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WTI's Dr. Bob Johnson to Present at University of Wisconsin–Madison Meat Snacks Short Course
February 16, 2026
Jefferson, GA

Dr. Bob Johnson, Vice President of Technical Business Development at WTI, Inc., will present at the University of Wisconsin–Madison Meat Snacks Short Course, taking place February 24–26.

Johnson's presentation will focus on ingredient solutions and clean label innovation for extending shelf-life in meat snacks. His session will explore approaches to inhibiting the growth of mold and yeast while also delivering savory flavor enhancement, a key challenge for meat snack manufacturers seeking to balance label simplicity, safety, and taste.

"Naturally-derived vinegar antimicrobials give processors an effective way to manage mold and yeast growth without relying on traditional preservatives," said Johnson. "These solutions can replace ingredients like potassium sorbate and benzoate while supporting clean label goals and maintaining the flavor profiles consumers expect from meat snacks."

The presentation will highlight how vinegar-based antimicrobials can be successfully applied in meat snack formulations to improve shelf-life and product quality, while aligning with evolving consumer and customer expectations around ingredient transparency.

The University of Wisconsin–Madison Meat Snacks Short Course is a leading industry program that brings together processors, formulators, and technical professionals to explore the latest research, processing methods, and ingredient innovations in meat snack production.

About the Speaker

Dr. Bob Johnson is Vice President of Technical Business Development at WTI, where he supports customers with ingredient solutions that enhance performance, quality, and shelf-life. Johnson is a classically trained meat scientist with degrees from Purdue, Kansas State, and Iowa State Universities (B.S., M.S., Ph.D., respectively). With more than four decades of experience bridging academia and industry, he has led advancements in food safety, shelf-life, sensory quality, and nutrition for meat products. Johnson was an early pioneer in alternative curing solutions, helping shape today's clean label standards through innovations like vinegar-based pathogen control. He has also held leadership roles in R&D, Technical Service, and Food Safety during the critical development of HACCP and Zero Pathogen Tolerance practices. At WTI, he partners with customers to share best practices and deliver technical expertise that supports the consistent production of safe, high quality food while protecting both people and brands.

About WTI, Inc.
WTI is a trusted ingredient solutions provider specializing in food safety and functional ingredients for meat, poultry, and prepared food applications. The company partners closely with customers to develop clean label solutions that support product quality, shelf-life, and consistent performance. With deep technical expertise and a collaborative, customer first approach, WTI helps food manufacturers solve real world formulation challenges and bring innovative products to market. Learn more at www.wtiinc.com.

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