

Shaping the Future of Swine Genetics: The Hendrix Genetics Swine Story

Today, the swine industry is evolving—facing rising pressures and growing expectations. This is where Hendrix Genetics Swine stands as a driving force. We established our company in 2025 following a strategic alliance between two industry leaders—Hypor and Danish Genetics.



This merger marked the beginning of a new chapter in swine breeding. As part of the multi-species breeding company Hendrix Genetics, we unite decades of expertise under one global umbrella to advance the future of swine production.

At Hendrix Genetics Swine, our mission is clear. We aim to provide a complete genetics portfolio backed by cutting-edge R&D, long-term partnerships, and customer-focused solutions. Our vision is to empower the pork value chain to achieve sustainable performance through continuous improvement.

In an industry facing growing challenges, from increasing production costs to environmental pressures, our value proposition stands strong. We deliver sustainable, high-quality genetics that drive profitability today while securing the future of swine production.

Our Roots: A Legacy of Genetic Excellence

Before Hendrix Genetics Swine became a reality, its foundation was laid by two renowned players in the swine genetics industry—Hypor and Danish Genetics. Each contributed its unique legacy, strengths, and ambitions to the foundation of what we have built today.

Hypor: Over 50 Years of Innovation

Hypor was first introduced to the market in 1968 by Euribrid. It quickly rose through the ranks to become one of the world's leading pig genetics suppliers. In 2007, Hypor became part of Hendrix Genetics, marking a key milestone in its development. This move opened doors to broader multi-species expertise and stronger international reach.



Over the years, Hypor expanded through multiple acquisitions and partnerships around the world. Those include the merger with Bovar and Parvak of the Netherlands in 1998, the acquisitions of Gratal Genética of Spain in 2003, France-Hybrides in 2008, and more recently KC Air Pork of the United States in 2024. Hypor also has deep connections in Canada, as it merged with the Genex Swine Group of Saskatchewan in 2003. It then acquired Shade Oak Durocs of Ontario in 2009 and Designed Genetics Inc. (DGI) of Manitoba in 2010.

Hypor's breeding program is built on a strong foundation of top-tier swine breeds. Our Duroc, Piétrain, Large White, and Landrace lines offer a versatile portfolio of high-performing pigs. From implementing genomic selection and ultrasound technologies to creating its own genetic lab and biobank, Hypor continuously pushed the boundaries of swine breeding.

Driven by a passion for sustainable swine breeding, Hypor transitioned its breeding goal in 2020 from balanced breeding to sustainable breeding. The focus shifted to delivering genetics that reduce feed consumption, improve piglet survivability, and promote animal welfare—all without sacrificing performance.

Other major milestones include the opening of the Bon Accord maternal line nucleus farm in Saskatchewan and the sire line test facility in France – both of which incorporate group sow housing. Nowadays, Hypor has become synonymous with innovation, sustainability, and measurable results.

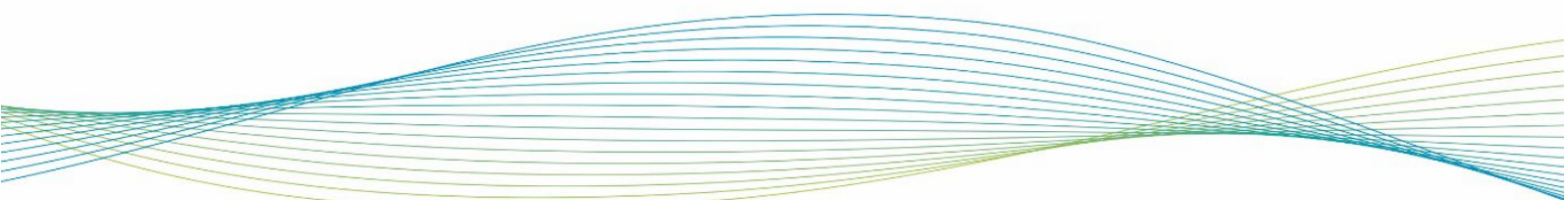
Danish Genetics: Experience Meets Progress



Danish Genetics, founded in 2018, emerged from a restructuring of Denmark's national pig breeding system. Established by 25 Danish breeders, multipliers, and two vendors, the company was born out of a desire for independence, fair competition, and progress. With access to elite populations of Landrace, Yorkshire, and Duroc pigs, Danish Genetics combined tradition with innovation from day one.

What set Danish Genetics apart was its rapid adoption of 100% genomic selection and its balanced breeding philosophy. Targeting improvements in growth, fertility, efficiency, and meat quality simultaneously, the company achieved remarkable results in a short time. Strategic collaborations with research leaders like the Roslin Institute further amplified their R&D capabilities.

From local roots, Danish Genetics quickly expanded internationally. Within just a few years, it was delivering top-tier genetics to over 40 countries. Known for large litters, rapid growth, and robust health, its pigs gained a reputation for balancing productivity with resilience.



The Merger: A New Era Begins



In 2025, Hendrix Genetics brought Hypor and Danish Genetics together under a single banner: Hendrix Genetics Swine. This strategic merger creates one of the most comprehensive and competitive swine genetics portfolios in the world.

But this is more than a merger—it's a powerful synergy of knowledge, innovation, and global presence. By combining Hypor's sustainability-focused breeding approach with Danish Genetics' genomic expertise and robustness, Hendrix Genetics Swine delivers tailored solutions to meet diverse customer needs across global markets.

Key advantages include:

- **Innovative R&D:** Leveraging Hendrix Genetics' multi-species research capabilities to accelerate genetic progress.
- **Complete Genetics Portfolio:** From high-performance dam lines to efficient sire lines, we offer solutions that deliver economic return and sustainable performance.
- **Global Reach with Local Support:** Headquartered in Denmark and supported by global operations, we provide local proximity with international expertise.

Together, we aim to raise the bar for the global swine industry. Hendrix Genetics Swine is committed to driving progress and delivering value across the pork value chain.

