



Choice Genetics USA Hires Kara Berhow as Marketing Manager



West Des Moines, Iowa – April 2015 – 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 the web-based marketing field 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 with specialties in writing, design and electronic communications.

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.