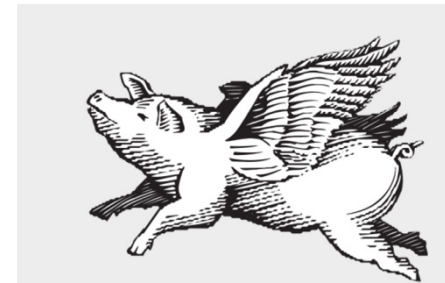




Innovation makes pigs fly or

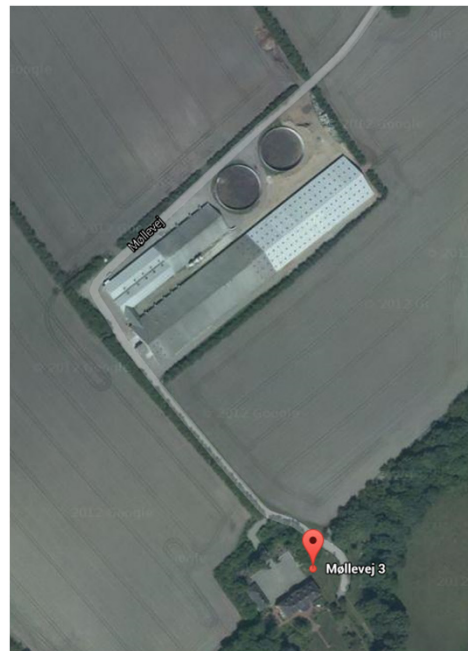
**Niels Pedersen
Møllevang
Holsted
Denmark**



Møllevang

DanAvl multiplier in 2000,

DanAvl nucleus breeding herd in 2002;

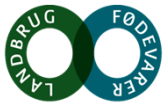


DanAvl

Size of operation, 2 sites:

- 300 Duroc sows**
- 550 Yorkshire sows**
- 1100 Landrace sows**
- 60.000 pigs annually**
- Sale/export of genetics to all continents**

STRUCTURE



**Danish Agriculture
& Food Council**

Danish Agriculture & Food Council
- represents the farming and food industry in Denmark



**Danish Pig
Research Centre**

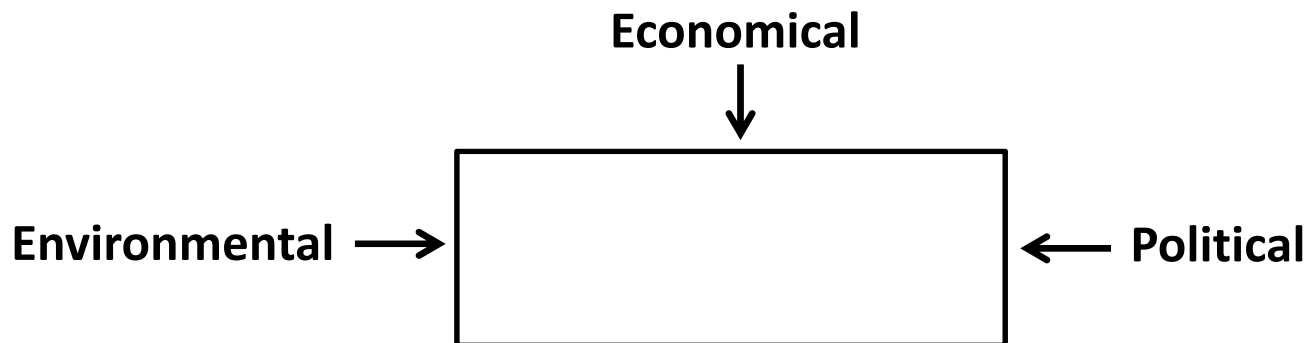
The Danish Pig Research Centre
– an independent expert organisation
– board of 12 elected pig producers



**The Danish Pig Research Centre owns and administers the
DanAvl concept and brand**

DanAvl

- **DanAvl as a brand has achieved world wide reputation**
- **Despite all odds (the bumble bee flies....)**



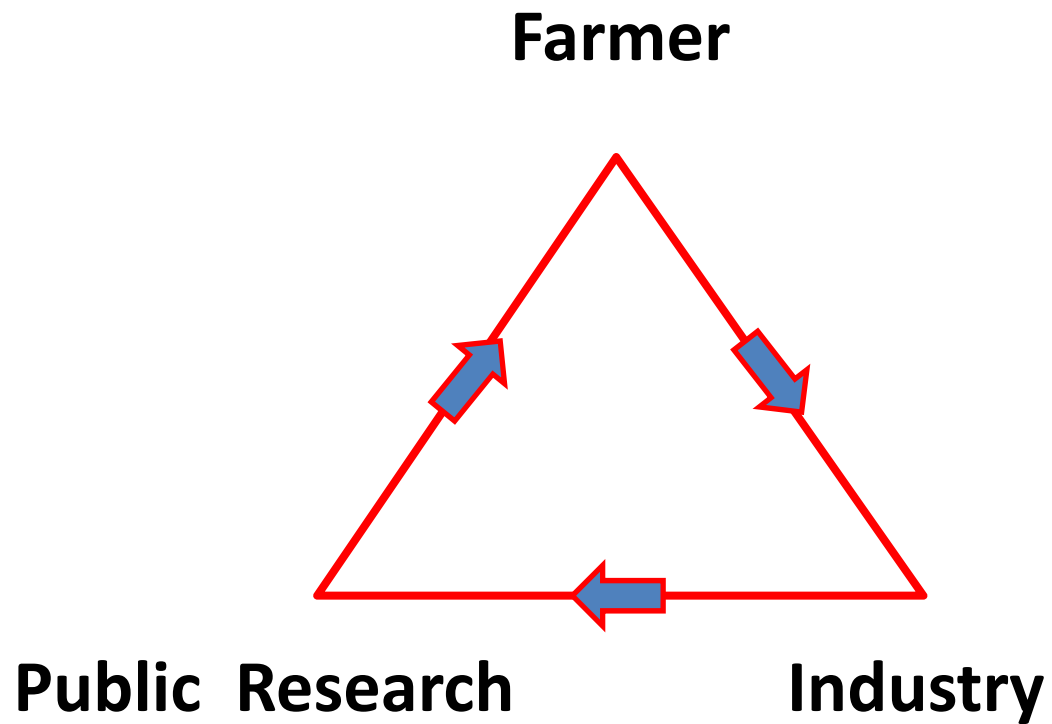
Innovation at Møllevang

- **As a nucleus breeding herd and elected member of the DSA (pig breeders organisation) - deeply involved in introducing genomic selection in the DanAvl programme**
- **I consider the introduction of genomic selection to be a major innovative breakthrough in the system**
- **Impact on the herd and our work at the farm**
- **Impact on sale and marketing of our stock**

Success and barriers

- **More for less!**
 - Everybody wants....
 - Primary targets for DanAvl
- **Vertical and horizontal collaboration necessary to maintain the Danish pig industry**
- **Research often offers a "way out"**
 - Improvement of litter size at day 5 is an example
- **Research must be promptly implemented in the industry**
- **Commitment from both the scientific world and the industry to obtain a certain or common goal**
- **Outsourcing of different types of industries to other countries – loss of jobs and income**

Farmer's contribution – way to research



Advice to scientists and policy-makers

- **Funding of research should include implementation**
- **Improve dialogue between scientists, farmers and industry**

PARTICIPATE – OR DIE