

## CASE STUDY

# SENECA FOODS LEARNING MANAGEMENT SYSTEM

### OPPORTUNITY OVERVIEW

Seneca Foods is among the world's leading producers of canned fruits and vegetables. Seneca Foods products can be found in over 80 countries on six continents. In the U.S. they supply all food distribution channels including retail grocery, foodservice, industrial, and other food processors. They maintain leading market shares in the retail private label, foodservice, and export canned fruit and vegetable markets, and hold the number three position in branded canned fruits and vegetables. In addition, Seneca supplies frozen fruit and vegetable products to private label and foodservice accounts.

### CLIENT OBJECTIVE

Seneca Foods developed a comprehensive employee safety and orientation training program with Russell Associates. Seneca Foods desired to have a source to host, deliver, test and track training completion and test results. Due to the seasonal operation of Seneca Foods' plants, delivering, tracking and managing employee training can be complicated.

### TARGET AUDIENCE

All of Seneca Foods' locations and employees. Seneca Foods employs approximately 12,000 employees yearly, over 75% of which are seasonal employees who must be trained quickly and efficiently at the beginning of each season.

### SOLUTION

Russell Associates recommended the implementation of the intRAtrain™ Learning Management System (LMS) to host all of Seneca Foods' training courses and employee training records. This implementation created Seneca Learning Center, a complete source of hosting, delivery, testing and tracking of training results for Seneca Foods.

### IMPLEMENTATION

Russell Associates worked closely with Seneca Foods to upload training courses and employee information into the Seneca Learning Center-branded version of intRAtrain™ LMS. Careful consideration was taken to ensure set-up factored in all plant locations and employee types (regular, seasonal, union, non-union, English-speaking, Spanish-speaking). intRAtrain's intuitive system allows admins to easily update and manage the system in real time. Additionally, Seneca Foods requested a customized feature that links the learning center with their corporate employee database, automating the addition and update of employee records.

### PROGRAM RESULTS

Seneca Learning Center is used by approximately 12,000 users who complete training yearly.

"The company was looking at coming up with a comprehensive training program. Through the years we have grown through acquisitions and a lot of our locations have their own training programs. Everybody was doing something a little bit different and we weren't sure they were getting the same message all the time. We wanted to get something that was just more consistent and uniform because of compliance regulations with our customers and different regulatory agencies."

Vice-President Human Resources, Seneca Foods

