

# 70+ GENERATIONS OF TURKEY BREEDING

Producing a wide range of Turkeys to suit all your requirements.

## Wirral White Supreme

The Wirral White Supreme turkey is an outstanding example of turkey breeding at work. The Wirral White Supreme shares a common female line with the HB92, but this hen is crossed with an entirely different male line stag to produce the Wirral White Supreme. This male line (which was specifically developed for the purpose, by Hugh Arnold in the 1970s) has outstanding breast conformation, with the ability to transmit such conformation to its progeny.

The Wirral White Supreme hen is targeted to produce a supreme oven-ready hen at 8kg and above.

## Wirral Supreme Bronze

Like its White equivalent the WSB is a breed with exceptional livability combined with a good growth rate. They have distinctive brown or black feathering on the female depending on the matings and dark feathering on the males. This produces an ideal bird for organic, free range or specialty producers wishing to differentiate their produce. Female liveweights at around 10Kgs are commonplace whilst the males achieve 16Kgs at 24 weeks of age.

## HB92/Wirral and HB91/Hockenhull Lines

A common theme with these Lines is that they all deliver excellent conformation and finish from an early age. The parent hen of the HB91 White/Hockenhull White and the HB91 Bronze/Hockenhull Black is however larger. This offers us the opportunity to produce a larger quality bird at the same age when compared to the HB92 White/Wirral White and HB92 Bronze/Wirral Black Lines.

Historically, we have offered Lines from both the Hollyberry range and the Hockenhull range. These Lines have come so close together genetically that this year we will only be offering the one product in each respective category. The table below summarises our position this year:

Previous Lines	Lines from January 2025
HB92 White and Wirral White	HB92 White
HB92 Bronze and Wirral Black	HB92 Bronze
HB91 White and Hockenhull White	HB91 White
HB91 Bronze and Hockenhull Black	HB91 Bronze

In simple terms we have reduced our offering from 8 to 4 Lines as the genetics of the respective Lines are now the same.

## HB92 White and HB92 Bronze

The lines that make up the Wirral White were first introduced to the TFF market back in the 1970s as the 'Leacrofter', which was produced by Phil and Nora Cook of Leacroft Turkeys. SCF Turkeys followed with the introduction of the 'WirralWhite' which, like the Leacrofter, relied on lines bred by Hugh Arnold. During 1992, the HB92 was introduced to the

market by Holly Berry Hatcheries using the same lines supplied by British United Turkeys Ltd. Market forces now mean that these two birds are effectively the same. Today, the original lines created by Hugh in the 1950s are part of the Aviagen Turkeys Ltd. gene pool, and were used to produce both the HB92/Wirral White and the HB92 Bronze/Wirral Black turkey breeds.

The Bronze after the name identifies the colour and in this line we produce Black and Brown variations. A consistent feature of the "92" range is the quality of the oven-ready carcass of both the female and male across a wide range of weights.

Historically, the HB92 Bronze has been the largest volume seller for Hockenhull Turkeys and this is likely to continue for a number of years to come. One of the most versatile slow-growing turkey strains available to the market today, both the females and males produce excellent oven-ready carcasses with an abundance of breast meat.



## HB91 White and HB91 Bronze

The HB91 was introduced to the market by Holly Berry Hatcheries in 1991. From the outset, the lines involved in this breed originated from British United Turkeys Ltd. Each of the component lines has over 60 years of pedigree breeding, and one such line was received by Hugh Arnold in 1954, having been originally developed by the late Dr. George Clayton while managing the turkey breeding lines owned by the late Rupert Chalmers Watson of Fenton Barns, Scotland. Some 70 years later, this line features significantly in the Hockenhull Turkeys breeding program.

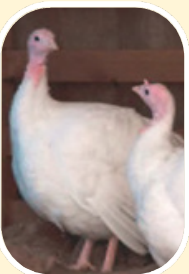
The HB91 is extremely versatile in the oven-ready weight range and affords exceptional quality to the producer. Carcass conformation is evident from an early age – and at 20 weeks+, the hen is quite outstanding

## Attleborough Small White (ASW)



The ASW was developed by Ken Clabburn and his team at Attleborough, utilising some of the original Wrolstad lines purchased in 1966. Ken's objective was to create a small turkey breed that would, year on year, provide producers with mature birds giving oven-ready weights of up to 5kg (females) and up to 8kg (males). He achieved his aims exceptionally well and today at 24 weeks of age, the ASW hen is described by a number of producers as being the best small white hen on the market.

## Wold White



This is the original Wrolstad turkey breed developed in the USA by Cliff Wrolstad. Ken Clabburn purchased the Wrolstad lines from Allied Farm Foods in 1966 and began production of the 'Wold White' at his turkey breeding farm located at Crowshall, Attleborough, Norfolk. The Wold White has been bred to type over the past 60 years under the watchful eye of Ken

Clabburn, Richard Leighton and more recently John Downes. This breed offers the producer a high-quality traditional turkey with good conformation and finish across a wide age range. At 24 weeks of age the Wold weight sits between the ASW and the HB92 Lines

## Devon Pure Bronze

As the name suggests, this turkey began life in Devon, and was originally bred by Mr. Thoms of Blackdog Farm, Tiverton. The lines resided with Mr. Thoms for more than 35 years until they were bought by Roger Finney for Holly Berry Hatcheries in 2003. Since then, this line has been one of the cornerstones of the Holly Berry and subsequently the Hockenhull business, and since its purchase by Hockenhull Turkeys in 2009 has been providing both large and small producers with superb-quality oven-ready carcasses to meet the needs of the most demanding customers and retailers.



Consistency of performance is a byword for the Devon Bronze, and demand remains high each year. The Pure Lines of this strain are now safely stored within the Gene pool of Aviagen Turkeys Ltd.

## Hockenhull Bronze



A truly fast growing bronze bird with an excellent food conversion to match Welfare characteristics remain robust too.

## Devon Black



This bird has been slowly introduced to the market since 2019 and volumes are limited. It is created by crossing our two bestselling Lines – the HB92 Bronze and the Devon Pure Bronze. The influence of the Breeder Male reduces variability seen in the more rustic Devon Pure Bronze with a tighter weight spread. Weights should be between the HB92 Bronze and the Devon Pure Bronze.

## B.U.T. Triple 5 (T5)



This turkey breed was developed in the early 1960s by Hugh Arnold who, at the time, was both Breeding Director of British United Turkeys Ltd. and the company's Managing Director. The B.U.T. T5 was the UK turkey industry standard for more than a decade, and was succeeded by the B.U.T. 8, which was made up genetically from the lines that contributed to the B.U.T. T5, as well as from new lines.

The component lines of the B.U.T. T5 reverted to the gene pool and have been pedigree-bred ever since, with each of the lines involved being older than 50 years (generations).

Today the B.U.T. T5 produces a well-conformed turkey, with excellent yields at the same time retaining exceptional welfare characteristics. At 16 weeks of age, the female will produce a high-quality 7kg+ oven-ready carcass. At 2 weeks of age, the male is capable of producing a quality 14kg+ oven-ready carcass, with the opportunity to grow on economically to oven-ready weights of 16kg+ by 24 weeks of age.