

NEWS



CHOICE

Caring for life

NOV. 2020

EDITORIAL

NEW PRODUCTS AND NEW FACES



Choice US is excited to bring the CG36 from the headquarters in France to the US. This line was developed, tried, and proven there internally as well as externally. As the US industry is still sorting through volatility on many levels this year, the CG36 offers socially responsible genetics that are economically sustainable.

Lower mortality rates, longevity, mild temperament, functional teats, and healthy piglets born alive all translate into much needed characteristics for today and tomorrow.

Choice US has started a new chapter of building a strong leadership foundation for the future. Since the end of 2019 you may have seen new faces. We've had several new colleagues join our team including the General Manager, Controller, National Sales Manager, Genetics Systems Manager and the onboarding last month of our Key Account Manager. I invite you to get to know our colleagues and how engaged they are to serve our customers. You can find more details on page 6.

This new and upcoming culture inspired by these additions is based

THE CG36 OFFERS SOCIALLY RESPONSIBLE GENETICS THAT ARE ECONOMICALLY SUSTAINABLE

on passion for the pork industry and the customers we serve. Adversity provides the opportunity for success and Choice US has seen its fair share of trying times forcing everyone to step forward and be part of the solution. Sometimes this means a new look is needed to strengthen the efforts for success with new faces and new products. Teamwork and team spirit are in the heart of our philosophy with Caring for our Team, part of our mission statement Caring for Life.

Building on the Caring for Life mission statement, we have an added attraction. Contact us regarding new paternal breeding options coming early 2021! Let us partner with you on the future as we focus on the genetics we have available backed by a tremendous representation of people Caring for Life!

JEFF JORGENSON
GENERAL MANAGER CHOICE US



LAUNCH OF THE CG36 SOW

LEADER IN MATERNAL QUALITIES, TO TAKE CARE OF LIFE

Choice has shaken the pig industry by introducing a new gilt designed to perform economically, ecologically viable and instinctively maternal.

A pioneer in genetic selection, Choice stands out in the market by a differentiating approach led by multi-trait selection. The new CG36 sow has shown around the world to be current within the dynamics of the economic and societal sustainability of pig production. It is the expression of the new positioning in which Choice is committed to Caring for life.

How does this translate into the new CG36 sow?

By its ethical side, by preserving resources and promoting sustainable breeding.

Why is it so? Because the CG36 sow was created to ask little and give much. A long career, very good legs, quality, high robustness, the lowest sow mortality rate on the market.

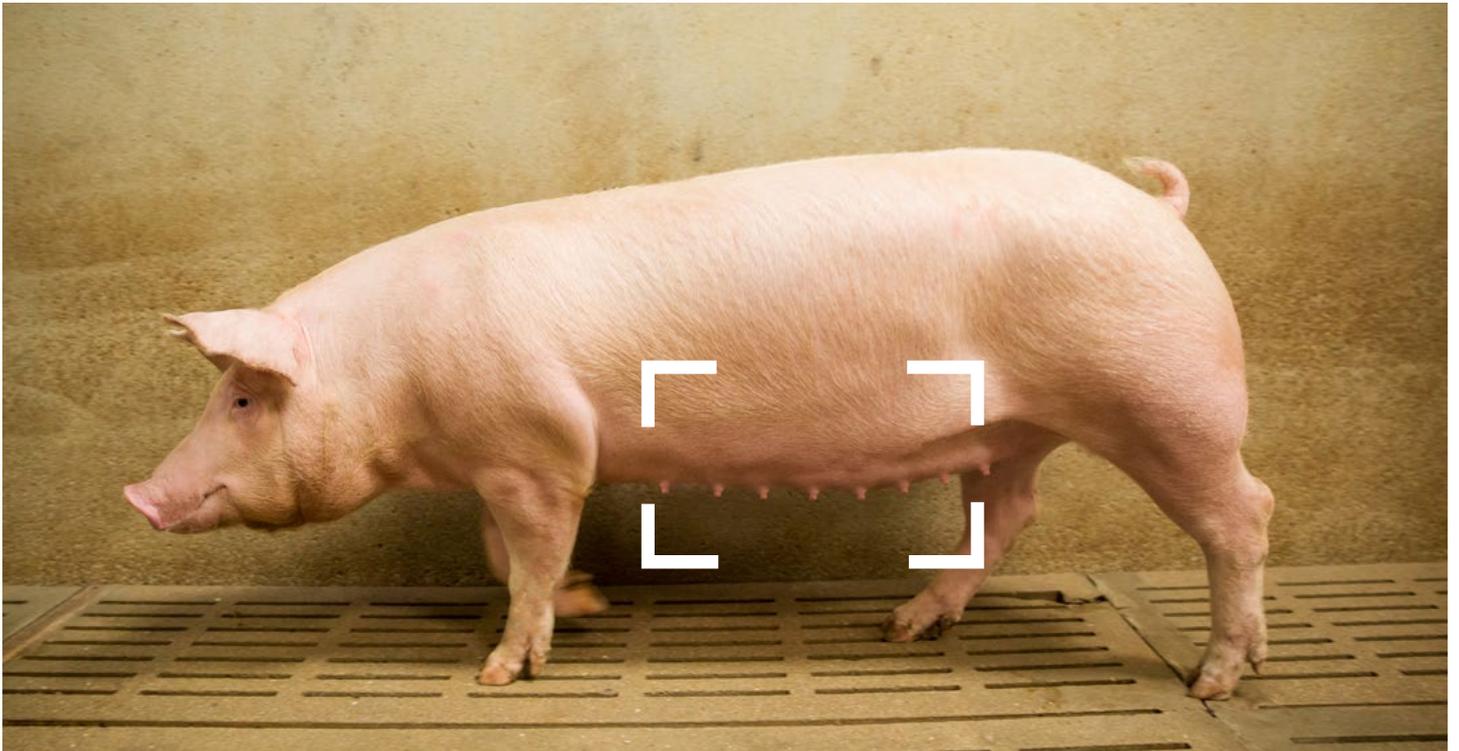
Thanks to her very good maternal qualities, she naturally feeds her many piglets herself. No piglets left uncared for!

They are born to be weaned.

By its economic advantage: less herd renewal, less transport of breeding stock, less food and veterinary products, piglets are raised efficiently and become quality offspring.

These major current and future genetic advances are accelerated by the support of Groupe Grimaud's research platform (35 scientists and 12% of sales invested in R&D) using the latest cutting-edge technologies.

We are ready to serve you!
Choice USA



CG36: THE POWER OF THE MATERNAL INSTINCT

ALL OF CHOICE'S EXPERTISE CAN BE FOUND IN THIS NEW SOW

The CG36 sow is the result of years of intense selection of the best genes from the M3 Large-White and the M6 Landrace lines combined.



CARING FOR THE PIGLETS: GILTS WITH HIGH MATERNAL POTENTIAL

You can improve the profitability of the farm, while respecting the fundamentals of biology and animal welfare, by selecting sows with high maternal potential.

The CG36 cares for her piglets with high milk production and impressive number of teats which help her naturally nurse her own piglets. The CG36 is a perfect fit for the US market. She cares for herself with her low demand of your time, helping producers and their teams.



CARING FOR FARMERS: ROBUST AND AUTONOMOUS SOWS

She is docile, autonomous and easy to manage. How can this be achieved? By their ability to fulfill their maternal role: farrows litter quickly, excellent return to estrus after weaning, uniform & vigorous piglets at birth and large litters with high quality piglets weaned by natural mother.

The CG36 sows on average has 16 functional teats. These mothers provide the piglets with a quality and quantity of milk that produces litter weights of more than 180 lb. at 21 days of age.



CARING FOR ANIMALS AND THE PLANET: LONGEVITY AND DURABILITY

She has exceptional quality of feet and legs. She's robust which provides a low sow mortality. Her outstanding lifetime performance gives her the ability to provide 80 weaned piglets per sow culled. She offers today, tomorrows requirements. She's the most sustainable sow on the market.

**THE LOWEST RATE OF SOW
MORTALITY ON THE MARKET**

STATE-OF-THE-ART TOOLS USED TO INCREASE THE EFFICIENCY OF THE SELECTION PROCESS

To produce more efficient and more profitable offspring. This is the challenge that the CG36 takes on with a differentiating approach in the unique use of tools and methods on the measurement of feed consumption and the use of the data in the selection index for maternal lines.

Genetically, half of the performance of the market pig is determined by the genes it inherits from its mother. It is therefore important to include these traits in the selection index of maternal lines, balancing the effort put on the maternal characteristics and production performance.

Individual feed consumption of maternal line animals is recorded during the test period of up to 265 pounds.

Studies within Groupe Grimaud have shown that an animal's feed efficiency is also influenced by other traits besides just the amount of feed consumed. Understanding and using this information opens up new fields for selection.

Furthermore, feed efficiency is an example of a trait that benefits fully from genomic selection because it is expensive to measure on all animals. Other examples of traits benefiting fully from genomic selection are those expressed by a single sex, those observable late in the life of the animal or those not very heritable and strongly influenced by the environment. The CG36 benefits from the use of genomic selection in the purebred lines used to create it.

A GROUPE GRIMAUD COMMITMENT

The use of genomics is complimentary to the other innovative technologies used by Groupe Grimaud to accelerate genetic progress, work daily for genetic improvement.

**CHOICES' MATERNAL
LINES CAPTURE THE FULL
BENEFIT OF GENOMIC
SELECTION**



35
SCIENTISTS



12%
INVESTMENT
IN R&D



8.5
TERABYTES OF
DATA



25
RESEARCH
CENTERS

ASK THE EXPERT

CURTIS BOOS, CHOICE TECHNICAL SUPPORT AND GUEST - GARY SWANSON, GREAT PLAINS MANAGEMENT



During the virtual launch of the CG36 Curtis asked Gary:

Q: Tell us about your first impression with the CG36 when she entered the breeding barn.

A: There was a noticeable difference phenotypically with the CG36 in terms of their maternal looking traits, their length, structure soundness and particularly, their underline center. And one could tell just by looking at them they're going to be good from a reproductive standpoint and in addition, the gilts are really fast and easy to move and work with from a farm management standpoint.

Q: I think that's a good point to make. For all my years working on a farm I know that a docile and calm animal to work with, move between crates and between buildings is an important characteristic to have. It makes life much easier for the farm staff as well. You mentioned underlines, what was your first impression of the CG36 underline?

A: All their underlines are just fantastic. Many with lots of good, functional teats.



Q: I know your herd is relatively young right now, but do you have an initial impression about what her longevity is going to be like?

A: Yeah, I think I do. We manage farms that utilize all the major genetics that are available in the industry today and the Choice genetics that we've had have an exceptionally low death rate, good durability, long herd retention. And from what we've seen so far with the CG36's, it appears to be in line. We've got great expectations. I think it's going to be good. I see no problem so far.

You can view the launch of the CG36 on our YouTube channel: <https://youtu.be/Od9qrLyyxQA>



MEET OUR NEW COLLEAGUES



Jeff JORGENSON, General Manager - Joined Choice in February this year. Jeff comes to us with an extensive operational and financial background. With recent tenures at Friona Industries as CFO and King Ranch as Area Manager of Livestock Operations, Jeff couldn't be more excited to take on this role with a great organization backed by great people.



Chuck WOODS, National Sales Manager - Joined Choice in April 2019. Chuck has a strong understanding of the swine industry and a passion for providing customer solutions. Chuck is passionate about the people and products that drive the pork industry. Joining Choice has allowed him to apply that knowledge!



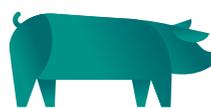
Rob RAHE, Genetics Systems Manager - Joined Choice in November 2019. Rob comes to us with a vast amount of experience within the swine industry and most recently came from Fast Genetics. Rob has been hands on since he began and hasn't slowed down. Rob is excited to be part of the Choice US team.



Sharla STEPHENSON, Controller - Joined Choice in December 2019. She has over 14 years of experience in Accounting and most recently came from Marsh and McLennan Companies. Sharla is thrilled and honored to have joined the Choice US team.



Scott BAILEY, Key Account Manager - Joined Choice in October of this year. Scott comes to us with over 20 years of swine industry and agribusiness experience. Scott is tremendously excited by this opportunity and looks forward to working with all the teams in Choice to provide a world class experience to new and existing relationships in the pork industry.



CHOICE
Caring for life