



IMPACT REPORT

2025



SMALL FARMS, BIG HEARTS, BRIGHTER FUTURE

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LETTER FROM THE CEO

2025 was a remarkable year of robust grower expansion, vertical integration, and product innovation at Handsome Brook Farms. I want to thank our farmers, team members, partners, and customers for supporting us as we work to meet the growing demand for organic, nutrient-dense, and humanely raised protein. At the center of this work is our continued commitment to “Acting Handsomely” by treating our farmers, our hens, and their pastures with the utmost care and respect.

With our contract grower network now exceeding 300 small family farms, Handsome Brook’s impact is reaching an increasing number of rural communities across a footprint that currently spans 12 states. The geographic diversity of our farm network continues to mitigate the risks of highly pathogenic avian influenza (HPAI) and severe weather events—demonstrating what resilience and sustainability truly mean, especially as we maintained continuity of supply during a national egg shortage driven by the worst avian pandemic in U.S. history.

Our ability to expand our contract network is a direct reflection of the success our growers have achieved with Handsome Brook. Our Live Operations and Sustainability teams provide consistent support, including building design and layout, organic and welfare certification, veterinary and nutritional expertise, and pasture enrichment projects. Our approach remains simple: ensure our growers are set up for success, our farms are resilient, and our hens are healthy and thriving.

In the first quarter of 2025, we installed the third hard-cooking and peeling line at HBF Foods, our Morristown, TN further-processing facility. The new line and the addition of a second shift have enabled us to meet the growing demand for delicious, humanely raised hard-cooked eggs from families seeking a high-quality, ready-to-eat source of protein. We consistently hear from consumers across the country that our hard-cooked eggs are the best-tasting on the market.

In March 2025, we proudly launched our Oolie-branded line of award-winning, protein-rich yogurts and dips at the Natural Products Expo in Anaheim. By rescuing imperfectly peeled eggs from our hard-cooked operation and reimagining what eggs can do, Oolie brings us closer to our goal of increasing circularity across our operations. We are especially proud that in 2025, Oolie earned certification from the Upcycled Food Association. As Oolie continues to gain traction, our state-of-the-art Tennessee facility moves closer to becoming a zero-waste operation, with significant recycling of materials including eggshell by-products and cardboard packaging.

In December, we opened our first egg grading facility in Kentucky—the first of three facilities that will vertically integrate our egg processing and distribution functions across our geographic breadth. The Brooks Grading facility significantly reduces the mileage eggs travel from regional farms to the facility, and in many cases, from the facility to our customers. This best-in-class facility also brings more than 150 jobs to the community outside Louisville.

Our commitment to advancing regenerative practices across our farm network means that even as we grow, we remain deeply focused on continuous improvement toward our sustainability goals. I’m pleased to report that in 2025 we maintained or improved key sustainability metrics for Scope 1 and Scope 2 emissions, including our Scope 3 GHG intensity, and our USDA Climate-Smart Organic Egg project helped participating farms reduce GHG emissions.

Beyond our farm and facility operations, Handsome Brook expanded both our charitable giving and scholarship programs this year. We sponsored three university scholarships for students studying agriculture and environmental sustainability and made quarterly donations to two historically marginalized farmer organizations. Supporting the next generation of farmers and agricultural professionals is simply the right thing to do.

Through our Donations with Dignity program, we also supported food banks, senior centers, and food-insecure community organizations—because everyone deserves access to healthy, nutrient-dense protein. Thank you for your continued support and trust. We promise to continue to act Handsomely.

SMALL FARMS, BIG HEARTS, BRIGHTER FUTURE... that’s HANDSOME!



Jordan Czeizler
Chief Executive Officer



OUR HANDSOME MISSION

Regenerative Farms

Advance farm practices that ensure the highest level of animal welfare and restore the earth's water, soil, and biodiversity.

Thriving Communities

Support flourishing livelihoods among our farmers, suppliers, employees, and customers; Uphold a preference for local sourcing, and coop to carton transparency.

Responsible Operations

Adopt practices that reduce greenhouse gas emissions and protect natural resources from coop to carton including energy use, sourcing, and packaging.

SUSTAINABILITY GOALS

- I. Advance regenerative agriculture practices across 100% of the farms in our network
- II. Improve the sustainability of our cartons
- II. Reduce Scope 3 GHG emissions intensity by 10% across our supply chain by 2027

FARM IMPACT BY THE NUMBERS

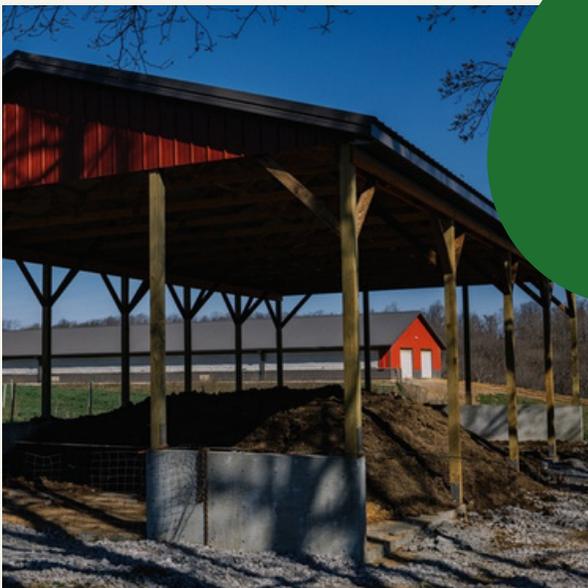
In 2025 HBF completed on farm projects totaling \$637,000. Investments like these showcase our mission to a more sustainable food system and reflect the high value we place on the long term viability of our partner farms.



4,392
ACRES
ENROLLED IN
CONSERVATION



16
WATERING
FACILITIES



5
LITTER
SHEDS



6,590
FEET OF
FENCING

BY THE NUMBERS



839
TREES AND
SHRUBS
PLANTED



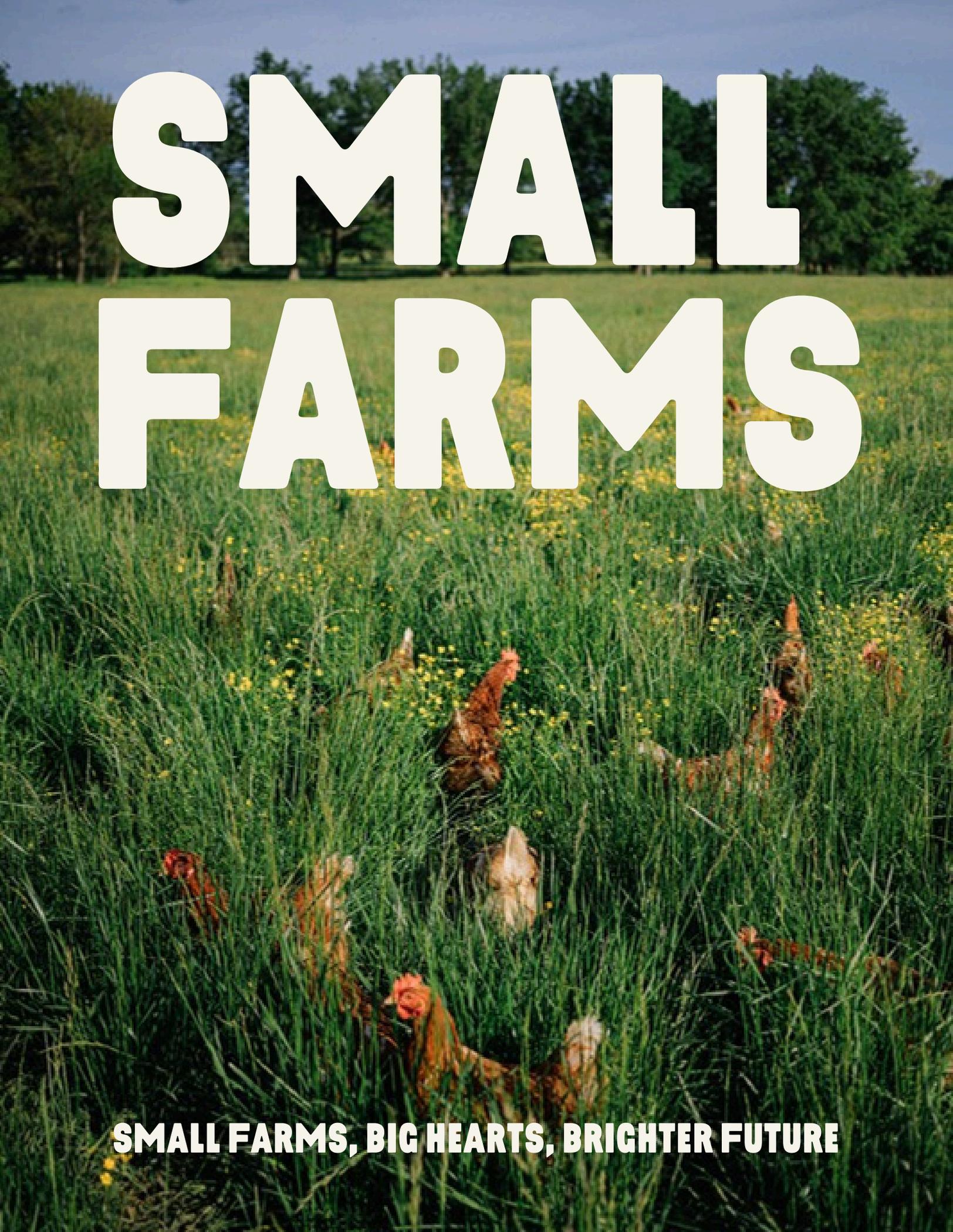
492,081
KW SOLAR HOURS
GENERATED



8,508
LBS
OF SEED



1,488
TONS
OF GRAVEL



SMALL FARMS

SMALL FARMS, BIG HEARTS, BRIGHTER FUTURE

CONSERVATION INVESTMENTS

Advancing Sustainability Through On-Farm Projects

Handsome Brook Farms aligns its sustainability initiatives with the USDA Natural Resource Conservation Service Conservation Practice Standards (NRCS CPS). The company funds the Cost Share Program, which provides financial assistance to farmers implementing sustainable practices. In addition, it led two USDA grant-funded projects with a company match: the Regenerative Egg Farming Project, which pilots innovative methods to improve farm and environmental outcomes, and the Climate Smart Organic Egg Project, a transformative initiative aimed at reducing greenhouse gas emissions and marketing climate-smart commodities. The Climate Smart Organic Egg Project was terminated in 2025 as a result of changing priorities at the USDA. In spite of this, Handsome Brook Farms continued the work promised to our growers and stakeholders.

By aligning with the Natural Resources Conservation Service (NRCS) Conservation Practice Standards, our partner farms transition from traditional land management to a sophisticated, ecological approach to egg production. These federal guidelines provide a scientifically backed roadmap for enhancing farm resilience, focusing on foundational improvements like soil health, water conservation, and biodiversity. By integrating practices such as cover cropping, nutrient recycling, and soil carbon amendments, farms create a self-sustaining loop that enriches the land while directly improving the quality of life for the hens.

On the ground, these standards translate into a diverse range of on-farm improvements that benefit both the hens and their habitat. Farmers are implementing rotational grazing through strategic fencing, establishing silvopasture, shade trees and mobile shade structures to reduce heat stress, and utilizing renewable energy to power operations. From stabilizing high-traffic areas to prevent erosion to installing advanced water facilities, these standardized practices ensure that every acre is managed with precision. This commitment to proven conservation frameworks doesn't just meet organic requirements—it sets a new benchmark for regenerative agriculture on egg laying farms, ensuring that our eggs are produced on land that is being healed and sustained for the future.



CONSERVATION INVESTMENTS

Investments made on our farms in 2025



Handsome Brook Farms continues to demonstrate commitment to our investment in network farms through 2 USDA grants, one private grant and HBF's Cost Share program, with a total investment in 2025 of \$637,000 from all funding sources.

Grant funding represented \$352,000 and included projects for energy efficient lighting/equipment, silvopasture, manure storage, watering systems.



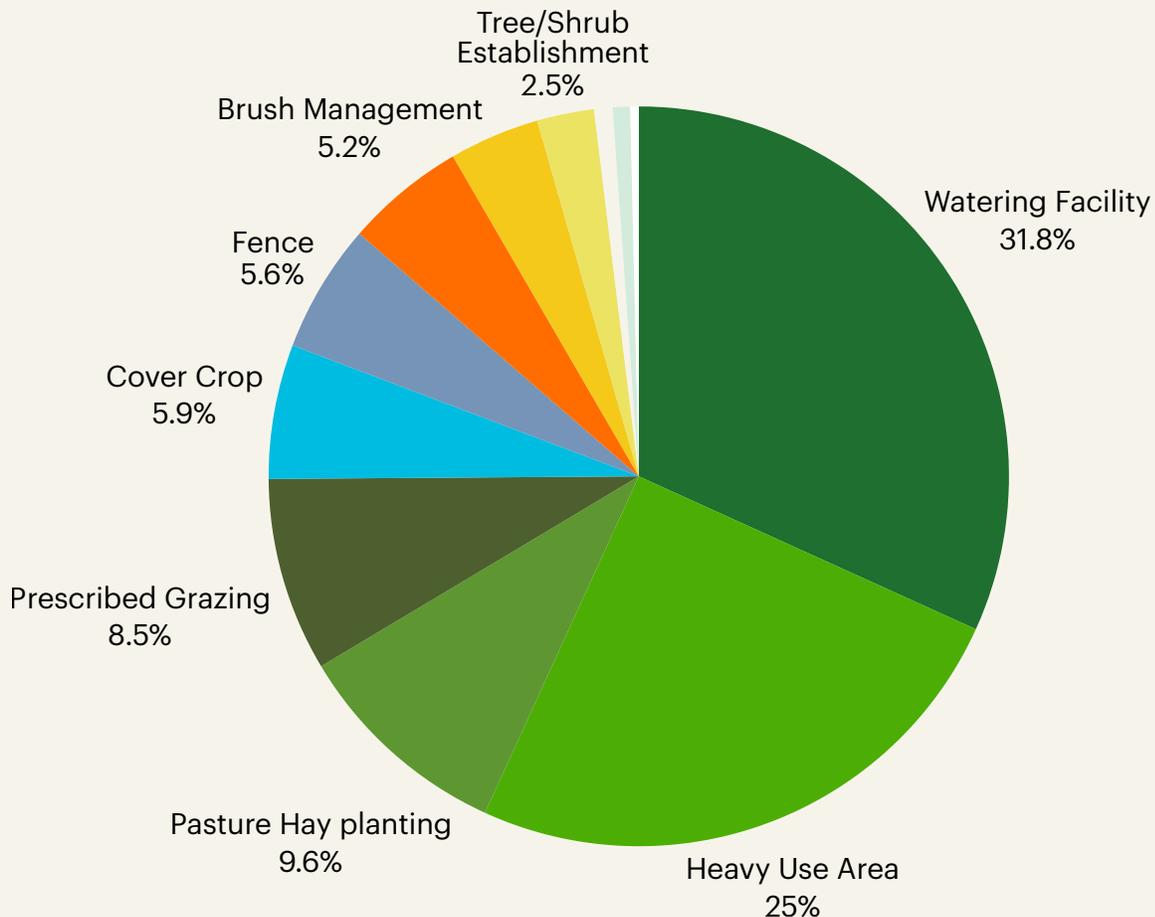
CONSERVATION PROJECTS

Investments made on our farms in 2025

Since its inception in 2021, the Cost Share program has provided \$1.3 Million of financial assistance to farmers who implement sustainable practices that improve soil, water, and pasture health. By lowering financial barriers, the Cost Share supports the adoption of conservation practices, especially amongst the Plain Community in our farming network, ensuring healthier ecosystems, thriving hens, and consistently high-quality organic eggs.

In 2025, the Cost Share program invested \$237,000 in 111 projects for 64 farmers, with projects ranging from heavy use area mitigation, cover cropping, tree/shrub establishment, fencing and pasture watering systems. Cost Share funded:

- 6590 linear feet of fence to facilitate better pasture rotation by the hens
- 766 tons of gravel and 83 cubic yards of concrete to mitigate erosion in heavy use areas
- 159 acres and 49 pasture projects ranging from cover cropping, pasture plantings, brush management, tree/shrub establishment and silvopastures, to protect soil and water quality and provide the hens with healthy pasture conditions
- 25 portable shader structures to provide the hens protection from heat stress and predators
- 7 pasture watering systems to provide clean water to the hens and to encourage better pasture utilization
- 3 manure sheds and 1 compost shed to prevent nutrient run-off



CONSERVATION PROJECTS

Monitoring and Measuring Outcomes of Projects



The Regenerative Egg Farming Project (REFP) — our USDA Conservation Innovation Grant — aims to understand how regenerative farming practices impact biodiversity on the farms in our network. 2025 was the final year of a 4 year long study across ten farms in Kentucky. This year we launched Hen Plot, a pasture monitoring system that autonomously measures pasture utilization of our layer flocks. Data is then used in conjunction with arthropod samples collected at various distances from the sampling area in order to correlate pasture biodiversity to hen pasture utilization.

HBF's Climate-Smart Scientist and University of Kentucky (UKY) Researcher, Dr. Karina Garcia, partnered with a Software Research Software Engineer to analyze data captured from a solar powered surveillance camera in an open source real-time object detection algorithm that identifies and locates objects in images. By using various sampling methods, Karina and her team have been able to assess the abundance and diversity of pollinator species across these farms.

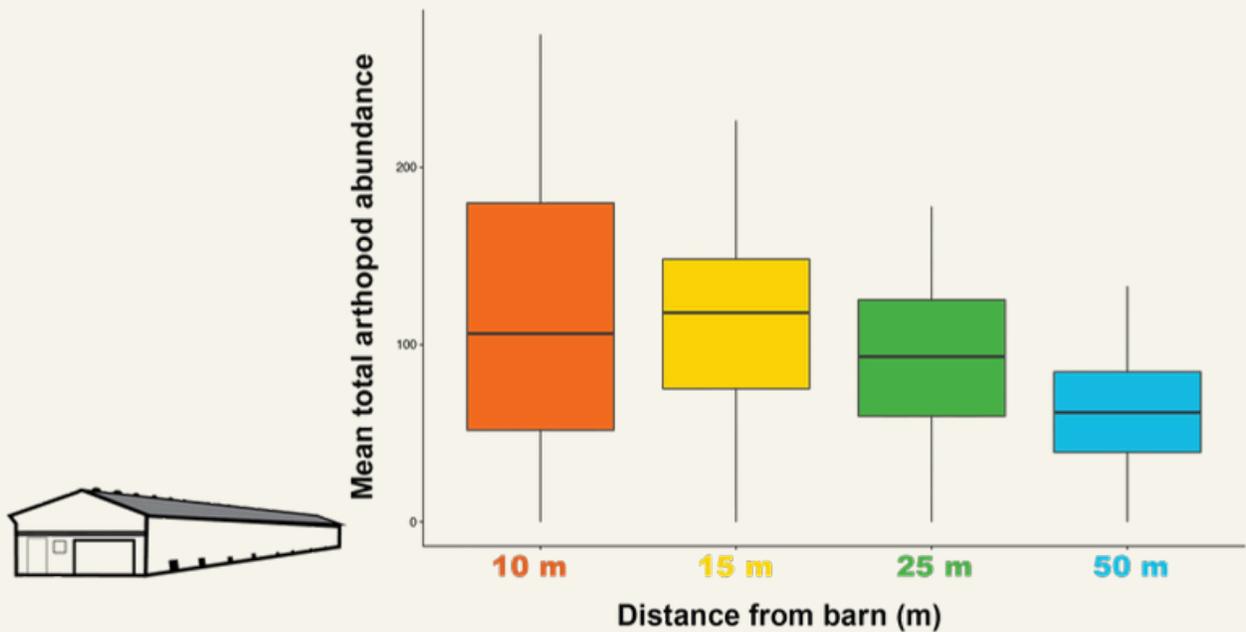
CONSERVATION PROJECTS

Regenerative Egg Farming Project

As part of our biodiversity sampling efforts for the Regenerative Egg Farming Project, we deployed a series of insect sampling methods to assess a wide range of communities. These methods targeted ground-dwelling, foliar-dwelling, and flower-visiting insects and arthropods. Ground-dwelling arthropods (including spiders, ground beetles, rove beetles, and more) are often used as bioindicators of environmental impacts in response to agricultural practices. Here, we focused on this particular group due to their ecological significance and their potential interactions with pastured hens.

Our study took place across ten paired sites in five counties in central and western Kentucky. Sampling began in fall 2022 and continued biannually through fall 2025, for a total of seven sampling events. During each event, we deployed pitfall traps for seven days along four transects at increasing distances from the barn, which served as a proxy for chicken activity and density.

Across the duration of the Regenerative Egg Farming Project, we collected over 40,000 ground-dwelling specimens. We consistently found that the total mean abundance of ground-dwelling arthropods was significantly greater ($p < 0.05$) near the barns, and decreased with increasing distance to the barn. This pattern suggests that hen density and activity have the potential to enhance ground-dwelling arthropod communities.



CONSERVATION PROJECTS

Climate Smart Organic Egg Project Insights

PRACTICE	EMISSIONS REDUCTION (TONNES CO2E)
Nutrient Management	49.6
Solar Array	10.3
Prescribed Grazing	7.5
Solar Array	4.5
Solar Array	4.2
Solar Array	3.1
Prescribed Grazing	2.9
Solar Array	1
Prescribed Grazing	0.8
Prescribed Grazing	0.7
Energy Efficient Equipment	0.6
Mulching	0
Litter Shed Facility	-2.1
Energy Efficient Equipment	-2.4
Energy Efficient Lighting	-3.7
Nutrient Management	-7.7
Nutrient Management	-7.8

Originally, a 5-year program, the Climate Smart Egg Project, ended after 2 years in 2025. Despite that, the 31 farmers that participated in the program saw significant benefits, as modeled by Handsome Brooks' grant partner, Grow Well Consulting. Grow Well used a combination of models including COMET Farm, COMET Planner and EPA GHG Tool to model GHG reduction benefits.

Overall, in 2 years, the project reduced emissions by a total 61.6 tons of CO2E, or the equivalent of the CO2 emissions from the electricity use of 10.5 average U.S. homes for one year.

TOTAL REDUCTION WAS 61.6 TONS OF CO2!



CONSUMER EDUCATION

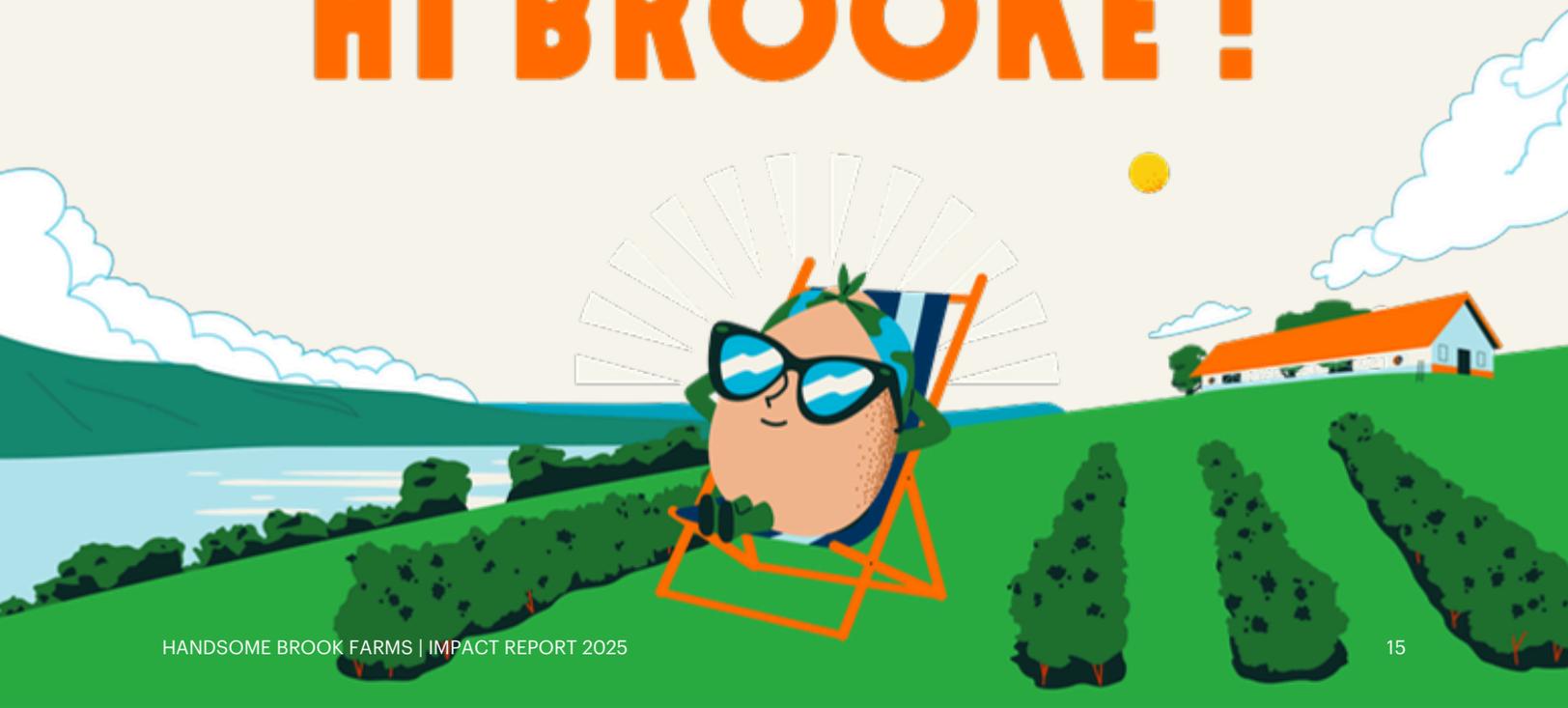
Sharing the Good News of Regenerative Agriculture

In 2025, Handsome Brook Farms expanded our consumer education efforts to make topics around regenerative agriculture, sustainability, and food insecurity more accessible to families in our community. Through Brooke the Egg, a four-episode series about an animated egg on our farm, we introduced young audiences to where food comes from, soil health, animal welfare, organic farming, and simple ways to care for the planet. The series in total reached a wide audience of users online, amassing 140,763 views and 441 likes, comments, shares, saves, and reposts (interactions).

Our collaboration with Emergent Solar on social media showcased how solar can support farmers in achieving energy independence, reduce reliance on unpredictable energy markets, and reinvest the savings into their farms and communities. Throughout the year, social media (particularly Instagram and Facebook) played a critical role in education and advocacy. In 2025, our consumer and market education materials reached 529,832 viewers, generating 20,635 likes, comments, shares, saves, and follows, to our growing audience of 70,288 followers across platforms. This messaging reached consumers where they most frequently spend time to improve transparency, brand trust, create community, and reinforce Handsome Brook Farm's commitment to a more sustainable food system.



HI BROOKE !



GROWER FEATURES



THE BRUBACKERS

In this part of the state, the north south roads count down in number as you approach state road 267, at the Missouri, Kansas border. The Brubacker family has traded a suburban life in Pennsylvania for a simpler one on a farm with a healthy dose of hard work. A new life has brought new opportunities, opening a roadside farm store where they sell fresh produce, sandwiches and refreshments. Barry also helps manage the community produce auction across the street from their farm where families in the region sell their farm produce to wholesalers in the region. A significant population of predators, both aerial and ground were affecting their flock so they asked us for help. Our company cost share program funded new perimeter fencing with dig guards to deter the ground predators, and a state of the art laser on top of the barn to scare away the aerial predators.



GROWER FEATURES



ROBERT HOUGHTON

Robert Houghton's farm in Northern Ohio has undergone a remarkable transformation under his sustainable management practices. Once plagued by erosion and depleted soil quality, the land is now thriving with minimal tillage and reseeding practices that retain moisture and prevent runoff. The result is a lush pasture teeming with life, where Houghton raises layer hens and beef cattle alongside a new solar array funded through our cost share program that powers his barn and provides shade for the chickens during hot summer days. This innovative approach not only benefits the farm but also contributes to a more environmentally friendly future.



GROWER FEATURES



NATHAN SCHLABACH

In rural Kentucky, where corporations have historically extracted natural resources, Nathan Schlabach has found hope in regenerative farming practices. Having purchased 400 acres of land that had been mined for coal, he now uses intensive cover cropping, composted chicken litter, and careful soil management to rebuild the soil's organic matter. As part of our USDA Grants, Schlabach has practiced intense cover cropping, silvopasture tree plantings and installed a solar array to power his farm. Following a nutrient management plan has allowed him to grow pasture grasses on the land for the first time in decades. The renewable energy generated from a solar array provides an alternative to land's industrial past, paving the way for sustainable agriculture in rural Kentucky.

GROWER FEATURES



DAVID YODER

As a former Missouri dairy farmer, David Yoder now raises pasture-raised layer hens on his 75-acre farm in North Eastern Oklahoma. With the help of Handsome Brook Farms' Cost Share program, he optimizes pastures for each species of livestock using techniques like rotational grazing patterns to maintain health and biodiversity. David's background in dairy motivates him to experiment with nurse cropping; planting fast-growing annuals like oats to protect native grasses. The farm had previously been overgrazed by beef cattle and managed for purposes not ideal for pasture raised livestock. The Yoders' holistic approach has created a thriving ecosystem on their farm, raising fruits, veggies, horses, cows, sheep, and even bees on land that had not that long ago been deemed to be unsalable.

BIG HEARTS



SMALL FARMS, BIG HEARTS, BRIGHTER FUTURE

EMPLOYEES

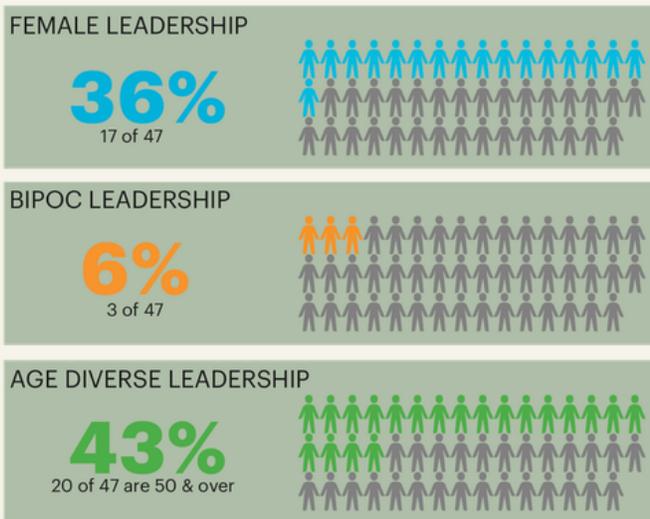
Growing Thriving Communities

At Handsome Brook Farms, people are priority to our mission. We are committed to fostering an inclusive and dynamic workplace where all employees feel valued and empowered. In 2025, we made significant progress in our efforts to build a more representative and equitable organization.

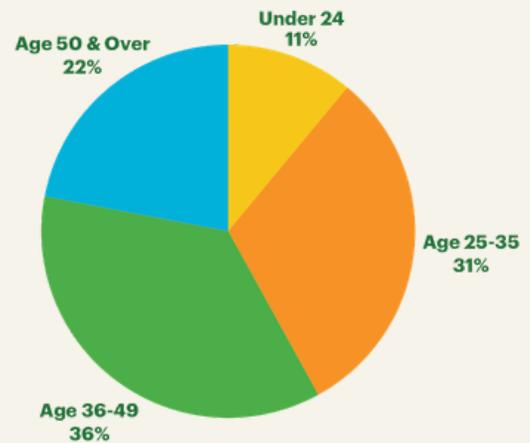
Women now comprise 54% of our total workforce, further solidifying our dedication to gender equity in the workplace. Age diversity also improved, with employees comprising a wide range of ages making up 30% of our workforce.

New hires brought fresh perspectives and skills to our team, totaling 21 new employees, 18 of which were for new positions. Leadership roles were filled through internal promotions, showcasing our investment in employee growth and development to support the growing needs of our organization.

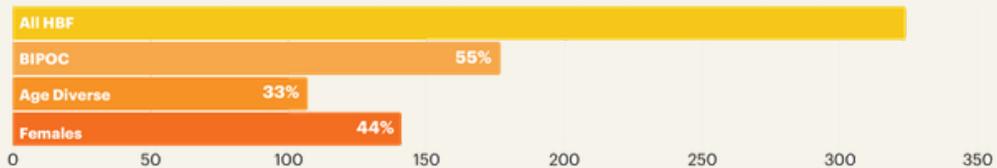
The diversity of our leadership team also expanded, with a new generation of leaders taking on key roles. While we are still working towards greater representation, we recognize progress is being made and are committed to continuing this effort.



AGE REPRESENTATION



DIVERSE REPRESENTATION IN COMPARISON TO ALL HBF EMPLOYEES



PHILANTHROPY

HBF Invests in Communities Across the Country



Donations With Dignity

As an organic company, we also have a responsibility to pass on the bountiful harvest of organic agriculture. Our “Donations with Dignity” program connects our farms to communities in our own back yard that are most in need of healthy, organic eggs.

Handsome Brook Farms led an awareness campaign on social media to raise money for One Love Community Fridge as part of Giving Tuesday. Our digital content garnered 33,563 views and 63 interactions as we spotlighted community-led solutions to food insecurity, supporting volunteerism, meal donation, and an increased awareness around ending hunger.

Since the beginning of our partnership with Rethink Food and One Love Community Fridge, we’ve donated over a quarter million eggs to New York City residents facing food insecurity. The first farms to join our network are in New York and for that reason we consider the city as our neighbor.



PHILANTHROPY

HBF Invests in Communities Across the Country

Ongoing Support for Food Justice

Our quarterly donations of \$2,500 each to Black Farmer Fund and Share Our Roots continue to support their critical work in building equitable, sustainable food systems while standing in solidarity with historically marginalized farming communities.



Food Bank Support

Across multiple states, in 2025 our egg donations have made a significant impact totaling over 76,425 dozen eggs.

- Georgia Mountain Food Bank (GA)
- Grace Place (AR)
- Life Ministries (AR)
- Lincoln Senior Center (AR)
- Food to Families

SHARING
OUR ROOTS



Regenerative Agriculture Scholarship

In 2025, we expanded our scholarship program to include the University of Kentucky, University of Arkansas and Lincoln University. We doubled our investment for students seeking a career in agriculture and environmental sustainability.



“With this support, I can dedicate more time to my coursework, campus involvement, and hands-on learning opportunities that will prepare me for long-term success in my field.”

Darius Hendricks – Lincoln University



“I would like to contribute to the poultry industry by enhancing the production techniques of farmers. I plan to serve a company that works directly with farmers to help them reach their production goals.”

Kelvin Riviera– University of Arkansas



UNIVERSITY OF
ARKANSAS



BRIGHTER FUTURE

A vibrant sunflower with a dark brown center and bright yellow petals is the central focus, surrounded by lush green foliage. The background shows a clear blue sky and more greenery, creating a bright and hopeful atmosphere.

SMALL FARMS, BIG HEARTS, BRIGHTER FUTURE

ORGANIC PRODUCTION

Strengthening Organic Integrity



At Handsome Brook Farms, we believe that maintaining the highest standards of integrity in the organic supply chain is essential to building trust with consumers and driving progress in the organic industry. In 2025, transformative updates to the USDA organic regulations have bolstered the credibility and resilience of organic certification and we are proud to share how these changes impact our work.

The Organic Livestock and Poultry Standards (OLPS) was implemented in January 2025. This regulation adds additional value to organic products by consistently applying animal welfare standards to all organic livestock operations. The organic industry continues to grow year-over-year and by increasing the transparency of welfare in organic operations, we will see sustained demand.

Handsome Brook Farms has set the standards for these updates from the start, with our legacy network embodying all principles from day one. With these regulations now codified, a few operations had to make updates to meet new regulatory requirements on perch space and outdoor access areas. As of January 2, 2025 all organic-certified Handsome Brook farms had made updates to their system to install a minimum of 6 inches of perch space per bird which supports natural hen instincts to get off the ground and reduce stress. In addition, all farms are maintaining 75% vegetative cover on their outdoor access areas for hens to forage and find areas to dust bathe.

Looking towards the future, our network of farmers will be making updates to their outdoor access doors before 2029 to meet a minimum requirement of one linear foot per 360 birds. These updates will help encourage birds to leave the comfort of their home to forage outside and express natural behaviors.



HERE WE GROW

Vertical Integration

As Handsome Brook Farms continues to grow, we recognize the importance of supply chain resiliency, operating efficiency, and circularity through byproduct utilization. Vertical integration is our primary means of achieving these strategic, operational, and sustainability objectives.

In late 2023, HBF Foods launched a hard-cooked egg facility in Morristown, TN—the first step in improving egg production utilization. In early layer production, hens lay smaller eggs that don't meet carton size requirements. Historically, these eggs were sent to breaker facilities and processed into liquid egg products. By hard-cooking them, we increase their value and provide a nutritious, ready-to-eat source of humanely raised protein. The state-of-the-art facility uses specialized equipment to gently cook eggs while centering the yolks, resulting in a visually appealing product sold in grocery deli and dairy cases nationwide. The facility also offers deviled egg kits for convenient, flavorful consumption.

Continuing our commitment to product circularity, 2025 saw Morristown begin production of egg-based Oolie© yogurts and dips, earning Upcycle Food Association certification. These products are made from less-than-perfectly peeled eggs generated by the hard-cooked and deviled egg processes, which would otherwise be wasted. With the introduction of this new product category, Oolie has gained recognition for innovation and is expanding into new markets. HBF Foods is moving toward zero waste, with significant recycling of eggshell by-products and packaging materials.

Since inception, Handsome Brook has relied on third-party egg grading facilities with limited capacity for expansion. In November 2025, we celebrated the ribbon-cutting of our first in-house egg grading facility in Brooks, Kentucky. This milestone provides essential grading capacity, strengthens our commitment to quality, and enables USDA- inspected verification of the grading process. The facility will employ 100+ team members across up to three shifts daily. Strategically located in central Kentucky, it enhances sustainability and reduces travel miles for a substantial portion of our farm network. In December 2025, construction began on a second grading facility in Williamsport, PA, with a third site in Stillwell, OK slated to break ground this spring.



**SMALL FARMS,
BIG HEARTS,
BRIGHTER FUTURE**



handsomebrookfarms.com

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