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INTERNATIONAL MEETING SUCCESS

Early June, we welcomed Choice Genetics team members from all over the world in West Des Moines – Iowa for the annual International Meeting. You will read more about it in this Newsletter, but I want to share my feelings after this event. We can be proud of the Choice Genetics family: a team of very qualified professionals specialized in genetics, production, health, technical support, marketing, all with one focus: to deliver the best product and service to our worldwide customers. What made the meeting very meaningful was that it allowed us to interact with colleagues who work in very different environments and cultures but who are all focused on the same goal: allowing our products to express their full genetic potential.

Speaking of our products, we also can be proud of them as they confirm their position in the market as top performers. This is not a coincidence, but the result of continued investment in innovative R&D projects. We worked hard during the International Meeting and it was a pleasure to sense the commitment of all participants to our Choice Genetics projects. We also enjoyed the time together and look forward to the next meeting.

Throughout this summer, we will be preparing for the launch of our new subsidiary, Choice Genetics China. We will report more in detail in the next issue of the Newsletter.

Enjoy reading the Newsletter. I look forward meeting you soon.

Pieter A. Seghers, CEO
June 5, 2015 – Choice Genetics employees, subsidiaries and distributors traveled from all over the world to attend the annual Choice Genetics international meeting. More than 50 attendees from around the globe met in West Des Moines to hear presentations about the company’s progress, future plans and the industry as a whole. The meeting was planned during the same week as the World Pork Expo, held at the Iowa State Fairgrounds in Des Moines, so that guests could also enjoy the swine-centric event.

Speakers included: Pieter Seghers, CEO– Choice Genetics; Derek Petry, Ph.D., MBA, CEO Choice Genetics USA and Global Director of R&D – ; Cédric Pincent, head of R&D – Choice Genetics France; Roger Johnson, Director of Applied Genetics – Choice Genetics USA; Joel Phelps, President – Great Lakes Pork, Inc., Strategic Planning and Project Development – Choice Genetics USA; Chris Rademacher, DVM – Iowa State University Extension Veterinarian; Donald Malcolm, Production Service Specialist, Health and Technical Services – Choice Genetics USA; Jim Schirmer, Director of Business Development in Asia – Choice Genetics.

The highlights of the R&D talk by Dr. Petry and Mr. Pincent included: maximizing ‘Sow Lifetime Productivity’, improving feed conversion, enhancing carcass composition and improving percentage of full value pigs.

Roger Johnson spoke about current market trends and carcass composition in some of Choice Genetics’ target markets.

Joel Phelps focused on the pork production trends occurring in North America including USA and Canada producers, packer processors, performance metrics and current issues.

Dr. Chris Rademacher, DVM, was a guest speaker, talking about PEDV and what could be learned from the outbreak.

Don Malcolm gave a presentation about moving genes around the world, highlighting some of the advances in the practice.

Jim Schirmer wrapped up the scheduled presentations with a discussion of Choice Genetics’ Asian path. Choice Genetics is proud of the relationships in the countries of Japan, China, Vietnam, Malaysia, Thailand, Taiwan and the Philippines.

At the closing of the meeting, it was announced that the group was invited to attend the next meeting in Argentina, August 2016.

The meeting was paired with a week of events, which were kicked off with a Barbeque at Jim Schirmer’s residence in Indianola. Attendees spent time at the World Pork Expo on Thursday, June 4th, visiting the various vendors’ displays, including Choice Genetics’. Group leisure time was also planned, including dinners at the Iowa Beef Steakhouse and the Des Moines Savery Hotel. The week wrapped up with shopping and a trip to an Iowa Cubs baseball game on Saturday, June 6th.
Swine genetics companies are usually focused on the speed of change. Small, incremental improvements are made, generation-by-generation, with the goal of forward progress over time. With this in mind, 2015 is a year with incredible change and improvement but it is also a year to look and celebrate something much more long term.

2015 is the 40th anniversary of the Choice Genetics distribution partnership in Japan. In 1973, then Central Farm had been a long term Dekalb poultry customer when they decided to import stock from the US. They began a multiplication program and started to sell breeding stock in Japan in 1975. Both parties have had name changes since then but the fundamental business of locally multiplying and distributing superior branding products in the important Japanese market has remained in place from the beginning.

Today, CF East Japan is led by its President, Kichio Hashimoto; only the first person to hold that position after founder Hideo Suzuki retired. Central Farm’s Masahiro Uehara is their long standing President. Each company sells branded Choice Genetics products in their regions; Central Farm in the south and CF East in the central and north. There are a series of multiplication farms at various levels of their customized and unique pyramid. GGP boars and gilts are imported twice per year in support of the genetic program. These distributors were the first in the world to source genes from both Choice Genetics USA and Choice Genetics France to combine into one program. This program is, and always has been, dedicated on ultimate meat quality in the market animals produced by their customers. In this highly respected market, quality traits of high intermuscular fat / marbling, color, shape, and composition are valued and domestic producers that provide these products to the market are rewarded. To reach this standard took time and dedication of a genetic program that makes improvement in many aspects but to accomplish this without harm to the valuable meat quality traits.

Mr. Hashimoto says, “Proven production in Japan along with innovative new technology methods from Choice Genetics helps with sales.” “We and our customers have confidence in the value of the products”.

In a scientific field, which is used to measuring things in very small increments, our long-standing partnership has an amazing 40-year history. We celebrate this accomplishment with the full support of and respect for each other.
Choice Genetics was pleased to participate in the 2015 World Pork Expo June 3-5 at the Iowa State Fairgrounds in Des Moines, Iowa. The event was a great success and many connections were made. More than 20,000 pork producers and other professionals attended the show, the world’s largest pork-specific trade show.

More than 430 vendors set up booths or tents to reach out to current and potential customers and colleagues.

The next World Pork Expo will be from June 8-10 in 2016.

Choice Genetics Polska is the first company in Poland to have implemented the modern technology of collecting and assessing semen at its Artificial Insemination Centre. Thanks to limiting human interventions in the process of semen processing, the biological safety has been improved significantly, while the multidimensional software allows examining the quality of the ejaculate and providing semen doses with the highest fertility rate.

Choice Genetics Polska’s Artificial Insemination Centre is one of the market’s largest suppliers selling more than 260,000 doses of semen annually (approx. 30% of the market). The popularity of insemination in the advancement of pig production in Poland continues to increase. By using the highest quality boar semen, producers are able to reduce the genetic lag of their herd resulting in higher efficiency and profitability.

Automatic collection of semen and computer analysis of the ejaculate has been implemented by Choice Genetics, the first company in the country to do so.

“The selection of suppliers was not arbitrary. We opted for reliable, recognized producers who provide proven innovative technological solutions,” emphasized Stanisaw Niemyjski, CEO of Choice Genetics, Poland.

“Choice Genetics is a worldwide brand with more than 100 years of cumulative experience in innovation. With this investment, we prove that innovation and quality still distinguishes the company and its products on the market. We offer the farmers the opportunity to increase the profitability of breeding,” concluded Stanislaw Niemyjski the CEO of Choice Genetics Poland.
THE NEW Duroc

Choice Genetics has established a unique selection platform including the use of computed tomography (CT). This Duroc has been on the CT program since 2013. The use of ultrasound to measure a single point of the pig to estimate a value was effective at reducing fat and increasing loin muscle depth, however the variation around those two specific phenotypes has been exhausted and a need for a tool to examine depositions of fat and measure lean accretion is needed. Because of the effectiveness (precision and accuracy) of using CT as a tool for genetic improvement the next step in our program was to undergo this methodology in our other lines. As discussed previously this has been implemented in the EBX (Pietrain) line. A new index has been established for the Duroc with exciting results. (See Table)

MATERNAL ABILITIES WITH A UNIQUE FOCUS

While the Duroc has shown we can make tremendous strides in genetic improvement and deliver exceptional value, our CG32 female is also bringing a competitive advantage not seen before in North America. But this isn’t just about more pigs born alive, it’s about more quality pigs weaned, improved F:G, robust ADG and higher % of full value market pigs. Other breeding companies focus on selecting on number born alive, total born, etc. which in the long run do not bring more profitability to the producer. Rather, this approach requires more management of the producer because of the excessive variation in the piglets produced. The concept Choice Genetics has adapted is to select for number born alive above a threshold birth weight. Previous research has shown that as litter size increases birth weight goes down, thus leading to a higher pre- wean mortality and poorer performance in the grow out phase. Through extensive calculations, scientists at Choice Genetics were able to determine a point of inflection along the curve of pre- wean mortality and feed conversion that will allow for selection to enhance both at the same time. This point of inflection is unique for each population we have in our library. A more detailed summary of this concept will be presented in the next newsletter.
**7 CHOICE GENETICS WELCOMES NEW DISTRIBUTOR IN SONORA, MEXICO**

In April of 2015, Choice Genetics welcomed a new distributor, Nucleo de Genetica Pecuaria SPR de RL (NGP). NGP, located in Hermosillo Sonora, Mexico, distributes swine genetics to the states of Sonora and Sinaloa. The Choice Genetics Sonora Boar Stud (CGSBS) is currently nearing the end of construction, and is located in the region of Rayon Sonora, an area that is ideal for meeting biosecurity standards.

CGSBS has also reached an agreement to supply genetics to the associated producers of Ricer, a slaughterhouse that is made up of a group of producers with 12,000 sows. Ricer hopes to integrate up to 20,000 sows or 500,000 marketed hogs in the near future.

![The 100 head Choice Genetics Sonora Boar Stud under construction.](image)

Left to Right, Rigoberto Clark Perla (Construction Manager, Clamaral S.A. de C.V.), Ivan Peralta Toyos (Associate, NGP), Pieter Seghers (CEO, Choice Genetics), Roque Vasquez (Choice Genetics Account Manager, Latin America), Alejo De La LLata Coronado (Owner, CEO, Clamaral S.A. de C.V.), Alejo De La LLata Terrazas (Owner, COO, Clamaral S.A. de C.V.), and Brent Mitchell (COO, Choice Genetics USA) June 2015.

**8 BIOGENETIK ADDED AS DISTRIBUTOR IN DOMINICAN REPUBLIC**

Choice Genetics is proud to announce the beginning of the collaboration with Biogenetik who will be distributing Choice Genetics products in the Dominican Republic. Biogenetik is the largest semen supplier in the country and also provides breeding females, focusing on the highest quality and health. The company also owns a very modern nucleus farm and a state-of-the-art artificial insemination center.

In addition, the owner of Biogenetik is part of a new, modern packer project with a slaughter capacity of 240,000 head per year.

**9 FRANCE: DOORS OPEN AT CAPALA F R’S SELECTION FARM**

At the end of May, doors were opened at the breeding selection farm of Choice Genetics CAPALAFR in France, with 420 sows places in pen gestation, and 2048 places in nursery. Sixteen months before, a fire destroyed the sow nucleus site and nursery. The owners decided to build a new, modern site with air filtration with 3 levels of filters. The farm with high-health status was built with the possibility of growth in the coming years.
Dr. Chad Bierman

With great pleasure, Choice Genetics USA would like to announce the arrival of Dr. Chad Bierman as a new member of our genetics team. Dr. Bierman earned his PhD at UW Madison and has worked extensively in the pig breeding business. He will be based out of the West Des Moines office and will focus on the genetic improvement processes in the nucleus herds.

“I am very pleased that we have been able to add a geneticist with Chad’s experience and qualifications. He will be a great addition to our staff and will play an important role in our ongoing genetic improvement program,” said James Rohl, Quantitative Genetics Lead for CGUSA.

In his acceptance letter, Dr. Bierman writes, “I am thrilled and honored to be joining the Choice Genetics USA Team. Good decisions have enabled Choice Genetics to obtain a wealth of data targeting swine genetic improvement. I am looking forward to participating in this forward-thinking program, and will strive to ensure Choice Genetics maintains their competitive advantage over the rest of the field.”

Dr. Chelsea Scheidler

Chelsea Scheidler, DVM has joined the Choice Genetics team as Staff Veterinarian. Chelsea recently graduated from Purdue University and has done several internships with Ag Production and Swine Veterinary Services. Chelsea will be based out of West Des Moines and focus on the health of the company including nucleus, multiplication and boar studs.

“I’m excited to be joining the Choice Genetics team, a place where I can combine my passion for herd health medicine with the company’s innovative technologies,” states Scheidler.

Joel Phelps

Joel Phelps, president, and partner in Great Lakes Pork has been retained by Choice Genetics USA as a consultant to assist with strategic planning and project development. Joel will continue is his current role at Great Lakes Pork, an important customer and supplier of Choice Genetics.

Joel has a Masters in Agricultural Business from Kansas State University. “Our long-standing relationship with Joel and his large production system expertise make this a great fit,” said Derek Petry, Choice Genetics CEO.

Kara Berhow

Kara Berhow has been hired as Marketing Manager for Choice Genetics, based out of West Des Moines, and will work with the key members of each global subsidiary to promote the CG brand. Her previous experience has been working for website design companies, as lead in the design, marketing and branding departments.

Her work in web-based marketing has given her a broad base of knowledge about how to effectively promote a variety of industries of all sizes.

“I love the process of helping to grow brands. As a company, Choice Genetics has such a strong understanding of how to do things better, and how to be more innovative. I look forward to delivering the key messages about that innovation to the public in unique and exciting ways,” said Kara.

Kara has a BA in Communications from Waldorf College specialties in writing, design and electronic communications.

Mark Klassen

Choice Genetics USA is pleased to announce the addition of Mark Klassen as a Business Development Manager. Klassen was formerly with DeKalb Swine Breeders and Monsanto Choice Genetics up until 2001. Since 2001, Mark has worked for Elanco as Animal Handling, Welfare Specialist and Packer Representative. Mark will be based out of Wayne, Nebraska and focus on specific accounts in the Top 30 Producers, and be part of the Choice Genetics USA packer strategy team.

“Mark brings a lot of value to Choice Genetics with his relationships within the top US producers and the packing industry,” says Brent Mitchell, Choice Genetics COO.

“I am excited to join Choice Genetics, a company that has committed to utilizing data and innovative technologies to improve and enhance the performance of Pork for our customers, partners, packers and consumers,” states Klassen.
GOLDEN TECHNICAL RESULTS IN ARGENTINA, CHOICE GENETICS ON TOP

Brazil recently hosted the 7th edition of the Best of the Brazilian Pig Production 2013/2014, an event organized by the company Agriness, who specializes in software for pig production. This now traditional event in Brazil provides rich information about the Brazilian pig industry, including specific references of technical results in the field. It is also a place of exchange of experience between pig producers.

For the first time, an edition of the event was conducted for Argentina. 50 Argentinean farmers representing over 25,000 sows participated.

The primary endpoint evaluated for classification of farms is the number of weaned piglets per sow per year. Choice Genetics has undoubtedly been the star of this edition with 6 farms in the top 10 ranking including 1st and 2nd places.

The farmer Abuelo Juan Bautista from Gustavo Longo, user of Naima sows, won the top spot on the criteria of productivity. The manager of the farm comments, “The pig industry in Argentina is going through a positive period and lives a profound change. With the incorporation of efficient genetic program, investments in food, modern equipment and in production management software to control the production, we are going in the right direction.” The second place went to the farm La Piara, from Guillermo Alloa, who also uses Naima sows from Choice Genetics Argentina.

Adrián Guillén, technical & sales manager of Choice Genetics Argentina comments, “The very good results demonstrated by our breeding animals on the occasion of the first edition of the Best of the Argentinean Pig Production, organized by Agriness, shows the professionalism of the work of our customers and our company. This championship also proves that the high potential of our genetics in terms of weaned piglets per sow per year is a reality in the field. Our company will continue to work to obtain even better results. Congratulations to the technical and commercial teams from Choice Genetics Argentina and to all the farmers who work for obtaining these excellent reproductive performances.”

Upcoming Events

SPACE
September 15-18
Rennes, France

Sommet De L’Élevage
October 7-9
Clermont-Ferrand/ Cournon, France

Leman Swine Conferences
September 19-22
St.Paul, MN - USA

October 11 – 13
Nanjing, China