

**VERBEEK**  
*Hatchery Holland*



*A strong combination*



  
**novogen**  
*Genes for better eggs*



Focused on disease prevention, productivity and efficiency in farm animals

### DID YOU KNOW?

More than 30% more animal protein will be needed by 2030 due to population growth and rising middle class, especially in emerging markets.<sup>1</sup>

**Merial, a leading global provider of animal health solutions.**

<sup>1</sup> FAO How to feed the world in 2050. Forum discussion in 2009; United Nations: World Population Prospects 2015 Revision

### MORE INFORMATION?

Get in touch with our Account Manager Avian. Hanno Dijkhorst  
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A SANOFI COMPANY



Soetendaal Agrologistics BV  
Radonstraat 2 Ede  
info@soetendaallogistics.nl  
www.soetendaallogistics.nl



Op onze locatie is tevens een moderne goedgekeurde R&O wasplaats gevestigd waar het eigen wagenpark vakkundig gereinigd en ontsmet wordt.

Vraag vrijblijvend naar de mogelijkheden als u ook van deze mogelijkheid gebruik wilt maken.

Soetendaal Agrologistics is een transportbedrijf wat zowel nationaal als internationaal georiënteerd is.

Voor al uw transport van:

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- Eieren, zowel gekoeld als verwarmd (Broedeieren/vaccineieren)
- Jonge Hennen
- Moederdieren
- Grootouder dieren
- Transporten van + 35 gr. tot -28 gr. celsius.

Door onze kleinschaligheid, kunnen wij snel en efficiënt schakelen op de wensen en behoeften van onze klanten.





# Only the best result counts

'Verbeek has been working hard for many years to meet your desire for top results. And we do so with a passionate team of specialists, all based in Lunteren, the centre of Dutch poultry farming. Our business operations and services revolve around your wishes as our customer.

Delivering quality to laying hen farmers in Europe and beyond is our main aim when producing our hatching eggs, day old chicks (DOC) and pullets. It is our vision that only the best counts. Together with NOVOGEN Genetics, we have opted for the best genetic products. As a knowledge partner, we share all the necessary expertise with our customers and our position in the European poultry sector just keeps on growing.'

Herman Brus

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**Uw partner in  
Bedrijfshygiëne**



**Stalontsmetting**



**Ongedierte  
Bestrijding**



**Bloedluis  
Bestrijding**



# Working together for results



Herman Brus  
Managing Director

For Verbeek, working together for results means working together with partners, working together in teams of specialists, and particularly working together with our customers in the poultry sector. We therefore work on delivering sustainable business management with the emphasis on animal health, legislation and regulations, food safety and hygiene. But there is much more to Verbeek...

### Verbeek's key values...

- **Quality** has the highest priority. That is why we work together with the youngest and most innovative breeding organisation in the world and independent partners, as well as our own quality assurance department.
- Our ambitions are inspired by our deeply rooted **passion** for partnership with our customers and a passion for the poultry industry.
- Our concepts originate from a **future-oriented market view** and they perfectly match different commercial needs.
- Our service does not stop when we deliver our product; therefore you can always rely on our solid coordination and support to help you achieve optimum implementation and results.
- As a knowledge partner we aim to permanently **renew** and **innovate**.

**VDB**

Mogen wij u een handje helpen?

- ♦ Enten, laden en lossen / inzetten van jonge hennen / moederdieren
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- ♦ (De)montage van stalinventaris

Van den Broek Pluimveeservice BV ♦ Renswoude ♦ T 0342 - 410 230 ♦ I [www.VDBGroep.eu](http://www.VDBGroep.eu)

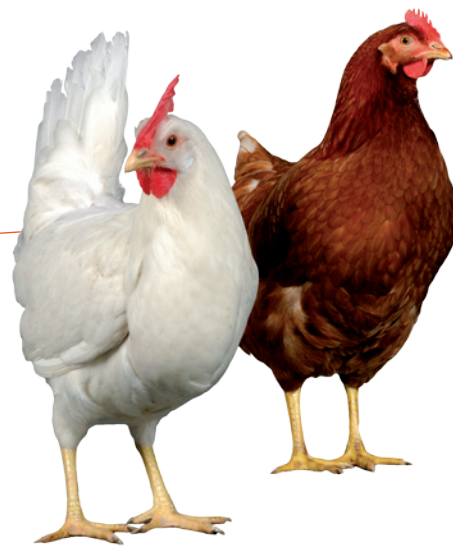
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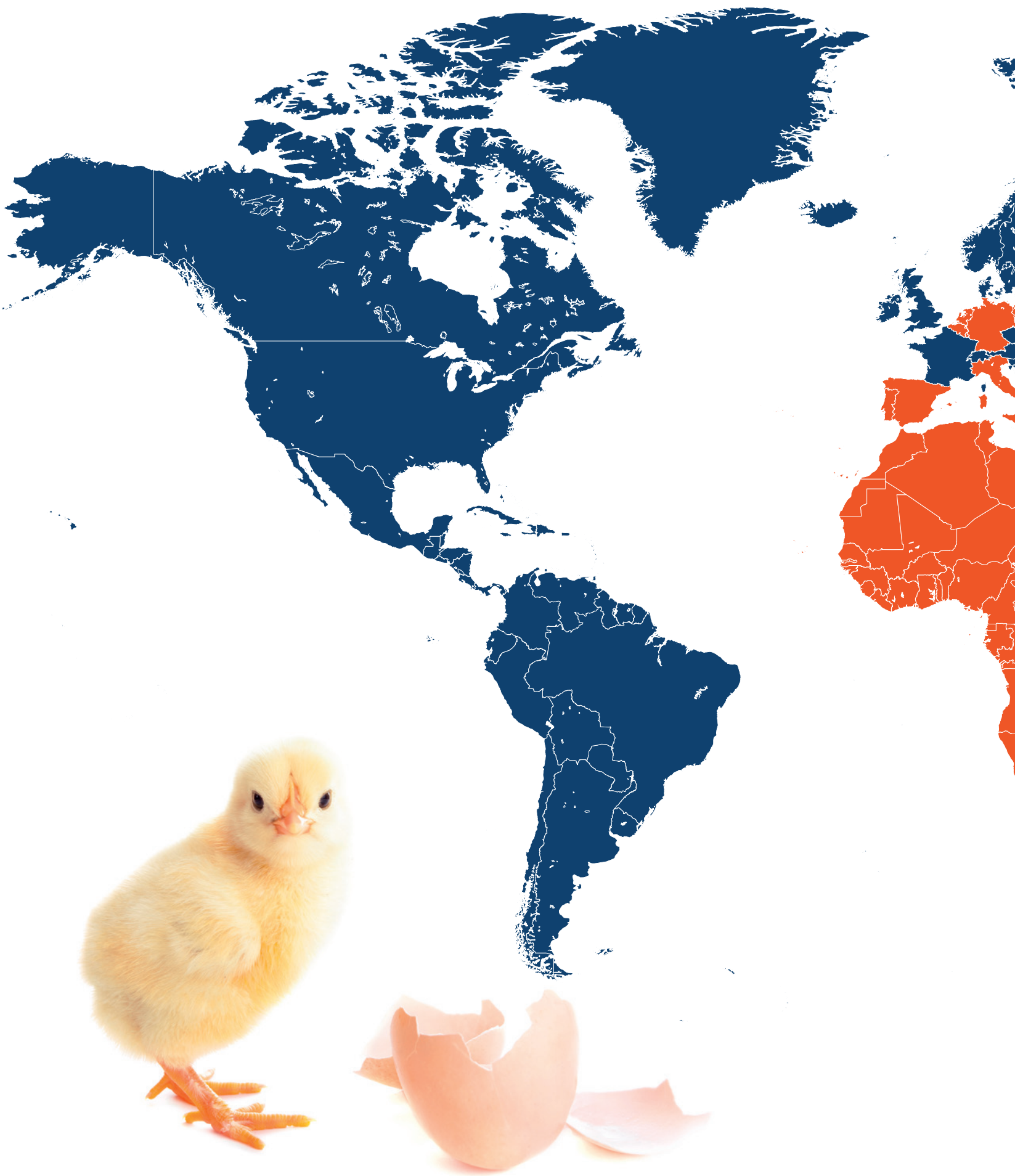




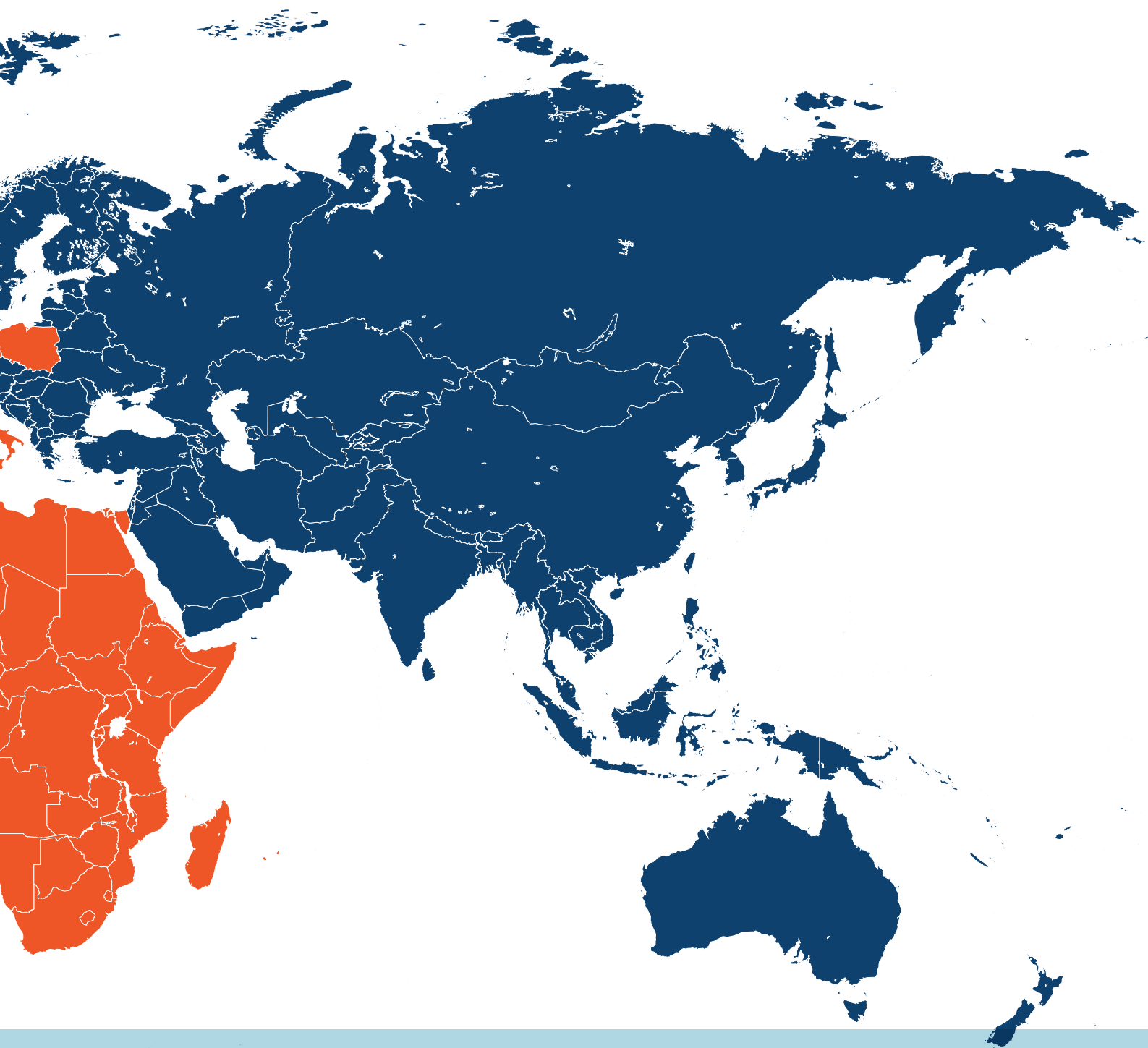
*Verbeek's vision.... Verbeek aims to continually differentiate ourselves in the European market. As regards the switch to alternative farming systems at the European level, we can offer poultry farmers many years of knowledge and intensive support. We work in a spirit of Corporate Social Responsibility, with due consideration for the well-being of our animals, while enabling our poultry farmers to achieve optimum results.*

*Verbeek's mission..... combining the 'NOVOGEN', the best genetic material, with a distinctive approach and support in the poultry houses. Our innovations, know-how and management in the fields of hatching, rearing and production make us the best partner for poultry farmers. With their passion for the laying poultry sector, our employees and our partners ensure optimum results for poultry farmers.*











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# Strong and vital parent stock

Delivering a hen that is ready to lay, has good feathers, has a calm and controlled behaviour, and is a stable egg producer requires strong and vital parent stock at the start of the chain. That is why we set the highest requirements on the production process of our parent stock that comes from a number of specialised rearing and breeding companies.

Under the intensive, technical and veterinary supervision of Verbeek's specialists, the parent stock chicks grow up in rearing houses until 17-week old hens and males. The 17-week old parent stock is then transported to production houses, where the hens lay millions of hatching eggs each year. The company's own Eggstra software ensures a detailed summary of registration data such as feed intake and laying percentage.

The rearing and breeding houses are subject to a strict hygiene policy, thus limiting the risk of contamination to an absolute minimum. This gives an optimum guarantee of continuity of supply of hatching eggs to the hatchery. The combination of a large complement of mother hens and the hatchery and transport capacity means that more than 150,000 chicks (a full load) can be supplied per day.



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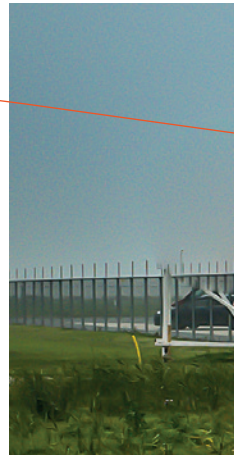
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# *The modern and innovative Verbeek hatchery*



Where it comes to designing, fitting out, and managing our pride and joy - our own hatchery - we only go for top quality. All aspects, including the climatological facilities and the hatchery management, have been tailored to ensure optimum chick quality. Of course, the capacity and delivery reliability are also optimum: flocks of up to 150,000 chicks can be prepared and transported each day.

### **Two egg storage areas**

The fact that we have two egg storage areas gives us the possibility of optimising storage temperatures according to breed, age of mother hen, and expected duration of storage.

### **Preheated egg unit**

Here, the eggs are all brought to the same temperature before entering the incubators. This preheating results in brief, quick hatching with uniform chicks arriving 21 days later.

### **Fully digitised climate and hatching processes**

A sophisticated computerisation package enables Verbeek to rapidly optimise the room and hatchery conditions according to breed, age of mother hen, and expected duration of the storage of the eggs.

### **EMKA Teggnologic 27**

The incubators feature EMKA Teggnologic 27. This enables us to monitor the eggshells and the chick temperature with a higher cooling water temperature of 27°C, resulting in less condensation forming in the hatching machines. This offers several advantages, including reduced negative bacterial growth.

### **Re-use of embryonic heat**

The embryonic heat (metabolism) absorbed by the cooling water is used to heat the entire hatchery by means of a heat exchanger and underfloor heating. A sustainable innovation.

### **NEN ISO 9001 certification**

The entire Verbeek organisation, including the hatchery, is NEN ISO 9001 certified and thus complies with the requirements set on the quality management system and process optimisation. This ensures the optimum process configuration and, as a result, the product quality.

### **IKB and SKAL certification**

Verbeek is certified by the IKB certification scheme and Verbeek has implemented the highest IKB egg quality assurance system, thus fulfilling the highest quality and hygiene requirements for the production of eggs. This confirms that our processes have been set up to comply with the highest food safety requirements.

Verbeek is also certified by SKAL, the designated Control Authority responsible for the inspection and certification of organic companies in the Netherlands. This quality label shows the reliability of organic products to buyers and consumers. This contributes to the demonstrable reliability of the organic sector.







**Meer rendement?**  
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Rearing team



***“SAMEN BROEDEN OP EEN GOEDE UITKOMST”***

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info@poultryvets.nl / 085 2732999 <b>WWW.POULTRYVETS.NL</b>		



# *Stable chicks for any type of housing system*

From the hatchery, the chicks move to the various specialist rearing houses for the crucial rearing period. The aim of Verbeek's rearing concept is to deliver a vital hen ready to lay, adapted to your specific housing system, and which will move smoothly through your system.

### **Specification of Verbeek rearing concept:**

- Clear classification of rearing systems.
- Uniform and clear training programme for your hen, in keeping the conditions of the laying house.
- Dedicated rearers.
- No compromises on health aspects.
- Veterinary supervision and zoological rearing supervision.
- Nutritional supervision by partners.
- Resistance thanks to vital and correct skeletal development.
- The total concept is aimed at the unrestricted development of a hen ready for top performance.

The performance of your flock in the rearing house is registered in the hen's passport. This gives you immediate insight into the most important production characteristics, such as weight, uniformity and feed intake at 17 weeks. Transparency and traceability are also aspects included in the Verbeek approach!





## WIJNEN-AGRO B.V.

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*Uw totaalconcept voor een optimale pluimvee vitaliteit*

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grof en fijn

Pikstenen/  
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grof en fijn

gemengd graan/  
bio graan

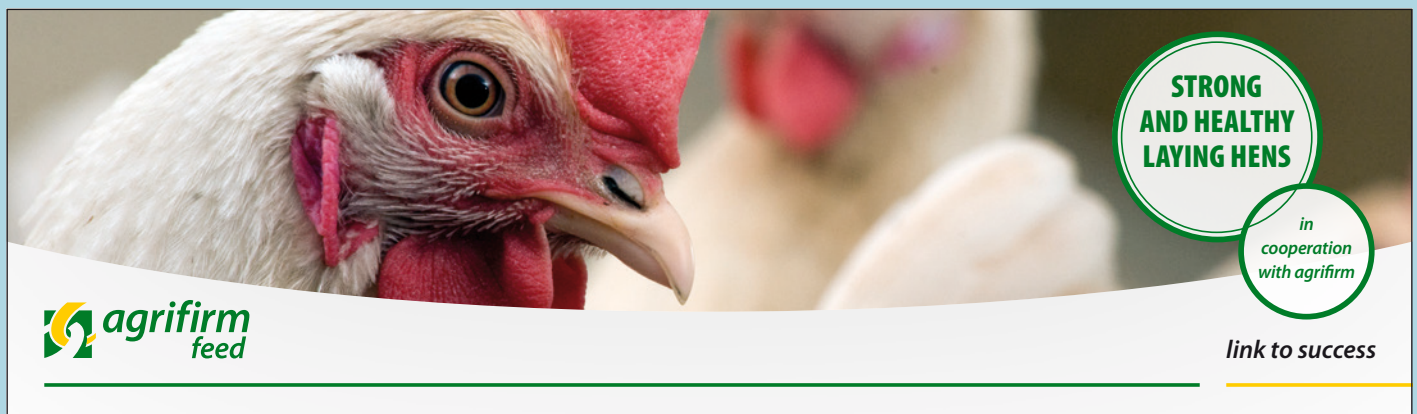
Houtkrullen/  
Koolzaadstro



## REARING PULLETS



*'The aim of Verbeek's rearing concept is to deliver a vital hen ready to lay, adapted to your specific housing system, and which will move smoothly through your system'*



**STRONG  
AND HEALTHY  
LAYING HENS**

in  
cooperation  
with agrifirm

**agrifirm  
feed**

link to success

# *A good start thanks to carefully devised support and coordination*

Verbeek has differentiated itself in the market by the highly specialised support you get when starting your flocks. That's where we make the difference. Our planner makes agreements with you about the delivery, taking into account your specific wishes.

Our transport partner Soetendaal Agrologistics delivers the flock safely to your farm. Our delivery coordinator is on site when the flock is delivered to ensure that you receive the right number of hens, and that the hens are treated and distributed properly.

Here, our technical specialists work together on site with other parties, such as your feed supplier or your own Vet. Our technical/commercial coordinators monitor the hens' feed and water intake, growth, egg production (starting from 21 weeks), and their nesting and system behaviour.

We achieve the maximum result in the poultry house together!



**In the poultry house is where we make the real difference**

## HYGIENE PARTNER

### YOUR PARTNER FOR:

- DISINFECTION AND FOGGING SYSTEMS
- SPRAYERS FOR VACCINATION
- DISINFECTANTS AND CLEANING DETERGENTS



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Deventer, the Netherlands

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[info@gdanimalhealth.com](mailto:info@gdanimalhealth.com)

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**Delivery coordinator**



*Leading in organic  
poultry farming*





### **Pioneer in the sector**

With the rise of the organic sector, Verbeek's Bio Europe immediately started to act in the interests of its customers by investing in knowledge and quality as regards feed, management and regulations. Combined with the right genetics, this has led to a profitable sector where animal welfare, ease of working, and traceability are main priorities.

### **The right genetics**

Verbeek's Bio Europe delivers laying hens with NOVOGEN genetics. NOVOGEN's breeding programme is based on the Natural Concept. Being the youngest and first breeding organisation to have placed their pure lines in group housing, NOVOGEN has created an immediate benefit as regards the hen's behaviour and resilience.

### **High-quality rearing**

Besides the right genetics, Verbeek's Bio Europe has a large pool of organic rearing houses available staffed by passionate rearing professionals. After hatching in the hatchery, the technical specialists monitor the rearing flocks and help them grow from day old chicks to hens ready to lay. The Nivo Varia rearing systems result in an active hen with good nesting behaviour. A uniform rearing concept regarding lighting, vaccination and feeding programmes, and the rearing professionals will do the rest. All of Verbeek's Bio Europe rearing houses are EU-certified.

### **The right partner**

Verbeek's Bio Europe is not only a hen supplier for organic poultry farmers. We also want to be your partner, and actively work together to optimise your results. Verbeek's Bio Europe is closely involved with the creation and preparation of national and international organic developments and regulations. We also have our own technical specialists who monitor your flock of laying hens to achieve a good result. Our rearing flocks are visited regularly by a specialist Vet. Together with various feed partners, we work toward optimum profitability.



## **AviVet Bedrijfsbegeleiding Samenwerken aan een gezond resultaat**



### **AviVet B.V.**

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*'After hatching in the hatchery, the technical specialists monitor the rearing flocks and help them grow from day old chicks to hens ready to lay. The Nivo Varia rearing systems result in an active hen with good nesting behaviour. A uniform rearing concept regarding lighting, vaccination and feeding programmes, and the rearing professionals will do the rest.'*





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## CUSTOMER SERVICE



Customer service: an important part of delivering quality: order processing, planning, the right documents, information provision, supporting the field sales staff, and answering customers' questions.

**Contact:** [www.verbeek.com](http://www.verbeek.com)



## Research makes the difference

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## *Ensuring knowledge, quality and innovation*

We have established our own 'Novo Centre' knowledge centre to demonstrate the importance of knowledge development and innovation in our branche. Our goal is to ensure the quality of our coordination and support and all rearing and hatching expertise, and to stimulate continuous innovation.

How do we do this? Partly by assembling a team, together with NOVOGEN and other partners, of experienced breeding, parent stock, hatching, rearing, egg production, feed and veterinary specialists.

Furthermore, Verbeek works according to short lines, enabling information to be exchanged, current affairs to be discussed, and information from the market to be taken into account quickly. This gives us a firm footing in the real-life situation, and helps us contribute to a streamlined supply chain.



*'Verbeek has lots of in-house knowledge of alternative rearing and laying systems. This furthers the global development of alternative laying systems and intensifies the collaboration with NOVOGEN. In this way, our specialists receive information from abroad which results in a win-win situation for local poultry farmers.'*





## adVee

DIERENARTSEN

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5813 BP Ysselsteyn  
T 0478 544100

[info@advee.nl](mailto:info@advee.nl)

[www.adveedierenartsen.nl](http://www.adveedierenartsen.nl)

# Passion for eggs, laying poultry farmers and the sector

*'A customer focus will only work if combined with very intensive collaboration with customers.'*

Marieke Wispels, Customer Service



*'I perceive an enormous amount of motivation and commitment in myself and in all team members.'*

Tijn Somers, Sales



*'Quality awareness goes beyond the product only; it's also about flexibility, service and communication.'*

Merel van der Werf, Quality Assurance



*'The knowledge we gain as part of our organic rearing efforts, about animals and other matters, is highly valuable. The hens in the poultry house will speak for themselves if things are wrong and our people can understand this feedback.'*

Rob Boomstra, Verbeek's BIO Europe





*Internally, people at Verbeek can easily find each other and this makes working very pleasant and effective.'*

Wilco van de Kuilen, Rearing



*'It is our people in the field who make the difference in the poultry house.'*

Gerrit Morren,  
Knowledge Centre



*'We focus on a high-quality chick. Intensive collaboration among the different teams enables us to deliver a solid base for a quality hen.'*

Henk Wessels, Zeewolde hatchery



*'Correctness, speed of invoicing and information provision are important aspects of our quality approach.'*

Ben Leferink op Reinink, Support



*Support*

# *Young, innovative and close to the market*

The French NOVOGEN breeding organisation supplies our breed of laying hens and plays an important role in helping us achieve our ambitions. A young and innovative organisation, they have a direct affinity with the market. Since a breeding company determines the genetic potential, they are an important part of the eventual laying result. This is one of the reasons why Verbeek chose NOVOGEN. They aspire to high egg production, productivity, a long lifetime, persistence, efficiency and flexibility regarding production, climate, feed and living systems.

### **Pure lines**

NOVOGEN keep its pure lines in group housing until they have reached the age of 60 weeks. Besides egg production and feed intake, they can select based on behaviour and the possibility to adapt to different stress factors such as changes in feed and climate. After 60 weeks, NOVOGEN selects the best (i.e. most sociable) families, and places them in the individual cage housing system. Next, the hens undergo further selection based on egg production and egg quality. In this way, egg production, persistence and behaviour are uniquely combined in the breeding programme.

### **Groups of chipped hens in an alternative laying system**

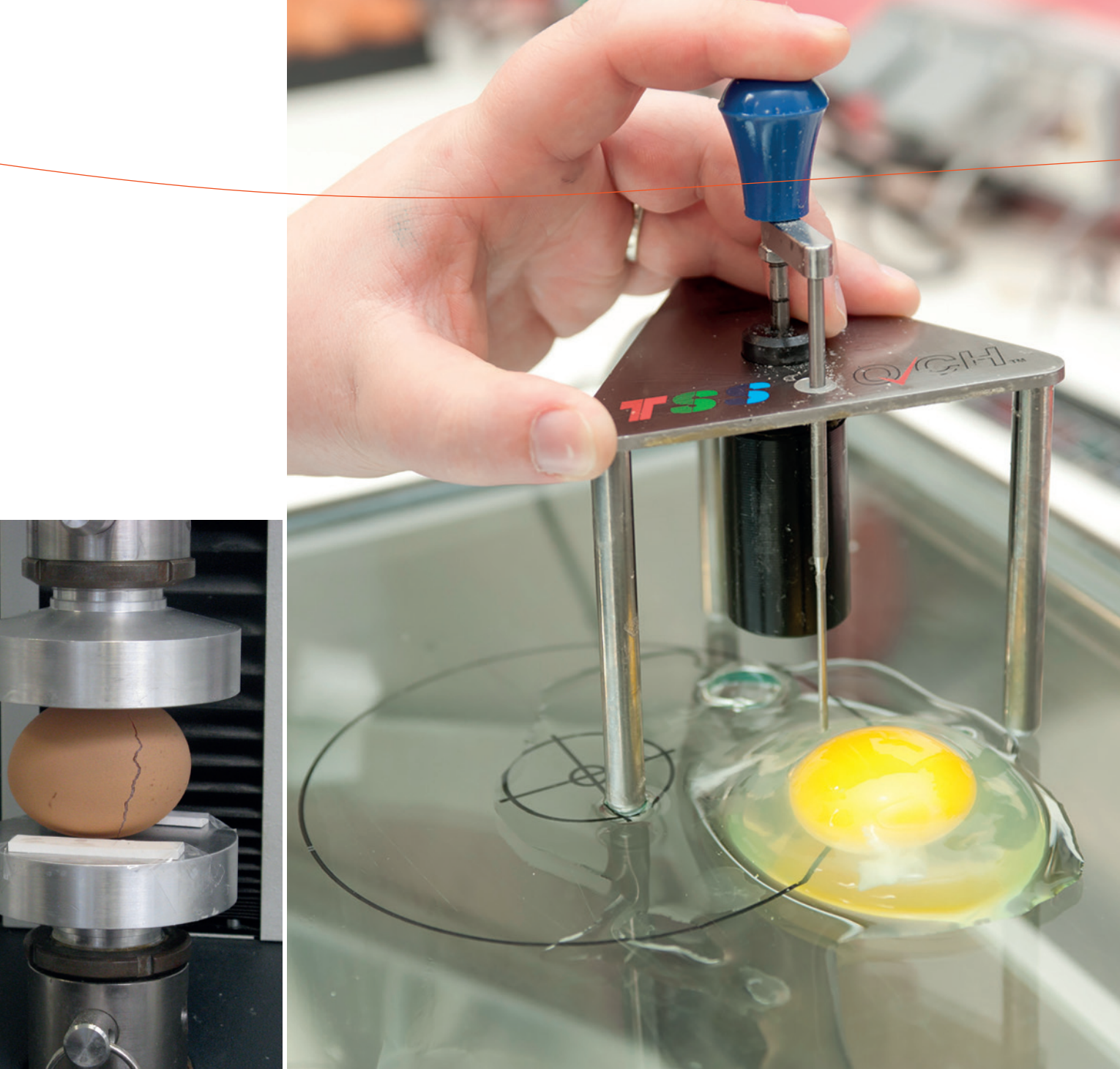
NOVOGEN also has a new RFID system available which allows the pure lines to be kept in large groups of 5,000 hens in a floor system. Each one of these 5,000 birds has its own individual chip and all the crucial information of every hen is recorded:

- Does the hen lay an egg in the nest?
- At what time does the hen visit the nest?
- How long does the hen stay in the nest?
- Does the hen always use the same nest?

This laying system matches the selection of the breeding material much more closely to real-life circumstances and yields lots of new information that enables progress to be achieved in the eventual results.







## OUR PRODUCTS

# Verbeek laying hens



### **NOVOgen Brown Light**

- ✓ High number of first grade eggs
- ✓ Excellent egg quality
- ✓ Very efficient feed intake, low feed cost per egg produced
- ✓ Good feathering and pleasant behaviour



### **NOVOgen Brown Classic**

- ✓ Higher egg weight in the second half of the laying cycle
- ✓ Good egg quality
- ✓ Very efficient feed intake, efficient egg kilo producer
- ✓ Good feathering and pleasant behaviour



### **NOVOgen White Light**

- ✓ High number of first grade eggs
- ✓ Excellent egg quality
- ✓ Very efficient feed intake, low feed cost per egg produced
- ✓ Good feathering and pleasant behaviour



### **NOVOgen White Classic**

- ✓ Higher egg weight in the second half of the laying cycle
- ✓ Good egg quality
- ✓ Very efficient feed intake, efficient egg kilo producer
- ✓ Good feathering and pleasant behaviour



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**[www.verbeek.com](http://www.verbeek.com)**

**We are here to help!**

## ONTDEK! Zuiver Voer voor onbehandelde hennen



Met het snavelkapverbod in het vooruitzicht hebben wij Structomix ontwikkeld. Voer met de optimale structuur voor onbehandelde hennen. Het is geen meel, kruimel of korrel, maar een gelijkmatige mix. Een typisch voorbeeld van Zuiver Voer.

### Voordelen

- Stimuleert voergericht pikken
- Voorkomt selectieve voeropname
- Bevordert de vertering
- Draagt bij aan een goede (darm)gezondheid
- Resulteert in betere prestaties van de hen

### ZUIVER VOER STAAT VOOR:



**Zuivere  
grondstoffen**



**Elke grondstof  
zijn bewerking**



**Gegarandeerde  
voedingswaarde**



## *Genes for better eggs*



- *Top egg quality*
- *Better longevity*
- *Excellent persistency*
- *Sharp feed conversion*
- *Optimal feed intake*
- *Well adapted to different production systems*



**Contact:**

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Novogen is a company of



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