

## **PRESS RELEASE**

### **20<sup>th</sup> of December 2024**

#### **Hendrix ISA Brings Respeggt Technology to the US Market: The Most Precise and Early Testing Method for White and Brown Genetics**

Hendrix ISA USA has announced its decision to adopt Respeggt's in-ovo sexing technology to meet the growing demand for both brown and white egg markets. After a thorough evaluation of available technologies, Hendrix ISA has chosen Respeggt for its **cost efficiency, scalability, and ability to deliver the highest number of female chicks**. The installation of the technology at the Hendrix ISA production facility in Nebraska is scheduled for February 2025. From this location, Hendrix ISA will be able to service both the specialty and commodity markets for sexed day-old chicks across the United States.

#### **Cost Efficiency, Scalability, and Market Adaptability**

Neal Martin, General Manager of Hendrix ISA USA, highlights the key reasons for the decision:

*"We found the Respeggt technology to be the most cost-efficient, easily scalable, and capable of delivering the highest number of female chicks on the market. Additionally, Respeggt works for both brown and white genetics, which is, of course, a significant advantage considering the strong performance of our Dekalb White birds."*

#### **Pioneering a Shift in the US Egg Market**

Edwin Zeller, Chief Commercial Officer of Respeggt, underscores the importance of entering the US market:

*"We are very proud to make this first step in the United States. If you really want to make a difference by ending male chick culling, it's essential to deliver the highest yield in the market with a reliable 99.5% accuracy and early testing from day 8 of incubation."*

This milestone reflects a significant step towards sustainable and responsible egg production, enabling Hendrix ISA to support both commodity and specialty market demands for day-old chicks.

#### **Location Matters: Nebraska as a Strategic Hub**

Steve Welch, Director of Sales and Marketing at Hendrix ISA, explains the strategic decision to install the Respeggt system in Nebraska:

*"Nebraska provides a central location that allows us to efficiently address key markets. By adopting Respeggt's in-ovo sexing technology, Hendrix ISA can better meet the needs of a predominantly white egg market while also catering to specialty markets, ensuring flexibility and efficiency in production."*



### Visit Respeggt at the IPPE in Atlanta

Learn more about Respeggt technology at the International Production & Processing Expo (IPPE) in **Atlanta from 28 to 30 January 2025**. Visit us at booth **B12015** to experience the Respeggt Circuit live and learn more about the new integrated and automated set-up: the **Respeggt CQ7000**.

### About Hendrix ISA

Hendrix ISA, part of Hendrix Genetics, is a leading supplier of high-quality laying hens in the USA. With state-of-the-art hatcheries and a strong focus on quality and service, Hendrix ISA supplies the market with high-performance genetics such as **Dekalb** White and ISA Brown that are suitable for a variety of housing systems.

### About Respeggt

Respeggt is a pioneer in in-ovo sexing of hatching eggs, achieving over 99.5% accuracy through reliable PCR testing. The technology enables early testing from day 8 of incubation with an average of 49% female chicks and works for brown and white eggs equally.

### Questions? Feel free to contact us!

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