



# Innovating for a sustainable future

At Semex we're working hard to build a sustainable future for our clients and our business. We're fortunate to be a Canadian farmer-owned and directed organization and we believe the best way to look at the future is through our clients' eyes. We know who we work for! Every day we commit to keeping farmers on the forefront of change by developing products and solutions that make their businesses more sustainable.

Semex is in the genetics business, but the way in which we deliver those genetics and take them to farms is constantly changing. No two farms are the same and that's why we focus on providing a customized solutions approach to each and every client. To make this vision a reality we have to invest in and develop innovative technologies and techniques.

## **RESPONDING TO CLIENT NEEDS**

Of course, new technologies create a point of difference for Semex in the marketplace, but we're also trying to ensure these advancements remain in the hands of farmers. Investing in research and

innovation is also invigorating - it fuels our company's entrepreneurial spirit and creates great dialogue amongst our people, our research partners and other industry players.

Products and tools like Immunity+® and Elevate™ really encapsulate our vision. Immunity+, with its ability to identify disease-resistant genetics, is a strong example of how our partnership with the University of Guelph brings innovation that benefits our clients. It lowers management costs and identifies natural immunity, helping producers breed high immune response and healthier animals versus an antibiotic approach.



## CREATING ECONOMIC ADVANTAGE

Our work at Boviteq, Semex's world-class in vitro fertilization (IVF) lab, is another example of our strategic vision. Here we've developed techniques that are industry leading. There are also products like Elevate, our female genotyping platform, that builds on the success of SemexWorks™ and OptiMate™. This suite of solutions was developed in-house by our talented Solutions Team. These innovations now allow Semex's global field staff and distribution network to create an economic advantage for our clients.

It's important to remember that Semex has made a clear commitment to being a leading global genetics company. That's a vision our Board of Directors committed to 10 years ago. Evidence of our increasing global footprint can be seen in many countries. We're investing locally in management and creating jobs.

## LOCAL AND GLOBAL SOLUTIONS

At Semex we realize that we don't have all the needed genetic solutions here in North America. The investment in our production facility in Brazil, which focuses on tropical breeds such as Gir and Girolando, is a good example. By bringing genetic expertise to countries like Brazil we can enhance the role we play in genetic improvement on a global scale.

Semex is now also leveraging the strength of Progenesis™, our internal product development program, to develop even more world class genetics for our customers. The genetic portion of our business has accelerated significantly in the last five years, and the speed of change has made it difficult for some traditional breeders to keep pace. As a farmer-owned organization our investment in Progenesis is really on their behalf. When we combine the power of Progenesis with our Boviteq expertise, we have the capability to take a 'tailor made' genetics approach to the marketplace.

Our commitment to innovation has allowed us to move into a leading genetics position. We're at the forefront of change in our industry, and the genetics and solutions we bring to market will sustain the future of both Semex and our clients.