

# The New Normal Business during COVID-19



At the end of 2019 the dairy world reflected back on a year that gave us volatile global markets, world trade concerns, a changing product mix and evolving consumer demands. It was widely considered to be an anomaly and the 'perfect storm' we had all weathered. And then came COVID-19.

In March, along with the rest of the world, Semex, our people and our clients experienced a brand new set of challenges. There was no playbook to guide us, and as always our team responded passionately for their clients and the greater agricultural community. We acted quickly to ensure our supply chains were secure and that our global staff had the product and services needed to keep our clients' essential work going.

COVID has created a ripple effect within the dairy industry. And, we know our clients are still facing unique challenges, with no two countries and no two enterprises being the same. Never before have we witnessed an initial decrease in demand, growing supply, empty shelves at our local grocery stores, disrupted buying patterns and a potential global recession.

The feelings of loss of control are real. Presenting clients with an opportunity to take control back, Semex's Suite of Solutions was designed to identify areas that maximize profitability and return on investment. SemexWorks™ utilizes our clients' own economic and genetic needs along with personalized sire selection criteria to return a bull offering that meets their own breeding goals. OptiMate™ takes it one step further, mating those bulls quickly and easily to ensure breeding goals and economic parameters are met. And, Semex ai24® is an activity monitoring system that not only detects cows in heat but also is a whole herd management tool. In effect, we're helping take control back for our clients and their operations. This has never been more important than it is today.

Best of all, we can deliver all of this remotely. We're offering the same tools and services we always did by putting some old and some new technologies to work. Now the phone, text messages, SMS, remote access, WeChat, Email, YouTube videos, Webinars and Facebook are just a few of the ways we're communicating, diagnosing, sharing and helping our clients more than ever.

Often referred to as the 'new normal' our team members on all levels are really making the difference. The Semex Suite of Solutions enables us to continue providing our clients with the same tools and services they've come to expect from us, regardless of the communication vehicle.

No innovation stands out more in a world looking to boost resistance to disease and viruses than our own Immunity+® lineup, proven to breed healthier animals the world over. Now more than ever, our clients are turning towards Immunity+ to improve entire herd health. This, coupled with our other genetic solutions including gender sorted semen and Beef x Dairy offerings are making a real difference on ledgers globally.

And, although we may not be visiting as frequently or for as long, we remain steadfast to our Vision... We Demand The Best Of Ourselves, Our Company & What We Do For Our Customers. We believe it's what you deserve from your partner and supplier.

*"At the farm gate, our first priority has always been and will always be safety, whether you are a member of our team or one of our clients. This has meant we've become more innovative at every level of our organization."*

Paul Larmer  
Semex CEO