

NEWS



CHOICE

Caring for life

MAY 2019

EDITO

CARING FOR LIFE



At the end of 2018, Choice Genetics (Choice) entered a new stage in its history. Our newly reinforced values and objectives are evident in refreshed branding elements and a new tagline - Caring for Life, that expresses our commitment to serve the pork value chain in five key areas:

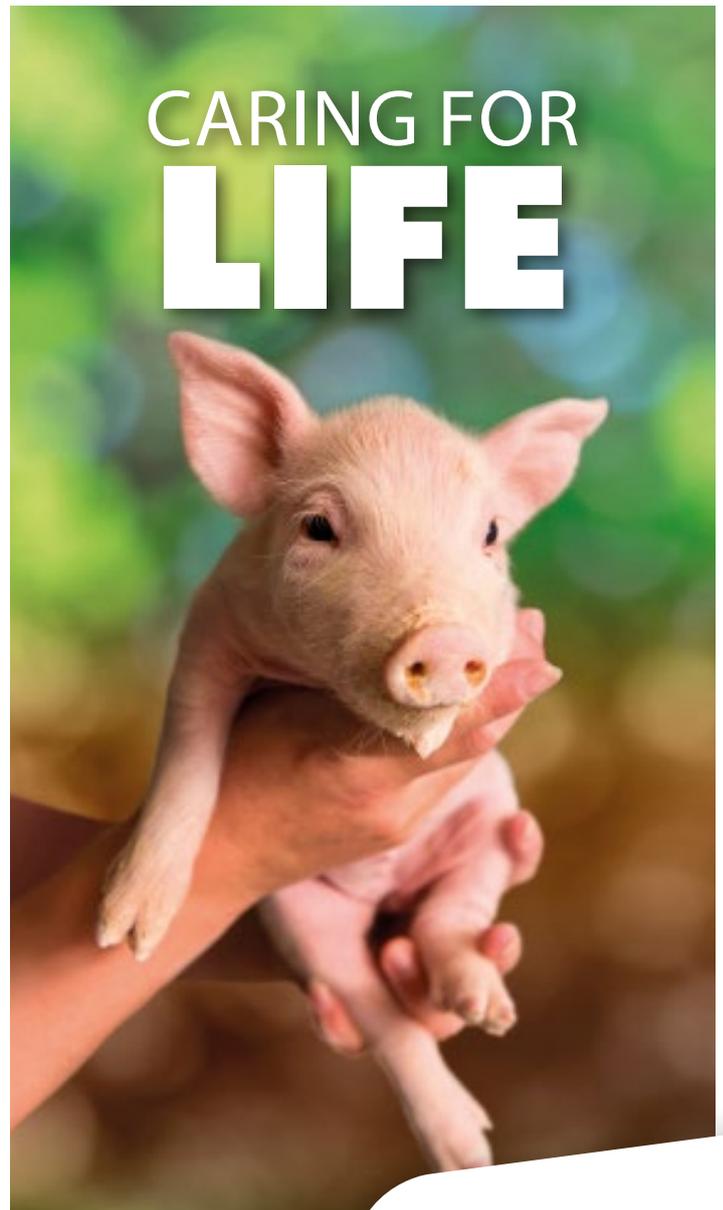
customers and partners, our teams, animals, people and the planet.

In order to better respond to the changing needs of our customers, we reinforced R&D, Technical Services and Marketing & Communication into global departments while production and sales are organized on a regional level: Europe, United States & Canada, Latin America and Asia.

In the field, our genetic products have been improved to allow for more efficient, as well as sustainable, pork production in order to meet the growing societal demands of the consumer. Beyond supplying products, Choice wants to be a solution-provider for its customers offering technical services for the full expression of the genetic potential in different environments.

This newsletter illustrates how our Choice teams implement and accomplish our goals in different parts of the world. We realize the important challenges some Asian countries are faced with due to the African Swine Fever (ASF) crisis and we express our full support and solidarity as the industry works its way out of this crisis.

PIETER ANTOON SEGHERS, CEO



CHOICE LAUNCHES NEW LOGO AND TAGLINE AT 4TH INTERNATIONAL MEETING IN BERLIN, GERMANY

The Choice Genetics 4th International Meeting in Berlin last November welcomed more than 100 attendees—distributors, key account customers—from more than 20 countries all over the world. The Meeting launched a new era for Choice, resulting in a branding evolution, and a new logo identity and positioning.

In order to highlight new trends in the global pork value chain, Choice invited external keynote speakers. Dr. Christine Roguet of the French Pork Institute (IFIP) gave a presentation about trends in societal expectations in the European pork market. Dr. Alex Eggen illustrated the challenges and potential alternatives for the reduction of antibiotics use in pig farming. And Mr. Boris Dufлот (IFIP) concluded the presentations with a benchmark cost

analysis of pork production by world regions.

During the afternoon, team members demonstrated how the Choice products can support the new trends in global pork production. Our new identity including a refreshed logo and the shortening of our company name from Choice Genetics to just Choice was also presented and discussed during this session.

We adopted the Groupe Grimaud tagline Caring for Life since it fully represents Choice's new brand positioning based on the five pillars adopted to better meet the expectations of the pork industry. We invite you to view a short video summarizing our new vision.

<https://www.youtube.com/watch?v=pPhld6fqRQg>



POSITIVE VIBES DURING IOWA PORK CONGRESS CHOICE USA

On January 23-24, 2019, the Choice US sales team, R&D and support staff attended the 47th annual Iowa Pork Congress in Des Moines, Iowa.

Ice and snow could not keep the more than 5,000 people away! This is the largest winter swine trade show and conference in North America, hosting 500 booths showcasing the latest in products, services and solutions for the swine industry.

The Iowa Pork Congress was an extremely positive experience for Choice whose US team had a full agenda of interesting meetings and

presentations. This made the event a great success despite the weather. Choice's new logo and tagline, as well as a refreshed trade show booth were unveiled at the Congress.

Clients, visitors and Choice team members smiled for the camera at the Choice photo both and all are looking forward to the Iowa Pork Congress in 2020.



LARGE ATTENDANCE FOR CHOICE CUSTOMER MEETINGS IN FRANCE

During two days at the end of February 2019, the Choice team in France was pleased to welcome more than 110 attendees for the Choice Customer Meeting in Brittany, west of France. In attendance were producers, feed companies, AI studs and cooperative technical service managers.

Jean-Marc Pinsault, Deputy CEO of Groupe Grimaud, explained the 2030 vision of Groupe Grimaud and the strategic importance for the Groupe Grimaud initiative to grow its pig genetics business. Thomas De Bretagne, General Manager of Choice France gave more details about Choice's new vision based on the five pillars along with further information about Choice's new Caring for Life tagline. Pierre-Yves Lannuzel from R&D explained the vision behind Choice's R&D strategy: Improving efficiency while caring for biology and welfare.

Yves-Lannuzel explained that Choice keeps the focus on "classical" traits like feed efficiency and prolificacy but continues to include novel traits of growing importance,

such as survivability, behavior, robustness, resilience and consumer experience. Arnaud Guérin, sales director for Choice France, concluded the meeting by sharing performance data that illustrated how Choice products are capable of combining efficiency with sustainable production methods. According to a survey conducted amongst CG36–NAÏMA users, 94% of them would recommend the CG36–NAÏMA gilt—a very high customer satisfaction rate among CG36–NAÏMA users.



WORKSHOP ON NEW TRENDS IN SWINE PRODUCTION HOSTED BY CHOICE BRAZIL AND CEVA SAUDE ANIMAL

More than 130 attendees from the Brazilian pig sector attended two workshops organized by Choice Brazil and Ceva Saúde Animal on March 26 and 28, 2019, in Chapecó and Foz do Iguaçu.

The events focused on new trends in swine production, particularly on health effects, the environment, and genetics during swine finishing. Choice's Technical Service Manager, Donald Malcolm, shared his knowledge on environmental control during the finishing period in tropical areas.



Mr. Malcolm has extensive field experience in swine production in several regions including Mexico, Colombia, Central America, the United States and Asia. In Foz do Iguaçu, Jonathan Luiz, Manager of San Bernardo Farm, distributor for Choice in Paraguay, shared the best practices with the CG36–NAÏMA parental sow for weaning more than 34 piglets per year.

To conclude, George Löwen, Key Account Manager of Choice Brazil, presented the first field results in Brazil with the P81, a terminal sire generating a very positive feedback from the Brazilian users.

SUCCESSFUL MEETING FOR CHOICE IN HUNGARY

Hungarian swine industry leaders, producers, traders and representatives from swine feed and premix companies gathered together for a successful meeting in Budaörs on April 11, 2019. Tibor Botzheim, responsible for sales development at RASE KFT, introduced the Choice brand, the swine division of the multispecies Groupe Grimaud. Fabien Restoueix, technical services specialist, presented the keynote address on swine management.



1ST INTERNATIONAL SWINE DAY 2019 KICKS OFF WITH CHOICE ARGENTINA

On April 3, 2019, pig producers, customers and friends from the sector met in Rosario, Province of Santa Fe, Argentina, for the first International Swine Update Day.

Commercial technical director, the Med. Vet. Adrian Guillen opened the session by introducing the new Choice logo and tagline, Caring for Life. Then, Director for Business Development Latin America, Geert Rombouts, revealed updates on Choice solutions during his presentation, "The Genetics of the Future." The Med. Vet. Jorge Brunori, national coordinator of swine production for INTA, continued with his presentation on the new paradigms

of the National Swine Production. Geneticist Leticia Borges Joaquim, from Choice Brazil, ended the day with a presentation on the genetic and phenotypic evolutions of Naima (CG36), GP M6-Landrace (Redone) and P76 males, and an introduction to the new boar P81.

Via teleconference from Florianópolis, Brazil, attendees had the opportunity

to listen to the general director of Agriness, commenting on the release of an essential software tool for efficient management of pig farms. This event highlighted Choice's commitment to swine industry associates focused on caring for animals, our team, people, the planet and especially Choice customers!



OUTSTANDING QUALITIES OF THE CG36 (NAIMA) PARENT SOW HIGHLIGHTED BY DR. GIL



UPB, Choice's distributor in Spain recently sat down with Dr. Mariano Gil of the Veterinary of Porcino del Piron to gain his advice and insight into the management of the CG36-NAIMA. Dr. Gil has more than 30 years of experience in the veterinary disciplines of swine production and management.

Porcino Del Piron has more than 30 partners who are farm owners, each having on average a herd of around 300 sows for a total of 8,000 sows.

Dr. Gil provides many services to these partners, such as technical assistance, sale of market hogs, semen, feeding and swine healthcare.

What words would you use to describe the CG36 - NAIMA?

Dr. Gil: I would say robustness, high milk production and a big maternal instinct. The CG36-NAIMA sow is known for her ease of management, high robustness and its autonomy. Most of the time there is no need for assistance during farrowing. Assistance is the exception.

What about the piglets?

Dr. Gil: The quality of the piglets at

birth is excellent. Vital is a good word to use in describing the condition of the piglets. Lactation begins easily and the piglets are homogenous, strong and heavy. Thanks to the mothering abilities, piglets have an excellent weight at weaning—a big advantage for post-weaning performance.

What about the career of the sow?

Dr. Gil: The lifetime performance is very good thanks to excellent leg quality. The CG36-NAIMA is robust. On average she farrows 6 to 7 litters during her lifetime. It is important to have a durable sow.

WELCOME TO NEW CHOICE TEAM MEMBERS



Margaux Chasles | Accountant and Assistant, Choice France

With eight years of experience in bovine genetics, Margaux joined Choice last winter as accountant and assistant to the General Management.



Dr. Felipe Gomes | Technical Support Service, Choice Latin America

Dr. Felipe Gomes graduated in Veterinary Medicine from UNESP, Universidade Estadual Paulista, Jaboticabal Campus, Brazil, with a master's degree in animal pathology and a focus in swine health. Felipe gained experience in swine reproduction, production and health, mostly in piglet production units, working on a 2,000-sow farm. Dr. Gomes provides technical assistance to customers and manages the health aspects of the multiplier network. He is also involved in import and export processes.

"It gives me immense pride to be able to take part in such a highly respected, world-class swine production company. I accepted the challenge, and together we will evolve and grow every year towards higher levels of quality and efficiency in animal production processes," says Dr. Gomes.



Chuck Woods | National Sales Manager, Choice USA

Chuck Woods joined the Choice team on April 1, 2019. He has an acute understanding of the swine industry and a passion for providing customer solutions. A well-rounded background in production, genetics, feed and sales made Chuck the ideal candidate for this position

"I've worked with Chuck in a variety of roles in the past and have been impressed with his ability to consistently add value to his work with employees and customers alike. His passion and understanding of our business make him an excellent addition to the team. I'm looking forward to incorporating his insight into our sales process," says Bryce Martin, Director and General Manager, Choice USA.



Marion Claquin | Sales Representative for Normandy and Loire, Choice France

Marion joined Choice in September 2018. Her parents are pig producers and she spent most of her free time on the farm.



Morgane Pellen | Sales Representative for Brittany, Choice France

Brittany is the largest pig production area in France and Morgane knows the countryside well. Her experience covers more than 17 years as a sales representative in pig insemination. She has a passion for pigs and genetics, Morgane joined Choice in the summer of 2018.



Emily Grow | Staff Accountant, Choice USA

Emily came from Keen Project Solutions an Ag based construction management, engineering and general contracting firm. She was their staff accountant. Emily has a bachelor's degree in business administration and finance from Buena Vista University. Her passion has always been in the farming side of accounting and she is excited to be back in genetics.



Céline Texier | Logistics and Administration Assistant, Choice France

Céline joined Choice at the beginning of April 2019. She has eight years of experience in export and import procedures and process.

FOCUS ON CHOICE EXHIBITIONS

The Choice teams would like to thank our customers and partners for the quality exchanges we had at all the last exhibitions.



AgroAnimal Show in Kiev:
Choice Poland and its partner EkoMit.



VIV Asia in Bangkok: The Choice division joined the other species companies of Groupe Grimaud.



Figan Zaragoza, Spain: Our partner UPB was exhibitor

SEE YOU SOON



SPACE
France - Rennes
10 to 13 september



SOMMET DE L'ÉLEVAGE
France - Clermont Ferrand
2 to 4 October

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