



Topigs Norsvin France A new head office, a showcase for business dynamics

Topigs Norsvin France inaugurates, on December 12, its new head office located in the Bois Noir tertiary complex in Landerneau (Finistère) in the presence of its partners from the pork industry, the inter-professional organization and institutions. The specialist in pig genetics is moving into premises with a contemporary design, a showcase of the dynamics of the company.

In a national market that will decline by 4 to 5% in 2022, Topigs Norsvin France is posting an enviable growth of 14%. In the space of a decade, Tom Thumb of pig genetics has risen to the ranks of the greats, and aims to become the French No. 1 in its field of activity by 2025.

"We currently represent more than 20% of market share nationally, against 7% ten years ago" testifies Rémi Maguer, director. Currently, 1 in 2 pig breeders in Finistère and more than 1 in 5 breeders in France trust Topigs Norsvin France. The selection company has 17 employees and more than 600 customers whose average farm size is around 280 farrow-to-fatten sows. But how to explain this "success story" in a tense economic environment?

In line with the needs of breeders and societal expectations

Topigs Norsvin France is a 50/50 joint venture bringing together two complementary shareholders: Topigs Norsvin International (Bois-Le-Duc, Netherlands) and the Even cooperative group (Ploudaniel, Finistère). To stay at the forefront of innovation, the French subsidiary relies on the research power of its parent company: Topigs Norsvin International, European leader and world leader in pig genetics. "The annual research and development budget amounts to 28 million euros, which makes Topigs Norsvin International one of the world's leading investors in pig genetics. In France the company can also count on its shareholder: the Even Group to strengthen its territorial presence and support the deployment of its projects.

In addition to the support of its shareholders, the company's success is primarily due to the quality of its products and the strong involvement of its employees. "The performance of our TN70 sow is excellent in terms of productivity and feed efficiency, which improves the profitability and environmental footprint of farms. Its autonomy facilitates the work in breeding. Its docility is adapted to the current challenges of animal welfare. So many assets that meet the objectives of breeders and the expectations of our fellow citizens in terms of sustainable development. Our male lines are also very promising and adapted to the evolution of the market, as well as to that of the expectations of breeders and processors: organoleptic qualities, growth, TMP (Rate of Muscle Parts), whole males... On the other hand, all our transport is carried out by lorries with filtered air, which constitutes an additional biosecurity within the framework of the sanitary protection of the farms. »

"Be One: the 2025 ambition"

Beyond the performance of lines adapted to current challenges, Topigs Norsvin France is the only pig selection company to provide complete customer support. It goes from the instructions for use of genetics to the management of outcomes, that is to say the breeding of pork butchers. In the technical team, each animator specializes in an area of expertise. "We cover all the key breeding positions, which contributes to customer satisfaction whatever their objectives and breeding method. »

The independence of Topigs Norsvin France vis-à-vis any distribution circuit also attracts breeders in search of increasing autonomy. "Our core business consists above all in generating genetic progress and to support

breeders thanks to our expertise. We are judged on our advice and our results,” recalls Rémi Maguer. And these are there for customers.

However, Topigs Norsvin France does not intend to rest on its laurels. “We are currently implementing our business project called “Be One. “It aims to perpetuate the structure by making Topigs Norsvin France the French No. 1 in pig genetics in 2025.”

Human and material resources to support growth

The means implemented to meet this challenge are up to the stated ambition, with the construction of the new head office and the strengthening of the internal organization. The latter has been structured into 3 skills:

- **development** with 5 employees spread over the entire national territory. Their missions are geared towards customer prospecting and the search for new multiplication sites whose stock will be increased from 25 to 30 farms as part of “Be One”;

- **technical support** thanks to 6 collaborators with complementary expertise: genetic progress, nutrition, breeding management, organization of work, self-renewal, male lines, monitoring of selection-multiplication, etc.

- **information system and support functions**: 5 employees.

“We have formed a transversal steering committee to pool the thoughts and ideas of our three areas of expertise. This should make it possible to move forward more quickly on essential projects such as the ramping up of the network of multipliers, territorial anchoring, the digitalization of tools, research and development orientations, etc.” explains the director.

The team, which was previously based in Loperhet, joined Landerneau in mid-November. Topigs Norsvin France is gaining visibility, in its historic Finistère stronghold, by moving into a future tertiary area along the Elorn. The team has a space of 350 m² on the 1st floor of one of the buildings of a complex which will house offices, a showroom, shops, a hotel, a brasserie, a cinema... The new head office is inaugurated December 12 in the presence of a hundred guests: elected officials and representatives of professional organizations. Breeder customers will in turn be invited to discover the new premises of their genetic partner during the first quarter of 2023.

THEY SAID...

« *Even is proud to participate in the dissemination of the genetic progress of Topigs Norsvin in France. Our partnership is based on a well-understood complementarity and our joint decisions are always taken to serve the long term. This new headquarters is a testament to this, it must allow the full expression of the talents of the Topigs Norsvin France team at the service of French pork producers.* »

Christian Griner, directeur général du Groupe Even

« *The new headquarters will strengthen the major position of Topigs Norsvin in France. A state-of-the-art facility allowing the French team to serve and support our growing customer base in the best possible way ;* »

Villaume Kal, CEO Topigs Norsvin International

ABOUT TOPIGS NORSVIN

TOPIGS NORSVIN FRANCE

- 17 employees
- 25 farms in selection – multiplication
- 610 customers in France
- 22% market share in France
- 50% market share in Finistère

TOPIGS NORSVIN INTERNATIONAL

- 700 employees
- presence in 56 countries
- 18% global market share
- 28 million euros R&D budget

Find out more: <https://topignorsvin.com/>

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