



Bryce Martin joins Choice Genetics USA as Director for USA and Canada

West Des Moines, IA - Choice Genetics is happy to announce that Bryce Martin will join Choice Genetics on March 26, 2018 as Director for USA & Canada.

Bryce earned a Master Degree in animal science (Breeding and Genetics and Genetics of Meat Quality in Swine) at Iowa State University in 2008 after which he worked in the North American pig genetics business as Director of Sales & Marketing until 2015. During the last two years Bryce was active in the pig nutrition business during which he researched, developed and launched a new feed additive for swine.

Bryce lives with his family in Iowa and will be based out of the West Des Moines Iowa office.

As the Director for USA and Canada, Bryce will also assume the general management of Choice Genetics USA.

"I am very excited for the Choice Genetics family that we have found the right candidate for this position. Bryce combines a passion for pig genetics with a strong customer focus and strategic vision on the industry. I am convinced Bryce will contribute greatly to the realization of Choice Genetics' ambitions," said Pieter Seghers, CEO of Choice Genetics:

"I appreciate both the opportunity and responsibility extended to me by Choice Genetics. I think good people are the drivers of success in any corporation. Choice Genetics has a comprehensive research platform aligned with a customer centric mentality. We understand there is a responsibility to our customers, we make decisions today that impact their profitability tomorrow. The technology at hand allows us to turn the hypothetical into reality, and select tomorrow's pig today. I'm extremely excited to be involved," states Bryce Martin.

About Choice Genetics

Choice Genetics is a global pig genetics company and part of Groupe Grimaud, a major multi-species animal genetics company. Choice Genetics has subsidiaries in France, Poland, the USA, Brazil, China and Vietnam and its breeding stock is marketed in more than 36 countries. Choice Genetics employs value-driven innovations that emphasize unique phenotypic traits, increasing the accuracy of the breeding values. One such innovation is the adoption of the Computed Tomography (CT) scanner that is utilized to maximize genetic improvement in carcass composition and feed efficiency.

