

## Working as One Zoetis to Delight Our Customers

Zoetis gives customers a glimpse into the future and hosts the Beef Olympics

The cattle business is speculative and dependent on many unknown factors. So how does Zoetis delight our cattle customers despite this unpredictability? By giving them a glimpse into the future. That's what happened when Zoetis hosted the beef industry's leading prognosticator at a symposium in Canada. Read on to learn more about how Zoetis is finding novel ways—like hosting an Olympics-style competition for farm workers—to delight our customers.

### Seeing the Future

At Zoetis we are always looking for better ways to support our customers. One way is to provide unexpected insights about their business. At the Zoetis symposium held in early September, Zoetis beef customers gathered to hear CattleFax CEO Randy Blach share his latest market outlook for cattle in North America. CattleFax is the global leader in beef industry research, analysis, and information. Its forecasts are invaluable to creating competitive beef operations. At Zoetis we know that when our customers succeed, we succeed. During the symposium, our customers gained insights that can create a more profitable bottom line.



*CattleFax CEO Randy Blach sharing data with Zoetis customers*

## Beef Industry Olympics

After the symposium Zoetis hosted the 8<sup>th</sup> Annual Feedlot Challenge, an Olympic-style competition originated by the Zoetis Canada team to showcase the role of the feedlot employee and create a fun, educational experience. Zoetis colleagues and customers watched teams of four from different feedlots compete against each other. The events included tasks that feedlot employees perform every day, such as maneuvering cattle in and out of pens and administering a variety of Zoetis products. The competitors also completed a written knowledge test. The events were judged by Zoetis veterinarians and other beef industry professionals based on principles of animal welfare, safety, accuracy, and efficiency. Prizes were awarded at the end to the top competitors.



*Entrance to the Feedlot Challenge*



*A team performing during competition*

## One Zoetis

These events were held in Alberta, Canada and welcomed over 150 Zoetis customers from throughout Western Canada. In true One Zoetis spirit, colleagues from Canada worked with colleagues from Mexico to invite top customers from the Mexican beef industry to join the events. North American beef producers share a special relationship because of their trade agreement, and bringing these groups together built goodwill and allowed for an exchange of knowledge and ideas.

**Jair Garcia**, Zoetis Vice President, Canada & Northern Latin America, is finding innovative ways to promote teamwork across the cluster he leads. He said, "Our customers have a common purpose to produce the healthiest, most productive animals to provide food for families. By bringing together some

of our most important beef customers in North America, we at Zoetis are creating connections that will help them achieve their business goals while learning from each other.”



*Teams from Zoetis, Mexico, and Canada touring a feedlot*

### **Aha Moments**

Despite their common purpose, the Canadian and Mexican beef industries are constructed differently. Canada has a multitude of beef producers with herds averaging 20,000 head of cattle. Mexico has a consolidated industry with fewer producers and bigger herds. By bringing these two different customer groups together, Zoetis created opportunities for learning and discovery for both countries.

One moment of discovery for customers of both countries was in touring a bio-fuel plant that uses agricultural manure and other by-products like methane gas to produce a renewable and green energy source. This process allows beef producers to reduce emissions and support environmental sustainability. Other moments of learning happened when the delegation visited several local feedlots and had the opportunity to discuss how facilities are set up and run in each of their countries. Both groups of customers reported learning new things from each other. Added up, these discoveries can lead to improved operations and advancements in the beef industry.

### **Delighted Customers**

One customer from the Mexican delegation, Enrique Fontes, Partner at Integradora Veracarne, said, “It was a pleasure to join this trip with Zoetis. We learned so much by being together and we appreciate the attention that Zoetis gives us.”

Another customer, Corey Conan, manager of Shelter Valley Land & Cattle in Lethbridge, Alberta, Canada has participated in the Feedlot Challenge every year since it began. He said, “We really appreciate Zoetis hosting the Feedlot Challenge. It is a great event that lets us showcase our people doing behind-the-scenes work, plus it helps us improve our operations to become leaders in the industry.”