



SEMEX BEEF AWARDED PRESTIGIOUS SIMMENTAL AWARD

FOR IMMEDIATE RELEASE

November 12, 2014

Calgary, Alberta, Canada – The Canadian Simmental Association was pleased to honor Semex Beef of Guelph, Ontario with the prestigious World Simmental Fleckvieh Federation (WSFF) Golden Book Award during the recent Canadian National Simmental show which was held at the Royal Agricultural Winter Fair in Toronto, Ontario. The WSFF Golden Book Award is presented by the Canadian Simmental Association (CSA) to honor individuals or organizations who have contributed to the expansion and growth of the Simmental breed and are also leaders in the development of international trade of Canadian Simmental genetics.

Semex Canada was formed in 1973 as an international marketing arm for Canadian A.I. units and in 1997 Semex Alliance was formed. The Semex Beef program was formed in 1997 to provide Canadian beef genetics to the global market-place and has quickly grown into one of the world's leading beef programs with a product offering that involves in excess of 25 beef breeds and exports to over 70 countries on a regular basis.

The Simmental breed has been a major contributor to the success of Semex Beef and continues to be the highest selling beef breed globally for Semex. Sales of Simmental genetics have been exported to 68 countries and are responsible for in excess of 1.1 million doses of sales over the past 5 years.

“On behalf of the World Simmental Fleckvieh Federation and the Canadian Simmental Association, we are pleased to recognize Semex Beef with this well-deserved award,” stated Canadian Simmental Association President Kelly Ashworth. “Semex Beef continues to be a strong supporter of the Simmental breed, both nationally and globally, and their dedication and commitment to the Simmental breed and to CSA members has been appreciated.”

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Left to right: Bruce Holmquist (CSA General Manager), Myles Immerkar (Manager, Global Beef Programs, Semex Beef) & David Milliner (CSA Director)