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## Green light for a new DanAvl

**The business model for the new DanAvl has been market tested, and after a series of changes to the business model the Danish Competition and Consumer Authority (*Forbruger- og Konkurrencestyrelsen*) has no further objections. Now is the start of a new chapter in the story of DanAvl, which is about ensuring the Danish pig producers the maximum yield of the potential of billions on export markets.**

"Now we can finally move on with an in every way necessary project to proceed and strengthen Denmark's position as the world's best in pig breeding. I am happy and proud that we have come so far, and I am certain that the sceptics too will soon be convinced by the obvious advantages of the new DanAvl", says Erik Larsen, Chairman of the Board of the Danish Agriculture and Food Council Pig Production (*Landbrug & Fødevarer Svineproduktion*).

"Throughout the past 10 years, the world outside of Denmark has truly become aware of Danish pig genetics. This has resulted in a strong increase in the exports of semen, but also breeding stock and piglets. At the same time, the demand from foreign producers for service and advice as well as consistent marketing and communication has increased significantly. If Denmark is to remain in front when it comes to pig genetics and, at the same time, be able to exploit this to create a bigger export market, it is necessary to have a new business model for the sale of pig genetics", says Thomas Muurmann Henriksen, future Managing Director of the new DanAvl.

"To be given the green light is good. Now a big task awaits us, before we can open the doors to the new DanAvl. We need to build an entirely new enterprise, where the first step is to secure a critical number of suppliers from Danish breeding and multiplier herds", states Thomas Muurmann Henriksen.

"Many will experience the new DanAvl as a cultural change. Not in relation to breeding work, but compared to how many of the suppliers are used to allocate their production. We must be humble about this, and create the best framework for the entire industry's growth in the future."

The goal for the new DanAvl is to create a global player who is able to compete with the big breeding companies abroad. This is especially true as regards:

- Continuing to improve the genetics. Especially within the costly task of genomic selection as well as ongoing research and development in close dialogue with breeders and producers.
- Building a consistent and strong sales and marketing organisation, which ensures that the DanAvl product will be acknowledged and recognized for the quality and economic benefit that it deserves.
- Improving service and consultancy to the end-customer before, during and after the purchasing process. By centralising all skills, the new DanAvl will be able to offer far better and more consistent service and consultancy.

For more information, please contact:

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