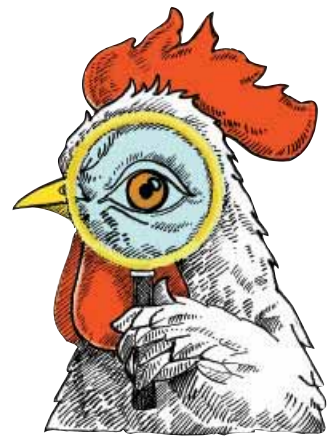


Novogen, the latest layer breeding company with another view of your business

Groupe Grimaud: a clear focus on animal genetics



Since 2000 Groupe Grimaud has been concentrating on the development of its core business, the genetic selection and marketing of high quality animal breeders.

In addition to its historical breeding activity in ducks, geese, pigeons and rabbits, Groupe Grimaud firstly acquired “Hubbard” in 2005 to complete the product range of the group in the meat poultry sector and to enlarge its access to the world market.

Hubbard has a long experience in breeding, developing and marketing breeding stock for both conventional and alternative broiler markets and is present in nearly 100 countries around the world. A second important step was the alliance made in 2008 with “News-

ham Choice Genetics”, which after the acquisition of the pig genetic division of Monsanto in 2007 is now one of the major pig breeding companies in the United States. Then in September 2008, Groupe Grimaud announced its third major expansion in the animal genetic activities with the creation of a complete new subsidiary dedicated to layer breeding, called Novogen. This complete new activity fits logically into Groupe Grimaud’s strategy for growth and expansion of its multi-species product range, and will solidify its position in the genetic marketplace.

Under the general management of Mickaël Le Helloco, Novogen is the latest layer breeding company focusing on genetic selection and the worldwide distribution of high-quality layer Grandparent Stock and Parent Stock. The headquarters is in Quintin (Bretagne), France. Groupe Grimaud is now the sec-

The know-how at the breeding technology level and the molecular genetics is shared between all the breeding companies of Groupe Grimaud and with Novogen, a maximum of synergies are implemented at the research and development level. Besides the focus on growing its animal genetics activities, Groupe Grimaud has also further developed its biotechnology division serving human and animal health, e.g. through the development of their Ebx® avian stem cell lines for the production of vaccines and pharmaceutical recombinant proteins.

A new alternative in a growing and changing layer market

The last two decades the world egg layer market has shown a steady growth of 2%-3% per year. This continuous growth is explained by as well as an increase of the world population as the egg consumption per capita. Product segmentation has certainly supported the annual growth in consumption. The difference in market requirements for egg size, feed efficiency, internal egg quality, ease of management and animal welfare have been driving the segmentation of the world egg market.

COMPANY

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In the picture, the Novogen General Director Mr. Mickaël Le Helloco (on the left) together with Paul Van Boekholt, Novogen Business Director

ond largest multi-species animal genetic company in the world, employing 1,400 people in different subsidiaries in Europe, Asia, United States and Brazil.

For instance, in Europe the egg consumption has remained stable. The development of the egg industry (liquid eggs or powder) and the development of various production systems (floor/barn, free range, label rouge or organic production) have contributed to the total average egg consumption per capita despite the decrease of the table egg consumption.

The strong consolidation of the layer breeding companies in the last decade, has limited the choice of breeds for the egg industry. There are still several brands available, but they are mainly coming from only two breeding companies. Through the launch of Novogen, Groupe Grimaud now offers a new alternative giving the egg producers more choice and possibilities to fit their specific market requirements.



R&D focusing on latest market trends

Novogen's geneticist, Thierry Burlot, pays special attention to the specific demands of the different markets, taking into account a number of criteria to produce well balanced products for the various segments. Ease of management, good behaviour, high productivity, excellent internal and external egg quality, feed efficiency, ability to express the potential in various field environments are part of the selection criteria. All lines are selected to be able to perform in various systems of

production, as well as for cages as for alternative production systems. Substantial investments have been made to support this new operation. In addition to the traditional tools used by all breeding companies, Novogen will also benefit from Grimaud's "genomics" research project. This additional selection technique, which has nothing to do with genetic modification, has already successfully been tested and implemented in some other breeding companies of the group and is now also available for Novogen.

Novogen's selection farms are located in France and the USA and in the coming years additional GP and GGP farms will be established in some strategic locations around the world.

Global presence since the first day

Today Novogen offers the *NOVOgen BROWN*, the *NOVOgen WHITE* and the *NOVOgen TINTED*. The first parent stock flocks, placed in 2008, are already in production and fully confirm our expectations.

Novogen concentrates all its efforts on the core business, research and development of products that suit the specific market needs. Therefore Novogen supplies layer Grand Parent Stock and Parent stock to the independent players in the egg industry. It is a clear part of Novogen's strategy *not* to integrate the full chain of the distribution by getting involved in commercial layer hatcheries.

From the beginning Novogen has received a very positive and warm response from the market and has already delivered its products in Europe, Middle East, Africa, Asia and Latin America. The interest of the egg industry in the layers of Novogen is very strong. Just almost 1 year after its start, Novogen is already able to deliver *NOVOgen BROWN* and *NOVOgen WHITE* parent stock in large volumes and can fulfill the demands of both the small and large operators.

As a sister company of Hubbard, Novogen is supported by a global network of sales, marketing and logistics. And the expertise and experience of the international technical specialists of one of the major animal breeding companies in the world assures that all customers are well supported, from the breeding technology to the technical follow up of the products in the field. All business directors of Hubbard also have the same responsibility for Novogen enabling Novogen to have a complete cover of the world but with a local approach.

Mickael Le Helloco, Managing Director of Novogen, concludes: "We are very confident that with our experience in breeding, our knowledge of the egg market and our experience of the team Novogen very quickly will be considered as a serious and significant player on the layer breeder market. We are there for the future!"

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