



Axelborg, Copenhagen, November 8<sup>th</sup>, 2016

### **DanAvl Update**

For more than 100 years now, a dedicated focus on maximizing the pig producer's return on investment has made DanAvl one of the most effective pig breeding programs, world-wide.

DanAvl has been working on a major restructuring for a while now, and the work towards the implementation of a new business model for DanAvl continues. We have great expectations to the new business model which supports a marked shift towards a much more customer oriented focus, while ensuring continued competitiveness for Danish genetics and Danish breeding stock in a highly competitive world market.

The owners of DanAvl are working closely with The Danish Competition and Consumer Authority in making sure that the new company structure adheres strictly to current competition regulations.

### **DanAvl Distributors**

Our authorized DanAvl Distributors are key partners for DanAvl and for our customers. The DanAvl distributors are independent companies, who take on the distribution of DanAvl animals between DanAvl herds and commercial herds according to very strict and well-established conditions and rules.

In addition the DanAvl Distributors offer service and advise before, under and after your purchase of DanAvl breeding material, with the backup of the expertise of the SEGES Pig Research Center.

While we wish our former distributor Porc-Ex Breeding A/S all the very best in their future endeavors we find ourselves required to reiterate that Porc-Ex Breeding has stopped as a DanAvl distributor on August 1<sup>st</sup> 2016. The consequence of this termination is that Porc-Ex Breeding A/S today:

- Are *not* authorized to sell DanAvl purebred breeding stock; Landrace, Yorkshire and Duroc gilts and boars, and
- Are *not* authorized to sell DanAvl F1 Hybrid gilts (LY/YL) under the DanAvl-brand

DanAvl Distributors are authorized by the Danish Pig Research Centre to:

- Distribute DanAvl breeding stock (purebred as well as hybrid) from DanAvl herds, and
- Distribute semen from DanAvl boars, and
- Use the "Licensed by DanAvl" trademark

Please use DanAvl Distributors as your source for genuine DanAvl genetics. You can find the latest and up to date list of approved DanAvl Distributors at [www.danavl.com/distribution](http://www.danavl.com/distribution)

Axelborg  
København V  
DK-1609 København V  
Tel +45 33 39 44 03



### ***DanAvl Multiplication herds***

The DanAvl multiplication herds are key partners for us and for our customers. The multiplication herds are authorized by us sell DanAvl Hybrid gilts to commercial herds according to the conditions and rules outlined.

The multiplication herds within DanAvl are owned by independent owners who have entered into a “multiplier agreement” with the Danish Pig Research Centre. In addition, the majority of multiplier herds outside of Denmark are supported by one or more DanAvl Distributor(s).

As a preparation for the new DanAvl business model we have given notice to all our multiplication herds that the current agreement will be replaced with a new agreement as a natural consequence of the changes of the business model.

All multiplication herds have received a new multiplication agreement complex and all current multiplication herds will be offered the new agreement when the new DanAvl commences.

We realize that the delay we are experiencing may cause some inconvenience and confusion, and we want to take this opportunity to thank you all for your continued support and loyalty.

We look forward to a continuous successful DanAvl partnership. If you have any questions or requests, the DanAvl support team will be happy to help you either via email: [support@danavl.dk](mailto:support@danavl.dk), or phone +45 3339 4888, (open all weekdays 9 a.m. to 2 p.m. CET).

Feltkode ændret

Best regards

A handwritten signature in blue ink, appearing to read "Jannik Ohl".

Jannik Fisker Ohl  
Director, DanAvl

D +45 3339 4044  
M +45 2332 6709  
E [johl@seges.dk](mailto:johl@seges.dk)

Axelborg  
Axeltorv 3  
DK-1609 København V  
Tel +45 33 39 44 03

[danavl.com](http://danavl.com)