

Deploying an Effective Program and Platform for the Meat Industry

Meat and poultry processors in the United States have worked for years to control Listeria in their plants and products. Events in 2024 prompted the industry to do more – to provide more training on Listeria control for frontline workers and supervisors. Vivayic partnered with their trade association, Meat Institute, to quickly develop a training course and make it available to thousands of workers in meat and poultry plants across hundreds of companies.

Need and Opportunity

For years, Meat Institute has offered in-depth, in-person trainings on Listeria control for leaders of food safety and quality assurance (FSQA). These trainings were effective for leaders in planning and executing control programs. There was not, however, a ready-to-use training resource for frontline leaders in these plants: line supervisors, sanitation team leaders, maintenance supervisors. These frontline leaders are key partners in efforts like Listeria control.

Industry members shared the same need: an accurate, clear, and consistent training on Listeria control accessible to frontline leaders in plants across the United States. Meat Institute gathers the SMEs from member companies to inform the training but needed a partner to help build and deliver their first e-learning program.



Vivayic in Action

Vivayic brought two teams to work in parallel: one to design and develop the course and another to evaluate the platform needs and secure a practical solution for delivery. In just four months, the teams were able to:

SKILL AREAS

- Design and develop a comprehensive course with nine Articulate Rise modules, corresponding quizzes for each, certificate, and extended resources.
- Utilize our Strategy-Scope-Solution approach to selecting a learning management system that could deploy quickly to people across hundreds of companies.
- Launch the Foundations of Listeria Control course on our Cultivate platform, powered by Moodle Workplace.

Results

The rapid deployment of the Foundations of Listeria Control program led to strong early adoption, meaningful engagement, and positive feedback across the industry. Within months of launch, the program demonstrated its value by reaching frontline leaders, supporting completion and certification, and prompting expansion to meet growing demand.

2,000

users voluntarily signed up for the Foundations of Listeria Control course within the first six months.

55%

of users complete the course and earn their certificate within eight weeks of signing up.



Positive feedback from members about the course experience, ease of use, and resulting impact on employees.



Decision to develop Spanish version of course and platform instance to deploy **within 12 months of initial launch**.



“The Foundations of Listeria Control course is exactly what our industry needed. The content is perfect for the audience, the course is interactive and applicable, and the platform makes it easy for anyone to sign up and get started quickly. This couldn’t have gone any better.”

Food Safety Committee member
MEAT INSTITUTE

Schedule a Discovery Call

Let’s work together to design and deliver a tailored learning experience that helps meet your strategic needs.

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