



Choice Genetics USA Hires Mark Klassen as a Business Development Manager



West Des Moines, Iowa – 2015 – 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 is utilizing innovative technology to bring customer value,” states Klassen.

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.