

Copenhagen, 1st November, 2017

The new DanAvl is now underway.

DanAvl has been working on a major restructuring for a while now, and this week, the work towards the implementation of a new business model got one step closer towards completion, as a majority of Danish suppliers (Danish DanAvl-breeders and -multipliers) back the new company, by signing new supplier contracts. Deadline for signing was 30th of October.

Erik Larsen, Chairman of the Board of the Danish Agriculture and Food Council, Pig Production (Landbrug & Fødevarer, Svineproduktion), says: “We have, with this structural change, been looking to create greater value for customers, partners and suppliers. The goal for the new DanAvl is to create a global player who is able to compete with the big breeding companies abroad.”

Thomas Muurmann Henriksen, future CEO of the new DanAvl says: “The support we have received from our suppliers confirms that we now become a power to be reckoned with. We have the combined forces of the two major distributors in Denmark; DanBred International and SPF Genetics, alongside the might of knowledge of the Danish Agriculture and Food Council that built the foundation for the DanAvl genetics.”

Thomas continues: “Just to be completely clear: It is a new way of doing business that we are building the infrastructure for now. We have great expectations to the new business model which supports a marked shift towards a much more customer oriented focus. We look forward to the task, but we are, at the same time, humble about the massive undertaking we are now facing. I look forward to getting stuck in!”

Thomas furthermore stresses the point that it is business as usual for DanAvl multipliers, AI stations, distribution and service partners and customers around the world, for a little while yet, during the buildup period. All suppliers and other partners will be contacted in due course, by a DanAvl representative. Sale of DanAvl breeding material continues through authorized channel partners until 31st of December 2017.

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