IMPACT OF PEOPLEFIRST™ DEVELOPMENT TRAINING
SOUTHWEST CALF RANCH CASE STUDY
30 EMPLOYEES | 4,500 CALVES

GOALS

1. DO MORE WITH LESS
2. CREATE CONSISTENCY WITH PROCEDURES
3. INCREASE EMPLOYEE ENGAGEMENT
4. EXPAND THE CALF RANCH

BEFORE PEOPLEFIRST™ TRAINING
DEC 2012 - NOV 2013

AVERAGE 144 CALVES PER FULL-TIME EMPLOYEE/MONTH
81% ANNUAL EMPLOYEE TURNOVER

THE RESULTS

IMPROVED EFFICIENCY AND HEALTH:
210 ADDITIONAL CALVES/MONTH
WITHOUT COMPROMISING CALF HEALTH

DECREASED WORKLOAD:
MANAGERS REPORT AN EXTRA 8.4 HOURS OF PRODUCTIVITY/WEEK

INCREASED PRODUCTIVITY,
MORALE AND SAFETY:
MANAGERS REPORT A 21% ESTIMATED JOB PERFORMANCE IMPROVEMENT

AFTER PEOPLEFIRST™ CUSTOMIZED TRAINING
DEC 2013 - NOV 2014

AVERAGE 151 CALVES PER FULL-TIME EMPLOYEE/MONTH
54% ANNUAL EMPLOYEE TURNOVER

$105,840 ANNUAL MONETARY SAVINGS FROM INCREASED EFFICIENCY
$11,256 COST SAVINGS FROM REDUCED EMPLOYEE TURNOVER
$146,000 ANNUAL MONETARY SAVINGS FROM REDUCED LABOR COSTS

THE BOTTOM LINE

TOTAL OF $263,096/6.6:1 FIRST YEAR RETURN FOR AN INVESTMENT IN PEOPLEFIRST CUSTOM TRAINING

1 Data on file, Study Report No. 13PETSERV01D, Zoetis Inc. 2 Sarkar-Barney S, Validating the Human Capital ROI Score Card: A Comparison of Results from Three Impact Methods. Chicago, IL: KnowledgeAdvisors Research (now CEB); 2005.† †This is a validated, conservative estimate, adjusted by response bias, and does not include the additional amplified impact of the manager on engagement and effectiveness of their work teams.

More calves per full-time employee. *Includes time during and after implementation. The operation started customized PeopleFirst training in December 2013 and completed training April 2014. **Calculation based on seven more cows per month with 30 employees x $42 net value per calf. Conservative estimate from auction pricing 2/7/2015: Turlock Livestock auction yard, Turlock, California. ***Eight employees fewer as a result of training. ****Based on 2014 average monthly calf inventory of 4,496. Efficiency savings calculated by projected — actual labor cost/calf/day, or savings of $0.09 in labor cost/calf/day.

All trademarks are the property of Zoetis Inc., its affiliates and/or its licensors. ©2015 Zoetis Inc. All rights reserved. PPF-00093

LEARN MORE AT GROWPEOPLEFIRST.COM.