



## Choice Genetics USA Hires Joel Phelps as a Consultant



West Des Moines, Iowa – 2015 – 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 in 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.

### About Choice Genetics

Choice Genetics is a global pig genetics company and part of Groupe Grimaud, the second largest multi-species animal company in the world. Today, Choice Genetics has subsidiaries in France, Germany, Poland, USA, Canada, Brazil, Vietnam and China and its breeding stock is marketed in more than 25 countries. Amongst the frontline products are the CG32 and NAÏMA parent gilts and the EBX and P88 terminal sires. Choice Genetics employs value-driven innovations that emphasize unique phenotypic traits, increasing the accuracy of the breeding values. Once such innovation is the adoption of the Computed Tomography (CT) scanner that is utilized to maximize genetic improvement in carcass composition and feed efficiency.