



Peter Iversen, CEO of Vilomix

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Peter Iversen celebrates 25 years at Vilomix

Under Peter Iversen's leadership, Vilomix has developed explosively and the premix company now has activities on three continents, while turnover has multiplied under his leadership.

25 years ago at the start of a new millennium a young Peter Iversen joined Vilomix. He was already familiar with the company, as it was his father, Poul

Erik Iversen, who established it in 1979.

One of Peter Iversen's first major decisions was to make a plan for how the company would be handed over to the next generation. After much deliberation, it ended with a sale to DLA Gruppen, and since then Vilomix's activities have grown significantly.

The company, owned by main shareholder Danish Agro and minority shareholders Vestjyllands Andel, Agravis and NAG, has developed into one of the world's leading providers of innovative premix solutions.

Today, Vilomix consists of 17 operating and sales companies in 13 countries with a total turnover of almost DKK 4 billion and more than 650 employees. Most recently, the company has expanded its activities with acquisitions in Spain, Brazil and Paraguay.

In addition to being the central figure in the development of Vilomix, Peter Iversen, as a member of the Executive Management Team at Danish Agro, has been instrumental in the execution of the group's strategy.

"The results of Peter's 25 years at Vilomix speak for themselves. With drive, ambition and a certain amount of impatience, he has been the driving force behind the company's impressive development. At the same time, he has always had the energy and desire to engage widely in the Danish Agro Group, which has been of great value," says Henning Haahr, Group CEO of Danish Agro and Chairman of the Board of Vilomix.

Peter Iversen lives in Skæring near Aarhus. In his spare time, he enjoys spending time with his family, hunting, travelling and playing sports. The anniversary will be marked internally.

Danish Agro a.m.b.a.

Danish Agro koncernen består af en række agroindustrielle selskaber i ind- og udland. De har alle den overordnede målsætning - i et tæt samspil med kunderne - at medvirke til værdiskabende løsninger på de enkelte bedrifter. Koncernen er beskæftiget inden for salg af foderblandinger, råvare- og vitaminforblandinger, gødning, planteværn, såsæd og energi samt køb af afgrøder fra landbruget.

Endvidere forhandler koncernen en række stærke maskinbrands til landbruget samt driver en omfattende kæde af hobby- og fritidsforretninger. Danish Agro koncernen beskæftiger over 5.200 medarbejdere og havde i 2024 en omsætning på ca. 45 mia. kr.

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