



Powered by



The contents of this presentation is Private and Confidential. The Safe-Food Training Hub is a division of Global Food Safety Resource Centre Inc., and is Patent Pending in U.S.

# Tina Brillinger, CEO of Global Food Safety Resource



- **Tina Brillinger is CEO of Global Food Safety Resource and the Originator of Safe Food Training Hub**

# Global Food Safety Resource Online Information Hub

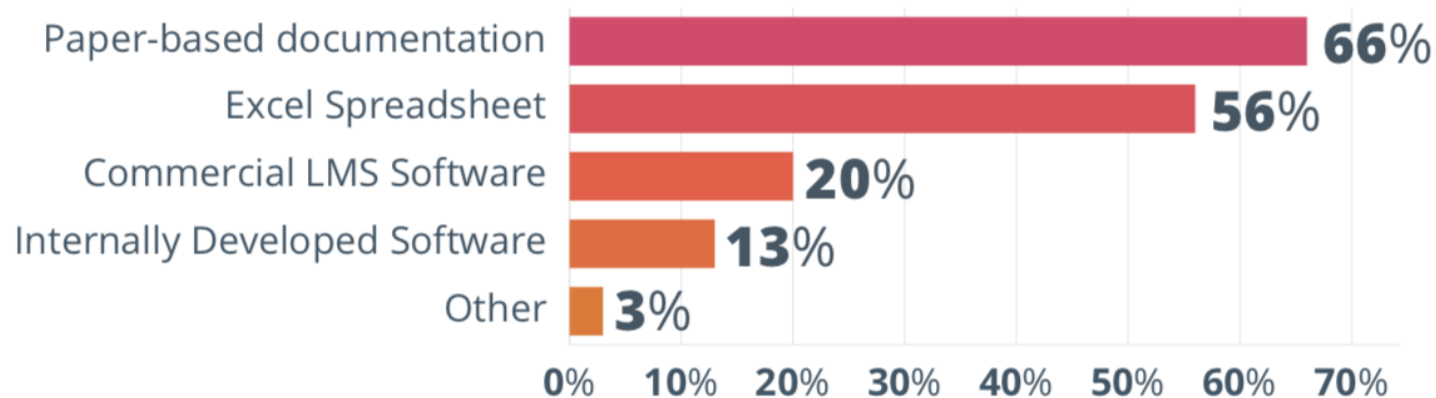
The screenshot shows the homepage of the Global Food Safety Resource website. At the top, there is a banner for 'SAFE-FOOD TRAINING HUB' with the text 'INDUSTRY RECOGNIZED TRAINING FOR FOOD COMPANIES & PROFESSIONALS' and 'A convenient, reliable and flexible way to develop skills LAUNCHING IN 2018'. A 'REGISTER FOR UPDATES' button is also present. Below the banner, there are navigation links for 'ADVERTISE', 'LOGIN', and 'SUBSCRIBE', along with social media icons for Facebook, Twitter, YouTube, and LinkedIn. A search bar and a 'Select Language' dropdown menu are also visible. The main header features the 'Global Food Safety Resource' logo and the tagline 'Communicating best practices for food safety compliance'. A blue navigation bar contains the following menu items: 'INDUSTRY STANDARDS', 'REGULATORY COMPLIANCE', 'RISK MANAGEMENT', 'EDUCATION & TRAINING', 'FOOD SCIENCE & TECHNOLOGY', and 'RESOURCES & EVENTS'. The main content area is divided into three columns, each with a featured article:

- Left Column:** A photograph of workers in a food processing plant. Below it, the text reads: 'PACKAGING TRAINING CRUCIAL FOR SAVING TIME AND MONEY, REDUCING WASTE »'.
- Middle Column:** A photograph of a computer monitor displaying an 'e-learning' interface with icons for 'Start', 'Community', 'School', 'Downloads', 'Lessons', and 'Support'. Below it, the text reads: 'MICRO-LEARNING: AN EFFECTIVE WAY TO ENRICH FOOD SAFETY TRAINING »'.
- Right Column:** A photograph of a person's hands holding a smartphone and scanning a barcode on a product in a grocery store. Below it, the text reads: 'FIGHT FOOD FRAUD WITH THESE FIVE LABELLING TACTICS »'.

# Global Food Safety Training Survey 2018: Results

FIGURE 11:

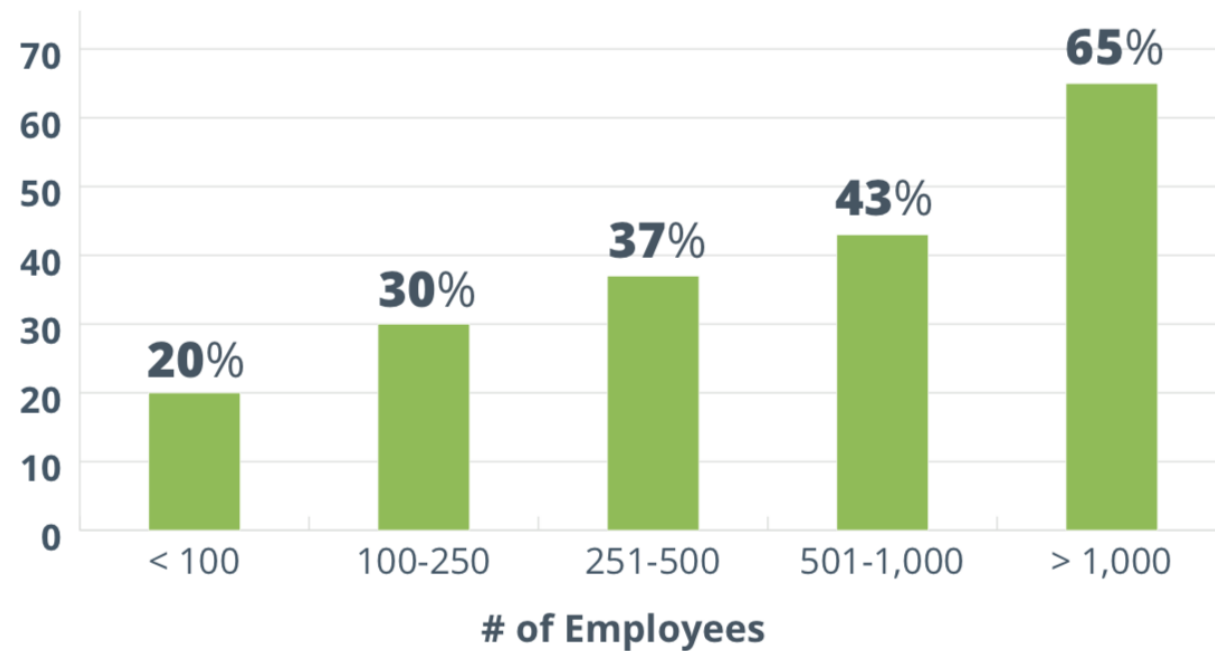
**How does your organization document and manage training records?**



# Global Food Safety Training Survey 2018: Results

FIGURE 13:

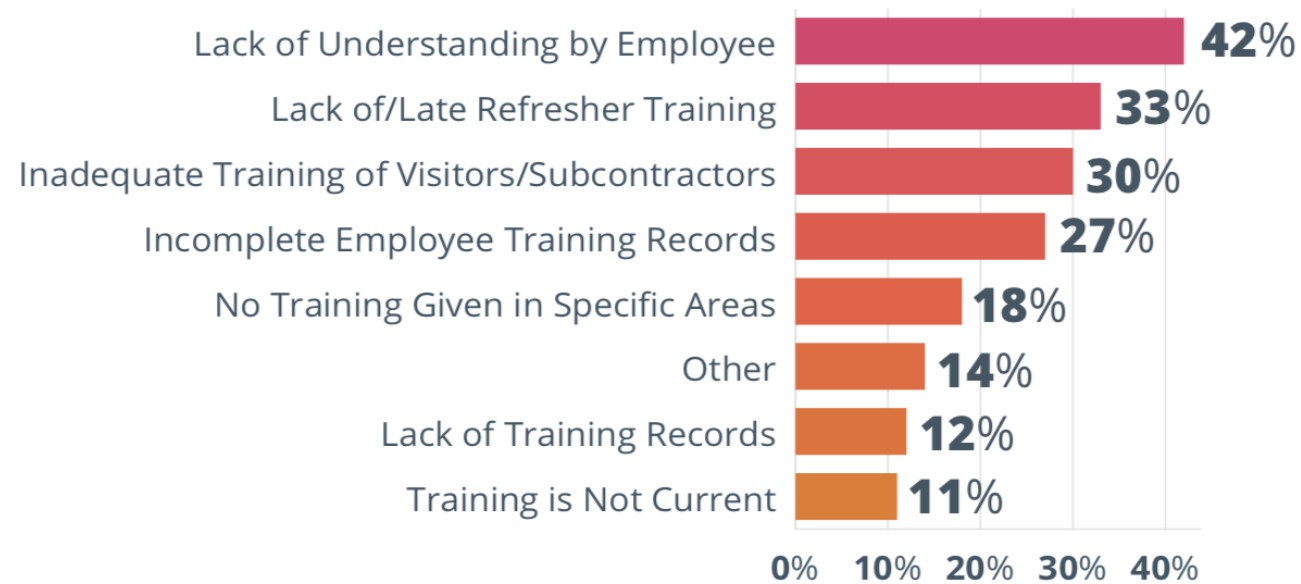
## % of Companies Using LMS by Company Size



# Global Food Safety Training Survey 2018 : Results

FIGURE 18:

## Type of Deficiencies in Training Program Identified During Audits



# Global Food Safety Training Survey 2018: Results

FIGURE 22:

## How is Food Safety Training Delivered?



# Consumers Are More Concerned Than Ever

**U.S. NEWS** 11/20/2018 15:29 EST | **Updated** 1 hour ago

f t i p G

## Romaine Lettuce Is Unsafe To Eat, Should Be Thrown Out: CDC

In the wake of a new E. coli outbreak, the CDC is urging Americans to throw away any kind of lettuce they can't identify.

f  By Nina Golgowski, HuffPost US



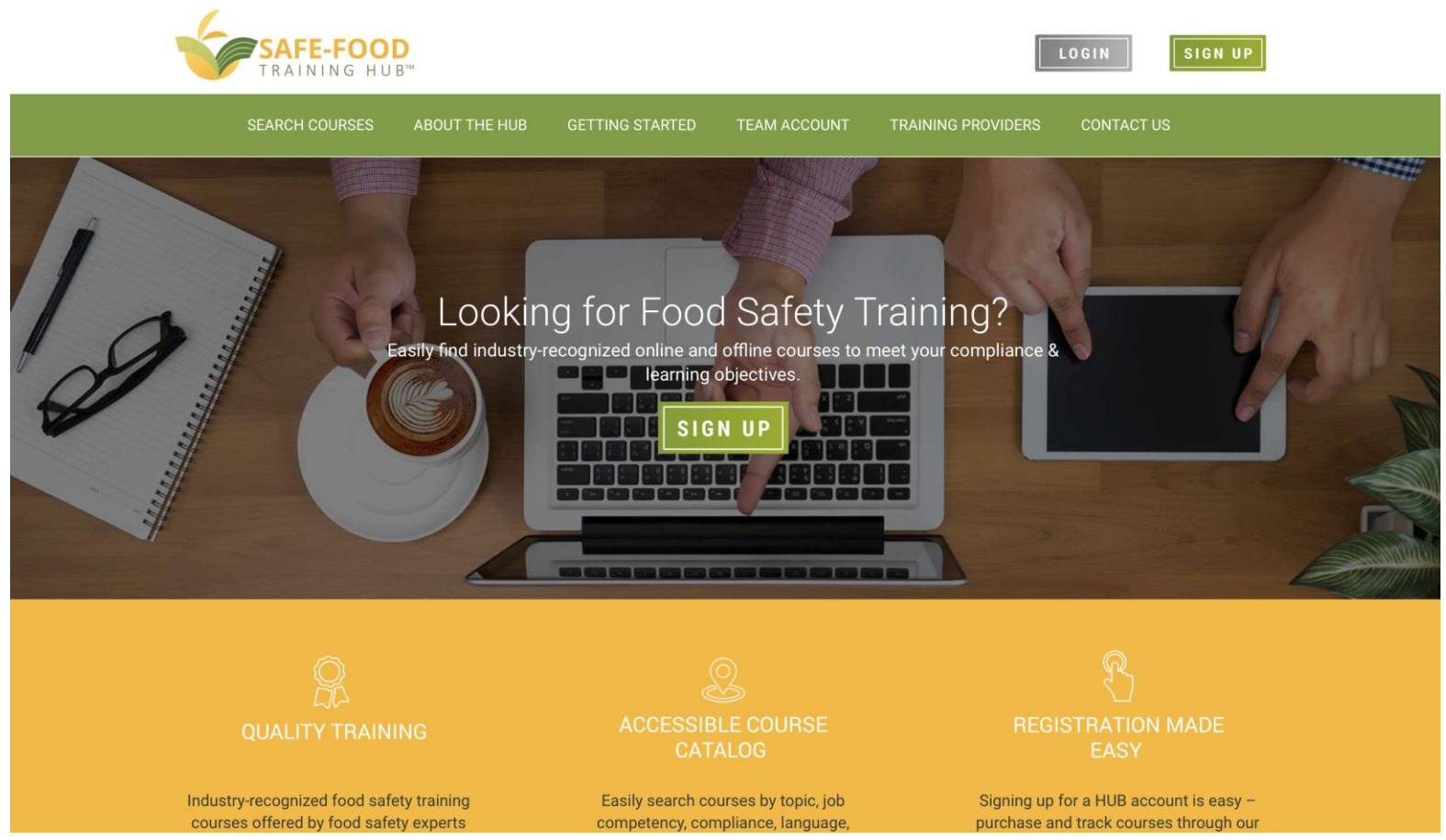


**GFSR<sup>®</sup>**

[www.globalfoodsafetyresource.com](http://www.globalfoodsafetyresource.com)



# GFSR Announces the Soft Launch of the Safe-Food Training Hub™





# About the Hub

## Robust Training Portal for the Food Industry Offering Both eLearning & Offline Courses

The Safe-Food Training Hub provides a convenient and centralized online solution to quality food safety-related training courses from leading training organizations all over the globe.



Soft launch November 22, 2018

## Why the HUB?

### *Today's Training Landscape:*



### Cumbersome Process for Those **Providing** Courses

- ❑ Noisy, online landscape makes it hard for trainings to be found
- ❑ A lot of time, resources and \$\$ needed to effectively promote courses
- ❑ Low online course participation; live courses not filling to capacity
- ❑ Low return relative to time, costs of producing courses

## Why the Hub: Today's Training Landscape

### Cumbersome Process for Those **Seeking** Courses

- ❑ Needle in haystack, finding the right online & live courses that meet specific needs – relative to topic, price, location
- ❑ Individual trainer websites are siloed
- ❑ Industry site listings are *not* comprehensive
- ❑ Registering and keeping track of training completions is time intensive

## Industry Driven Solution Designed to Fill a Void in the Market



*Addresses these two groups:*

- **Food Safety & Quality Professionals**  
Comprehensive, interactive portal for finding and taking quality trainings
- **Training Organizations**  
New channel to maximize promotion & revenue of course offerings

## System Privacy Terms of Use + Cyber Security



- ❑ Features secure the privacy of its stakeholders, training providers, students
- ❑ Privacy Policy meets highest standard equivalent to European standards
- ❑ Cyber Security ensures highest level against cyber attacks
- ❑ Terms of Use policy, commitment mandatory for every Hub participant
- ❑ Ongoing updates and improvements to system
- ❑ Will be GDPR compliant in 2019

# Access GFSR's Global Reach

## Training Providers Reach New Audiences with the HUB

- Dramatically increase exposure of course offerings
- **Be part of the initial group of training organizations on the HUB – and benefit from launch initiatives and additional incentives**
- More effectively engage with target audiences
- Maximize course revenue; save on time, money & resources





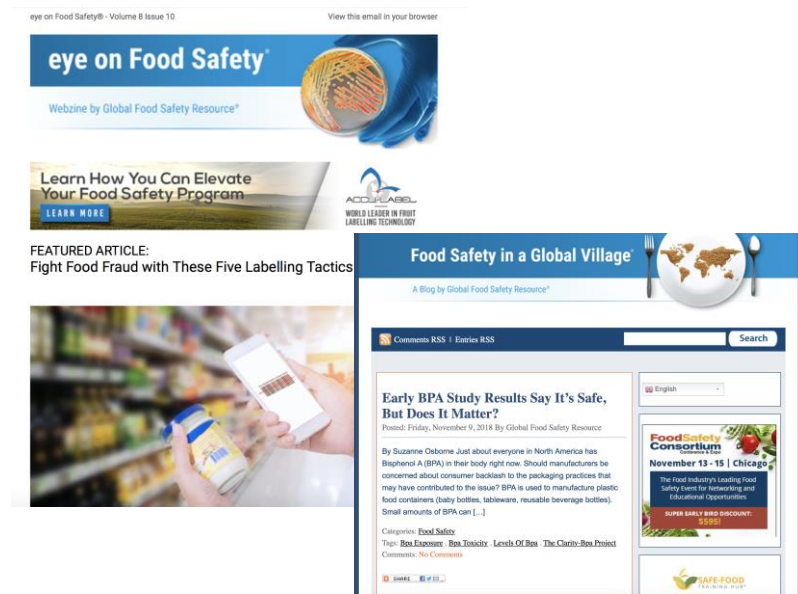
## Leverage our Engaged Online Audience



## Capitalize on GFSR's Established Global Market Reach

- ❑ Online education and info resource for food safety & compliance
- ❑ Fast-growing worldwide audience; currently 1,000,000+ visitors a year
- ❑ 10+ million page views per year
- ❑ Avg. time per visit is 18.76 minutes on site
- ❑ 62 pages ranked #1 on Google
- ❑ GFSR Opt-in lists include website, newsletter and social media groups

Marketed to an  
Engaged Audience >>



## Be Part of the HUB's Marketing Launch Initiatives

- Press release in New Year to include training organizations and logos
- Training organization Q&A posted on GFSR with links to HUB
- Outbound email announcing launch to GFSR subscriber list with organization listed
- GFSR newsletter article about HUB
- Leverage existing and new Social media channels



## Participate in the Hub!



### Guaranteed exposure and traffic to the HUB

- Low monthly Service Fee > Marketing + Hosting
- Low marketing Fee > Paid when Seats Purchased
- Low One Time Set-Up Fee for eLearning Courses



YOUR LEARNING CENTRE FOR FOOD SAFETY  
BEST PRACTICES AND COMPLIANCE

— HOME OF —

**FOOD SAFETY  
INFORMATION** & **THE SAFE-FOOD  
TRAINING HUB**

EDUCATION AND ONLINE  
COMMUNITY 

PROVEN REACH AND  
EXPERTISE 

 ONLINE AND LIVE  
TRAINING

 CONVENIENT AND  
EASY TO USE

To sign up to for news about trainings that are coming to the  
HUB, visit

[www.safefoodtraininghub.com](http://www.safefoodtraininghub.com)

You can take an early adopter's peek at the Safe-Food Training  
Hub site at

<https://safefoodtraininghub.globalfoodsafetyresource.com/>

TOGETHER, WE CAN MAKE FOOD SAFE.™



To Learn more about the Safe-Food Training Hub™

Sign Up at [www.safefoodtraininghub.com](http://www.safefoodtraininghub.com)

Contact Us:

Tina Brillinger  
President & CEO  
[tbrillinger@gfsr.ca](mailto:tbrillinger@gfsr.ca)  
1.888.4377395 x 105

Justin Senior  
Digital Sales Manager  
[jsenior@gfsr.ca](mailto:jsenior@gfsr.ca)  
1.888. 437.7395 x 110