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CASE STUDY

AGRICULTURAL TECHNICAL TRAINING DEVELOPMENT

OPPORTUNITY OVERVIEW

Smithfield Foods' Hog Production Division is the world's leading pork producer. The Hog Production Division employs over 5,000 employees and produces over 16 million market hogs per year at over 450 farms and over 2,000 independent contracted farms throughout the United States. They are committed to producing quality pork, while ensuring the well-being of their animals. Because of their size and commitment, the Smithfield Hog Production Division expressed a need to develop training for production employees.

CLIENT OBJECTIVE

The Smithfield Hog Production Division had a need to develop a standardized eLearning training solution that would reduce variation related to the four specific periods in the swine production process. Production employees were the primary focus of this training so modules were needed in both English and Spanish to meet the language requirements of these employees.

TARGET AUDIENCE

- Production-focused employees, specifically at sow farms, including production supervisors and managers

INTRATRAN'S SOLUTION

intratraining worked with the Smithfield Hog Production Division to develop four eLearning modules in both English and Spanish that reduced the training variation and standardized the training experience across the various farms. The process started with a storyboarded road map of how the training would deliver the results to the Smithfield Hog Production Division via a blend of text, audio, animations, graphics, industry specific images and messaging. The training modules were designed to effectively and efficiently train employees while also providing opportunities for engagement within the learning process. Review questions and check of understanding were also included to track and measure comprehension after completion of the training.

RESULTS

The eLearning has had very positive results within the company and greatly improved and unified the initial learning foundation topics for the Smithfield Hog Production Division. This was the first eLearning that the Smithfield Hog Production Division developed due to issues with connectivity, system resources, and variation within the system. The modules were developed in a platform that allow for easy conversion to a SCORM-compliant file for hosting on the Smithfield Hog Production Division's preferred Learning Management System (LMS) and also via flash drives to farms at locations that have limited or no internet connectivity. Russell Associates was able to serve as the technical design and development experts for the Smithfield Hog Production Division and capture and transfer the expertise of the Smithfield Hog Production Division's production knowledge and SOP's into visually appealing modules that effectively and efficiently transfer the information needed to target audience.

CUSTOMER COMMENTS

Russell Associates has a background in agriculture so we did not have to describe most of these processes. That made a big difference for us because to connect an employee to some of the concepts could be difficult and we did not have time to overcome that hurdle. Russell Associates already understands that part of it. If we would have used a vendor that did not have that background or knowledge about our business, we would have had to spend a lot more time bringing them up to speed. Russell Associates asked good questions and really challenged us on some of our process. It ended up being a good partnership.

We had no experience with eLearning. We always wondered if this could be a solution that could be implemented at the Smithfield Hog Production Division with our many remote locations and lots of variation in our system. This project was a big win for us, because we know we can make this work for us. You helped us see that this works for our company.

The results have been overwhelmingly positive. The number one thing I hear is "when are we going to develop more". It made them hungry for more. It is easy to dismiss things that are new or that we have not tried before, but for us it was proof that eLearning has a place at the Smithfield Hog Production Division. It showed us that our assumptions about eLearning were wrong and that eLearning is something we should be embracing. It was a really good experience.

Amy Grinley, Employee Development Manager
Smithfield Hog Production Division