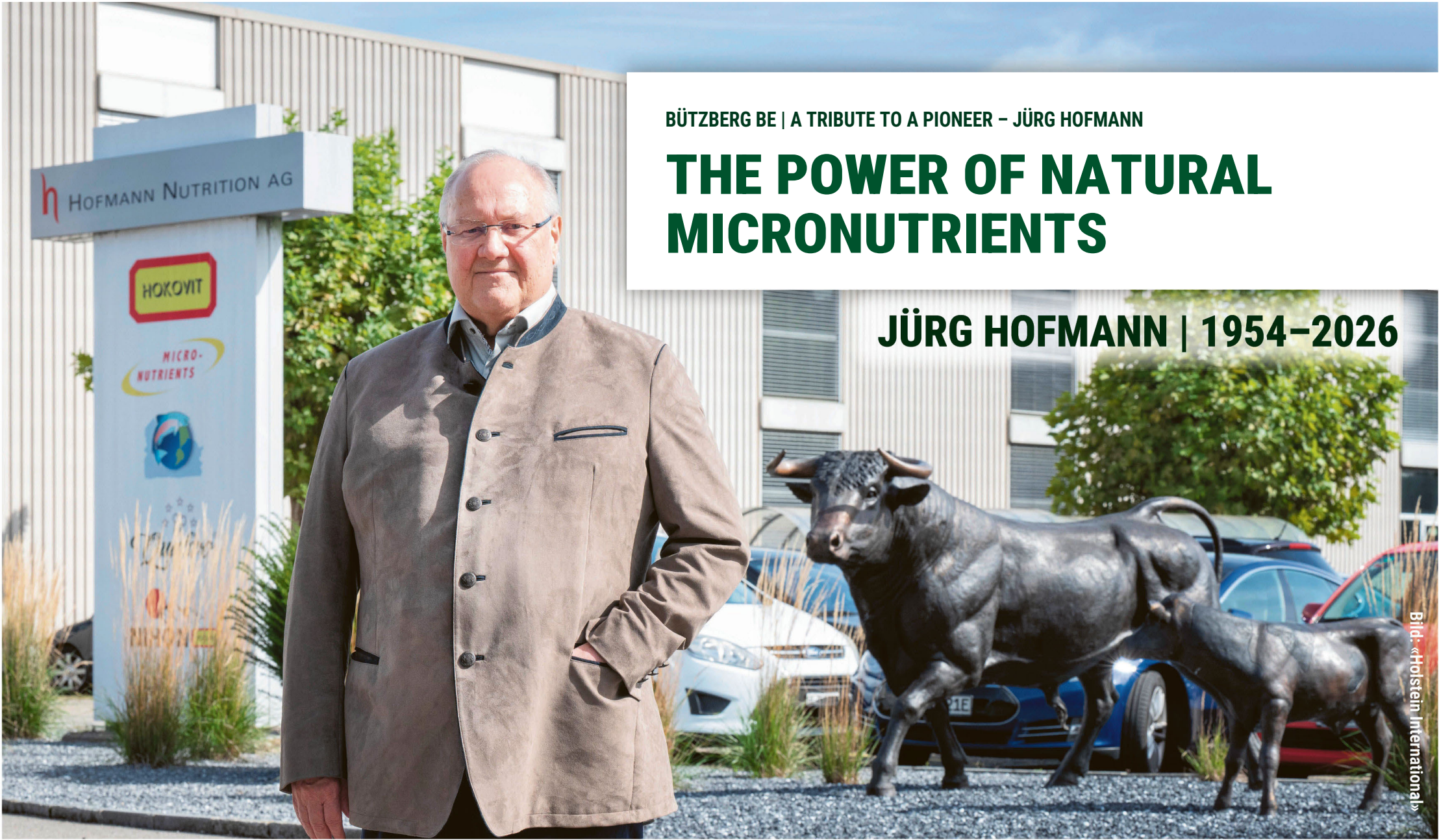




BÜTZBERG BE | A TRIBUTE TO A PIONEER – JÜRIG HOFMANN

THE POWER OF NATURAL MICRONUTRIENTS

JÜRIG HOFMANN | 1954–2026

Bild: «Holstein International»

Jürg Hofmann, long-standing owner and Chairman of the Board of Hofmann Nutrition AG in Bützberg, passed away on Saturday, 12 September 2026, aged 72, following a brief but serious illness. Over the decades, he shaped the company through his work in natural micronutrients, feeding concepts and QUALIVO branded meat. An entrepreneur and visionary, he was committed to healthy, productive animals and the economic success of farming. Today, the company, best known by its HOKOVIT brand, supports Swiss farmers with specialist advice and individually tailored feeding concepts. It also exports its natural micronutrients to Asia, North Africa, numerous European countries and the United States. It remains Switzerland's only manufacturer of fish feed and is increasingly extending its expertise into pet food.

Milestones in Jürg Hofmann's life's work

In 1962, his father Hans Ulrich Hofmann founded "HOKOVIT – Hofmann, Konzentrate und Vitamine" (Hofmann, Concentrates and Vitamins), initially offering calf milk replacers and vitamin preparations. Jürg joined the family business in the 1970s, taking on responsibility in challenging times and opening up new areas of business.

In 1978, he laid the foundation for the company's core expertise with its first micronutrient product, **HOMEXAN STIMUL**. His aim was to support the gut microbiome, digestion and metabolism through complementary feeds, promoting animal health and performance while keeping antibiotic use to a minimum.

He drew on yeast, herb and plant extracts. In "Holstein International", he likened their interaction to an orchestra: what mattered was the harmony between the instruments. "We consciously focus on a niche," he explained in 2023. Specialist solutions, practical experience and dialogue with experts defined his approach, rather than mass-market products. The HOKOVIT team continues to build on this work. Today, his natural micronutrients are supplied from Switzerland through distribution partners around the world.

A milestone: Raising pigs without antibiotics

In 1987, his natural micronutrients made a pioneering achievement possible. Together with a major Swiss retailer, he launched Switzerland's first branded meat programme for pigs raised without antibiotics. Carefully designed feeding and straw-bedded, open-front housing went hand in hand. Unique at the time, the concept set a benchmark for later meat labels.

Natural HOKOVIT micronutrients remain firmly established in Swiss pig farming. They are successfully supplied to Swiss pig farmers exclusively through Amrein Aktiv-Futter AG, together with the FreeFlow concept and focused, practical advice. In this way, the path he established in 1987 continues to be followed with conviction.

The QUALIVO meat brand

In 1995, he developed the QUALIVO concept, centred on animal-friendly production, tenderness, flavour and eating quality. Asked in 2015 what mattered most for quality, he replied: "It is the feed." Hay, a special muesli feed and natural micronutrients, together with clearly defined

husbandry requirements, form the basis of the concept. Silage-free feeding with hay and QUALIVO muesli produces meat of consistently high eating quality. QUALIVO also established strong partnerships in Germany, the Czech Republic and Slovakia.

He brought the same independent thinking to veal. "The meat of a healthy calf is not white, but reddish," he explained in the magazine foodaktuell in 2023. QUALIVO muesli-fed calves receive milk initially, followed by hay and QUALIVO muesli. Combined with a slightly longer maturation period, this gives the meat greater flavour and a distinctive texture.

Alexander Hofmann brought his father's original vision to fine dining through Bianchi, Switzerland's leading foodservice supplier, and to consumers through the largest online food retailer in the Czech Republic and Germany.

A Swiss Climate study cited in the magazine foodaktuell found that feed-related CO₂ emissions per kilogram of meat were around one sixth of those associated with conventional calf feeding: "Less CO₂. More flavour."

HOKOVIT concepts for a wide range of species

His work led to micronutrient solutions for cattle, pigs, poultry, horses, fish and pets, each tailored to the species and stage of production.

In cattle farming, these approaches range from the **Superrind method** to **Concept Dairy Pro**. The latter was the most recent concept developed by Jürg and Alexander Hofmann with their Swiss core team and specialist adviser Dr Neumayer. Designed for dairy farms, it combines analysis of forage quality and digestibility, optimisation of feed intake and farm-specific rations with personal support from specialist nutrition advisers with international networks.

Natural HOKOVIT micronutrients are the foundation of this farm-specific approach. They are intended to stabilise the rumen and gut microbiome, mitigate the effects of stress and support nutrient utilisation. Animal health, fertility, lifetime performance and profitability are closely linked. Alongside milk yield, feed intake, feed efficiency and feed costs are key, and ultimately determine the milk income remaining after feed costs.

"Milk production is the absence of stress." He often returned to these words of Gordie Jones. **Concept Dairy Pro** translates this principle into

a feeding strategy that is continually reviewed and refined on each individual farm.

Feeding and breeding, hand in hand

In 2005, Jürg Hofmann purchased 20 Holstein embryos and established a breeding programme. From it came the Goldwyn daughter Moo Diamond EX-93, an important foundation cow for **HOKOVIT Genetics** and its associated embryo sponsorship programme. **HOKOVIT Genetics** subsequently funds embryo flushing of the highest genomically ranked female offspring, most of which belong to client farms. Breeding and feeding thus remain firmly rooted in farming practice.

He placed particular emphasis on milk yield, milk components and genetic polledness. Bulls from this small programme regularly entered artificial insemination, among them the homozygous polled Red Holstein bull **HOKOVIT HOTOP RED-ET PP** at Swissgenetics. This autumn, he is the only proven Swissgenetics bull returning to service. He ranks third for total breeding value within the Swissgenetics offering, behind a Dutch and a German bull and ahead of two elite American bulls. This embodies Jürg Hofmann's guiding principle, "**Leading in Feeding and Breeding**": genetics and nutrition work together to realise the long-term potential of animals on each farm in an economically sound way.

Alexander Hofmann: The third generation

Jürg Hofmann made early arrangements for the succession. His son Alexander joined the company in 2008, became CEO in 2015 and acquired a majority shareholding in 2018. Father and son worked closely together for 18 years. As Chairman of the Board, Jürg remained a valued source of guidance and support.

Together, they expanded production and exports. From 2010, a facility for premium fish and pet food took shape, with Alexander playing a decisive role in its development. In 2026, he added a further production line. Today, he leads the company as its third-generation CEO and owner.

Jürg Hofmann took great pleasure in the progress made throughout the company. New business areas, dedicated employees, knowledgeable advisers, customers, business partners and friends all enriched its development. He was especially pleased to see Hofmann Nutrition AG earn the growing trust of successful, specialised customers across all areas of its business.

Seeing his vision developed with professionalism and brought to fruition filled him with pride and deep contentment. His life's work is in good hands.

Jürg Hofmann, the man

Jürg Hofmann was a man whose word could be trusted. His straightforward manner earned the respect of employees, customers and all who worked alongside him. His family remembers a dependable man with a warm sense of humour, who remained calm even in difficult times. A loving husband, father and grandfather, he was a constant source of warmth, reassurance and strength.

His motto in life was:
"THERE IS A TIME IN LIFE TO LEARN,
A TIME TO CREATE,
AND A TIME TO GIVE BACK."

He believed that experience gains value when it is shared. He generously passed on the knowledge he had acquired over decades, giving the next generation not only professional foundations, but also direction and encouragement to find their own way.

He leaves behind more than a company: ideas that continue to shape practice, and values rooted in dependability, independent thought and responsibility.

His guiding verse was:
"Carefree, make your way through the world,
ever forward, never back;
dare all for freedom's sake –
thus the heart finds peace and joy."



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