

July 2010

FIRST NOVOGEN BREEDING STOCK ARRIVED IN JAPAN

Japan – The first NOVOGEN breeding stock has arrived in Japan, “the land of the rising sun”. Japan is a very important market for layer breeders with around 1.3 million parents being placed and interesting in so far as the market requirement is split between 60% White, 25% Brown and 15% Tinted.

During April 2010 the first NOVOGEN breeding stock have been placed on the quarantine farms in Japan. The initial consignments were NOVOgen Brown parent stock, which shortly were followed by several consignments of NOVOgen White parent stock. “The chicks arrived in excellent condition at Tokyo Airport and the quarantine farms after the long-haul flight from France”, commented Dr. Okuyama, Technical and Sales manager of Tohzai Sangyo Boeki Inc., NOVOGEN's Sales Representative in Japan.



“We supplied the NOVOgen Brown parent stock from Europe, and Japan is one of the longest shipments we can make. Therefore we have made sure that this shipment was organised in such way that each and every stage of the operation was calculated using the ‘just-in-time’ approach and the result speaks for itself. The NOVOgen White parent stock shipments have been delivered from the European production centre in France and the North American breeding centre in New Hampshire”, adds David Fyfe – NOVOGEN's Business Director for Asia.

NOVOGEN S.A.S.

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- Press Release -
For Immediate Release

Since its start in September 2008 NOVOGEN has made steady progress all around the world and in particular in Asia. Results from the first flocks are now coming through the system and without exception producers are commenting on the bird's good appetite, ease of management and good behaviour under a variety of management systems.

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About NOVOGEN

NOVOGEN is a company under French law, with its headquarters at Quintin, Bretagne in France. Groupe Grimaud is the majority shareholder of NOVOGEN.

NOVOGEN focuses on genetic selection, the core business of Groupe Grimaud, and the worldwide distribution of high-quality layer Grandparent Stock and Parent Stock.

NOVOGEN offers competitive layer breeds for the brown, white and tinted egg production adapted to the different market segments, as well as for the conventional (cage) markets, as for the alternative markets.

NOVOGEN is supported by a global sales network and the expertise and experience of the technical specialists of one of the major animal breeding companies in the world.

**Have a close look...
NOVOGEN, the latest layer breeding company
with another view of your business**

www.novogen-layers.com

About TOHZAI

Tohzai Sangyo Boeki Inc. is a Japanese trading company with its head office located in Tokyo.

The company was established in 1957, mainly concentrating on import and distribution of poultry farming equipments in Japanese market. Tohzai also has a long experience and great knowledge in a field of breeding business as Tohzai has been handling layer breeds since 1960. Since then, Tohzai has expanded their business from Grimaud ducks to broiler and layer breeds. Especially, in marketing of NOVOGEN, Tohzai has been acting as a pioneer in the introduction to the Asian market by working hard to increase NOVOGEN's share in the Japanese market.

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