AIB International Emphasizes the Value of Food Safety Culture at GFSI Conference

Booth Resources and Sponsored Events Explore Generational Needs of Today and Tomorrow

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Manhattan, Kan. (Jan. 14, 2020) – An effective food safety program consists of more than rules and regulations. At the annual Global Food Safety Initiative Conference 2020, Feb. 25-28 in Seattle, AIB International (booths 16 and 18) will offer perspective on how a manufacturing culture that prioritizes food safety can also nurture the next generation of workers.

Though the majority of food recalls are related to a lack of established Good Manufacturing Practices, many are the result of ineffective implementation by companies and workers. And this impact extends beyond the business to the broader industry.

A food safety culture that values training and establishes high standards is particularly valuable for manufacturers navigating the industry’s generational shift, as this model ensures new hires have clearly defined expectations and learning opportunities from day one. This cultural foundation then positively affects manufacturers’ ability to effectively implement GMPs.

“The generational challenges associated with the implementation of GMPs not only pose the risk of recalls that are costly to the manufacturer, they undermine public trust and consumer confidence in the industry’s ability to produce safe food,” said Andre Biane, AIB International’s President and CEO. “As younger workers enter the workforce, they need more than a single training course to ensure the safe production of food. By developing a culture that prioritizes food safety and ongoing training, manufacturers will support the growth and development of the next generation, while ensuring the production of safe food.”

Practical Solutions
At the AIB International booth, visitors will explore a collection of training, consulting and staffing solutions that support the implementation of a strong food safety culture for existing employees, as well as an environment where new hires can quickly immerse and adopt a food safety mindset.

One example of how AIB International is bridging the gap between training demand and today’s workforce is VirtualInspector. This new training platform engages younger workers by integrating virtual reality into various industry-specific training scenarios. Booth visitors will be able to demo the training using virtual reality goggles.

The immersive training simulation allows users to identify food safety issues in a plant setting and document their findings with corrective actions. The simulation is a convenient, calibrated and efficient tool for companies seeking engaging and measurable training platforms to optimize their eLearning programs.
Another critical factor to a strong food safety culture is training on GMPs. Training engages individuals and keeps them up-to-date on new information. AIB International’s **Food Safety Standards** are the food industry’s go-to resource for GMP training. Resources including online training, public seminars and private training allow employees at all levels of a company to understand what GMPs are and successfully protect food safety in their role.

Sourcing qualified workers is another significant challenge many manufacturers face. While improvements in workforce supply are being developed across the industry, AIB International is helping companies run smoothly in the interim with tools like **Assign an Expert**. These expert assignments allow companies with temporary position gaps to have them filled quickly by AIB International technical experts.

**Expert Insight**
Conference attendees will further explore the future of food safety with a special session presented by AIB International. Jason Dorsey, President of The Center for General Kinetics, will speak and moderate a discussion on “Developing the Next Generation of Food Safety Professionals” with panelists from 8-9 a.m. on Friday, Feb. 28. Dorsey will examine how the industry can attract desperately needed talent and how leaders can leverage intergenerational dynamics to create a workplace that engages and retains employees.

Dorsey will then lead representatives from AIB International, Cargill, Kansas State University and SQF Institute in a discussion about actions the industry can take to successfully develop the next generation of food safety leaders.

To conclude the conference, Dorsey will also participate in the closing session, “Learning from the Past, Looking to the Future: The Food Safety of Tomorrow.” Accompanied by representatives from the USDA, FDA and New Mexico State University, Dorsey will highlight key trends in today's global market that predict the demands of tomorrow.

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**About AIB International**
For 100 years, AIB International has partnered with our clients to bring the enjoyment of safe, high-quality food to consumers everywhere. Through customized Training, Inspections & Consulting, Regulatory and Certification services, our global team of food safety and quality professionals in 120 countries is committed to helping our customers address virtually every link in their supply chains. Visit [www.aibinternational.com](http://www.aibinternational.com) for more information.