



## NEWS RELEASE

**For Immediate Release**  
**May 27, 2015**

**Media Contact:**

Jon Heibel

Phone: (402) 563-9644 ext. 307

Email: [jheibel@DNASwineGenetics.com](mailto:jheibel@DNASwineGenetics.com)

## DNA GENETICS ADDS DR. PAT HOFFMANN AS DIRECTOR OF HEALTH ASSURANCE



**COLUMBUS, NEBRASKA** – DNA™ Genetics is pleased to announce Dr. Pat Hoffmann has accepted the position of Director of Health Assurance.

Dr. Hoffmann, in his new role, will be primarily responsible for maintaining high health status at all multiplication farms, direct routine surveillance and monitoring, and ensure the highest biosecurity practices are being followed. Other responsibilities will include veterinary outreach, sales support, and technical service.

After earning his degrees in Animal Science and Veterinary Medicine from Iowa State University, Hoffmann gained valuable experience in both the genetics and private sector.

“We are very excited to add to our great team,” said Brett Bonwell, DNA Genetics CEO. “Pat will bring additional expertise in our health assurance program.”

When asked what he was looking forward to most about joining DNA Genetics, Hoffmann said, “Joining a great team to continue improving an industry-leading product.” He added, “Disease can have a huge impact on a producer’s bottom line. It is my goal every day to protect the health status of our customers’ herds so they can achieve maximum genetic potential and profitability.”

Dr. Hoffmann has had a great many influences throughout his life in veterinary medicine, in particular the care of swine. Hoffmann grew up watching his father, also a veterinarian, practice swine medicine. This provided him an opportunity to interact with many swine producers and veterinarians at an early age. In addition, Hoffmann’s wife and father-in-law are both veterinarians.

Dr. Hoffmann lives in Atlantic, Iowa with his wife, Kate and eight month old daughter, Annette. With his family he enjoys traveling and spending time outdoors fishing, hunting, and attending sporting events.

### About DNA Genetics

DNA Genetics, based out of Columbus, Neb., is focused on producing the finest genetics for North American pork producers. For more information on DNA Genetics visit [DNASwineGenetics.com](http://DNASwineGenetics.com).