

CASE

INTERNATIONAL MARKETING

Presented by



Written by Frédérique Cloutier VP Academic

HAPPENING MARKETING

2023



[FSA ULAVAL / 2023]

THE COMPANY

A leader in the North American cereal and forage seed market since 1982, Semican is a proudly Canadian company that specializes in seed research, production, and marketing. From the outset, Semican has focused on seed production and conditioning. With steadily growing sales, it became clear that to ensure the company's future, Semican would need to set itself apart from cereal seed suppliers in Quebec. That's what led Semican to deepen its expertise with its very own Research Centre, allowing the company to offer exclusive, high-yield cereal varieties that are a cut above the competition. At its Research Centre, Semican develops cultivars that thrive in the Eastern Canadian climate. Seed marketing and commercialization are areas where Semican excels, thanks to its expertise and wide range of seeds. In 2019, Semican continued to grow, building on the experience of its four shareholders, who have been contributing to the company's success for many years now. Increasingly active in the seed market, in 2022, Semican set up a certified processing plant for food and feed purposes to achieve its aim of adding value to high quality products stemming from Canadian agriculture. Semican is committed to pursuing its mission of "Feeding the world one seed at a time."

The reputation and expertise of Semican's Feed Division has helped raise standards in animal feed, particularly with its high-quality Hullfree oats. Over the years, the Research Centre team in Princeville has developed top-tier products from genetic programs that offer a variety of oats and cereals that meet the specific needs of thoroughbreds used for racing, as well as performance horses and horses used for trail riding, jumping, polo and more. Semican's horse feed products include whole and crimped oats, Hullfree oats, barley, hay, hay cubes (standard and mini), pellets, beet pulp, milled flax and much more—a wide range of natural, highly nutritious products.

TARGET MARKET

Over the past 40 years, Semican has made a name for itself in the Canadian and American markets with its horse feed, bird feed and poultry feed products. Semican is active in Quebec, Ontario, the Maritimes and the Northern United States. The company wants to implement an internationalization strategy for the US market and already has a strong presence there with its network of over 200 dealers, spanning the East Coast all the way down to Florida. Semican also recently set up shop in South Carolina in order to offer its products to an even larger customer base. As a horse feed specialist famous for its oats and

other feed products, Semican's reputation precedes it on American racetracks, whose racehorses are fueled by its Hullfree oats and high-quality hay. Semican also produces poultry and bird feed, with a full line of products available for retail at pet food and livestock feed stores in the US.

SEMICAN FEED PRODUCTS

		
HORSE FEED	BIRD FEED	POULTRY FEED
Semican has made its mark in horse nutrition for over 30 years. No matter if you are breeding thoroughbreds, doing show jumping, playing Polo, doing gymkhana or simply enjoying trekking with your horse, we have the right feed option for a complete diet ... Learn more	Do you like to feed the birds at all times? Do you like to identify them in your yard? Observe them more closely? Do you like to know the panoply of birds that frequent your feeders? We have a wide range of high quality food products for you ... Learn more	Do you own a chicken coop? A farmhouse? Turkeys or ducks? A few chickens in your garden for you and the children? A summer poultry farm? Or a bird farm? We offer you our oats for poultry. These are bare oats, without husks ... Learn more

HORSE FEED PRODUCTS - [Horse feed products](#)

		
OATS FOR HORSES	HULLFREE OATS TURCOTTE	BEET PULP
Learn more	Learn more	Learn more



Golden Select Whole Oats

Impressive weight per bushel, Semican triple cleaned Golden Select covered oats go through a rigorous cleaning and grading system (scalping, clopping, cleaning, gravity table sizing and cleaning, de-stoning and dust removal). Golden Select oats are premium quality and consistent.

Available in bag of:
50 lbs (22.68 kg)
and in bulk



Golden Select Crimped Oats

Golden in color, these traditional covered oats are lightly steam crimped for improved digestibility. These oats are processed with Semican's rigorous triple cleaning system before crimping.

Available in bag of:
50 lbs (22.68 kg)
and in bulk



Alfalfa Cubes and Mini-cubes

- Guaranteed analysis
- Crude protein: 14% (min)
- Crude fiber: 30% (max)
- Moisture: 12% (max)

Available in bag of:
50 lb (22.68 kg)



Timothy and Alfalfa Cubes and Mini-cubes

- Guaranteed analysis
- Crude protein: 12% (min)
- Crude fiber: 30% (max)
- Moisture: 12% (max)

Available in bag of:
50 lb (22.68 kg)





Alfalfa Pellets

- Guaranteed analysis
- Crude protein: 17 % (min)
- Crude Fiber: 22% (max)
- Moisture: 12% (max)

Available in bag of:
50 lb (22.68 kg)



Select Timothy Pellets

- Guaranteed analysis
- Crude protein: 11% (min)
- Crude Fiber: 31% (max)
- Moisture: 8% (max)

Available in bag of:
50 lb (22.68 kg)

BIRD AND POULTRY FEED PRODUCTS [Bird and poultry feed](#)

CHALLENGE - [Dealer network](#)

The challenge for Semican is how to increase product visibility for the end consumer while employing dealers for B2B sales, given that dealers often have the power to decide which products to promote in stores. Semican is also looking into its logistics, namely, how to efficiently distribute products to the United States in a way that cuts transportation and storage costs.

Additionally, Semican **does not currently sell products online**. However, the company is open to doing so for easily shippable products, either directly on their website or via an online platform. Semican also attends trade shows to increase its market presence. It is essential that the company finds effective ways to connect with both dealers and consumers in order to promote its products, increase its social media following in the United States, grow its presence at trade shows and, more generally, become a key player in the animal feed industry.

Semican also uses Promoboxx, a cooperative marketing platform that lets brands work with their dealers to create and share localized and customized marketing content on social media and other online channels. The platform lets brands share turnkey marketing materials, like visuals, videos and brand messaging, with dealers to help them effectively promote the brand's products in their local community. In return, brands can track the performance of cooperative marketing content and ad campaigns through the dealer network. This allows brands to measure the impact of their localized marketing efforts and provide feedback to dealers. [Promoboxx](#). Consequently, Semican needs to find a way to strengthen its trusted dealer relationships by providing them with detailed product information and excellent customer service.

In short, Semican wants to strengthen its market presence by focusing on the quality of its products, building strong relationships with dealers and increasing its visibility with end consumers.

MANDATE

Semican's Feed Division is tasking you with developing an international growth strategy for the East Coast of the United States (from Maine to Florida) and B2B client expansion in new regions like Ontario, Ohio, Michigan, Kentucky, Tennessee, Oklahoma and Texas (by adding pet food and livestock feed stores).

More specifically, your internationalization strategy should help Semican:

1. Bolster its incredible expertise and reputation (for the quality of its products) in order to strengthen its position in the eyes of its current business clientele, while also acquiring new B2B clients in the US market
2. Become the go-to brand in horse feed and make a name for itself among end consumers (B2C)
3. Grow its dealer network, as well as the amount of product (pallets) sold to each dealer

CONSTRAINTS

There are no budgetary constraints, so don't limit yourself or your strategy. However, please provide a cost estimate, including the return on investment. The strategy must be able to be implemented within one to three years.

Game on!

SOURCES

Promobox. (2022). <https://promoboxx.com/>

Semican. (2022). <https://www.semican.ca/>