Press Release

**Swissgenetics invests in New Generation Genetics**

Zollikofen, July 1, 2020. Swissgenetics is investing in New Generation Genetics (NGG) as of July 1, 2020. NGG has been successful in the American genetics market since it was founded in 1994 by Dan and Sandra Gilbert, and has since been run by Dan as a co-owner. The aquition will ensure the future of NGG and will continue the Brown Swiss industry’s best established name.

**All jobs will remain**

Through the investment by Swissgenetics, the NGG team will continue to deliver services to its loyal customer base. Dan and Sandra will then transition to retirement during the next few years. NGG produces and markets bovine semen for the Brown Swiss breed. The company produces semen via a partner in the United States and the NGG team undertakes the marketing in collaboration with distribution partners worldwide.

**Swissgenetics strengthens its global leader role in the Brown Swiss market**

Through the acquisition of NGG's distribution network, Swissgenetics will obtain access to new markets and countries. Both firms will benefit sustainably from the synergistic effects. Swissgenetics is therefore not only strengthening its international leadership position in the Brown Swiss market, but its position in the global genetics market in general. This expansion of the global distribution network will also enable Swissgenetics to benefit from production sites in two countries. The aquitsion will continue to serve Swiss bull suppliers, and the entire customer base, who can all benefit from a healthy and expanding Swissgenetics.

Please direct questions and requests for further information to Dr. Christoph Böbner at +41 31 910 62 72 or [cbo@swissgenetics.ch](mailto:cbo@swissgenetics.ch).

- Image 1: Dr. Christoph Böbner, Director Swissgenetics

- Image 2: Dan Gilbert, President New Generations Genetics, Inc.