

Breeders of Denmark

30. januar 2016

The new DanAvl structure.

Following our announcement and press release regarding the new DanAvl structure we have receive some questions and different rumors are circulating in the marketplace. I would therefore like to clarify some possible misunderstandings.

The new structure is not yet established, so for the time being we will do business as usual. This means that all distributors will be active in their market places as usual maintaining their customer relations and –responsibilities.

We intent to establish a strong DanAvl organization to even further support our customers and to further utilize the market potential for DanAvl genetics even better.

The goal is to establish a new DanAvl company. This company will have Danish Agriculture & Food Council, Pig Production as the majority shareholder.

All authorized DanAvl distributors will be offered a role in the new DanAvl set-up. This also includes Breeders of Denmark who clearly is seen as a DanAvl partner in the future DanAvl structure.

So until the new structure is established, we will do business as usual.

I hope this clarifies the misunderstandings. In case you have questions, please post it to me on my mail kjo@seges.dk

Best regards



Klaus Jørgensen
Executive director
DanAvl