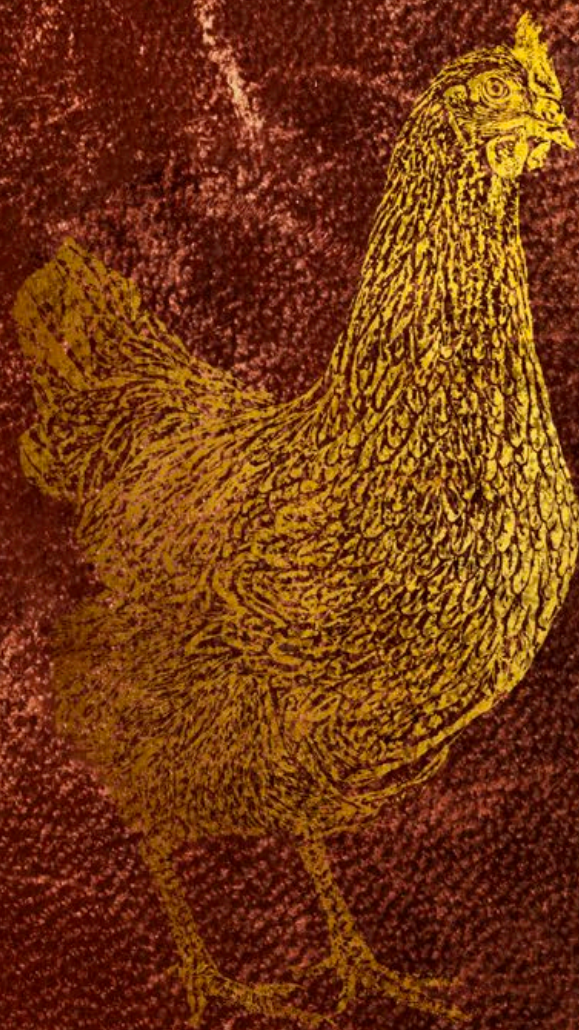


Chart 2. Production percentage according to the climate condition faced in the country. Each line represents the average of different flocks per climate condition. It's not uncommon to find flock with innumerable weeks in a row in which production index surpasses 90%.



This confirms the adaptability of LOHMANN BROWN hens to a wide range of different climate and feed conditions all over the world.



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