



Gold Member: Semex

Semex joined Farm & Food Care Ontario as a Gold level member in the spring of 2018. We asked Michael and Karen from Semex how an FFCO membership works for them!

Why is Semex a member of Farm & Food Care Ontario?

"Semex is a partnership of Canadian-owned cattle breeding cooperatives. As we have grown, we've realized that we need to think beyond our immediate customer base (farmers) and begin thinking about how we present ourselves to the end consumer of dairy products. FFCO offered a ready-built network of farm organizations that was important for us to learn from and work with."

What is the value in the work we do together?

"FFCO was able to draw on the experience of working with other members to immediately guide us towards a more thoughtful and impactful public-facing communication strategy. This helped avoid some obvious missteps and prepare for upcoming challenges."

What would you tell someone about why they should join this movement?

"We would tell friends that agricultural businesses, regardless of where they sit in the supply chain, need to give careful thought to how we present ourselves to the consumer. With rapidly evolving food movements that are amplified by social media, never has this been more critical. Joining this network of forward thinking agriculturalists can provide invaluable insights and key contacts for navigating this new terrain."

