



Brent Green joins Choice Genetics USA as VP of Operations

West Des Moines, IA - Choice Genetics USA is excited to announce that Brent Green will join the Choice Genetics team on May 21, 2018 as VP of Operations. Brent has an Animal Science degree from Kansas State University and a Master's Degree in Animal Science from Virginia Tech. The swine industry was a focal point in his education with both university programs. Brent had the unique opportunity to study swine genetics, nutrition, and meat science. He has worked in a variety of technical, sales, training, and management roles in the swine industry both in the US and internationally over the course of his career.

Brent currently lives in Shawnee, Kansas with his wife Stephanie and son Bojidar. He will be based there in his new role as the VP of Operations.

"The addition of Brent to the Choice Genetics family is a critical step as we transition the business into a growth phase. We understand that quality products and quality people come together as the foundation for success. Brent brings a wealth of experience and expertise both domestically and internationally. I've had the pleasure of knowing Brent for a number of years, and I'm excited to have him join our team. We got better today," said Bryce Martin, Director and General Manager of Choice Genetics USA.

"It's exciting to me to join Choice Genetics at this time of growth for the company. I've always had a passion for the international swine industry and it's exciting to me to join a company that sends quality genetics all over the world. Many years ago on my very first internship, Dekalb Swine Breeders trained me as I transitioned to modern swine production. That gave me a good foundation in production and genetics to work from as I've served in different roles within the swine industry. I'm happy to 'return to my roots' in this role with Choice Genetics USA.

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.

