ABF, NAE – What’s is to Me?

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Relying on science alone likely won’t change widely held opinions & beliefs….

CAN

SHOULD

SCIENCE

ETHICS & SHARED VALUES
What Drives Consumer Trust?

Shared values are 3-5x more important in building trust than demonstrating competence

Trust research was published in December 2009 - Journal of Rural Sociology
A Consumer Conundrum
"If farm animals are treated decently and humanely, I have no problem consuming meat, milk and eggs."
“U.S. meat is derived from humanely treated animals.”
“I would support a law in my state to ensure the humane treatment of farm animals.”
Consumers want Transparency
The Importance of Transparency

• Research reveals transparency is key to building consumer trust

• Transparency may be *rationally* defined as truthful information, but perhaps more importantly, it translates to an *emotional* feeling of confidence.
Half to Nearly Two-thirds Strongly Agree Transparency Builds Trust with Food

- Food safety
- Impacts health
- Treatment of animals
- Labor and human rights
- Business ethics
- Environmental stewardship

(n=2001)
Consumers Primarily Hold Food Companies Responsible for Transparency

Health Impacts: Food Companies - 41, Farmers - 28, Grocery Stores - 16, Restaurants - 15

Food Safety: Food Companies - 37, Farmers - 28, Grocery Stores - 17, Restaurants - 17

Environmental Impact: Food Companies - 38, Farmers - 37, Grocery Stores - 13, Restaurants - 12

Labor and Human Rights: Food Companies - 40, Farmers - 32, Grocery Stores - 15, Restaurants - 14

Treatment of Animals: Food Companies - [VALUE], Farmers - 30, Grocery Stores - 11, Restaurants - 10


(n=2001)

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Top Practices to Promote Transparency:
Top 4 of 16 Options

- Provides information on the use of preservatives on the nutrition label (50%)
- Provides information on whether any ingredients were grown from genetically-modified (GMO) seed, on the product package (51%)
- Provides information on whether or not the animals that produced the milk or beef were given supplemental hormones, on the company website (50%)
- Provides information on whether or not the animals that produced the food (including milk, meat, poultry or eggs) were given antibiotics, on the company website (50%)

%=Top Box Ratings 8-10 on 0-10 scale. Top four of 16 practices tested

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Why all the concern?

- Antibiotic resistance is real
- Related to meat → resistance vs. residue
- Scientifically complex subject
- Consumers use them
- Most consumers don’t know how antibiotics are used in animal agriculture
  - connection between animal care & abx use
In this time of enormous change and challenge, comes enormous opportunity.

- Dr. E. Gordon Gee
A Leadership Opportunity

- Research tells us consumer trust in veterinarians is high and consumers want information

- Will you engage?
  - Changes taking effect January 1, 2017 present a golden opportunity to show we are taking action!
    - Eliminating growth promotion / increasing oversight
    - Doing our part to ensure responsible use of antibiotics
Reframing the conversation...

Societal Benefits of Animal Antibiotics
Antibiotics have been used in farm animals for decades for the same reason they are used in people – to treat or prevent diseases that cause pain and suffering.

Treating a sick animal with antibiotics is the ethical thing to do.

The AVMA testified before Congress that antibiotics are one of the most important tools veterinarians use to protect both human and animal health.
Additional Benefits

Responsible use of antibiotics in agriculture benefits all of us by making food safer and more affordable by:

- **Reducing the amount of bacteria entering the food supply**
- **Allowing farmers to produce food more effectively**
  - Better health = less feed consumption
  - Less feed consumed = fewer acres needed
Consumers in the U.S. have an amazing array of options in the meat they purchase. Choosing to consume meat from antibiotic-free systems is among those options. But many consumers are just as confident with conventionally raised food.
WELL IT LOOKED EASY
WHEN THE DAMN HORSE DID IT
The American Society for the Prevention of Cruelty to Animals (ASPCA) agrees there would be serious consequences if animal antibiotics with crossover to human antibiotics are pulled from veterinarians’ toolkits.

An ASPCA official noted “If animal welfare is not addressed in conjunction with pulling back the drugs, this could actually be a very dangerous move for birds and ultimately for consumers.”

For certain poultry diseases, the only FDA-approved treatment are antibiotics that are also used in human medicine.

- E Coli
- Fowl cholera (Pasteurella)

AAAP & AASV position statements

- Animal welfare is enhanced because of sick animals being adequately treated to decrease mortality and morbidity, as well as risk of disease transmission.
- Marketing programs should not prevent a farmer from treating or preventing illness
As more & more poultry companies go 100% ABF...

What are the options when birds get sick with a bacterial infection?

1. Treat the birds & divert
2. With hold treatment & sell those that don’t die
3. Dig a hole
“The company wants antibiotic free and they’re willing to pay for it. But, when these birds have E Coli, I have to watch a percentage of them die.”

-Iowa Turkey Grower
Phibro is working on education and awareness of the issues with food companies, stakeholders and consumers.

We support the responsible use of antibiotics to keep animals healthy, which is the right thing to do.
Helping You
engage in the conversation about animal antibiotics

Antibiotic resistance is a serious public health concern and the animal health community shares that concern. We recognize that animal antibiotics must be used responsibly to minimize agriculture's contribution to antibiotic resistance.

ExploreAnimalHealth.org
AnimalAntibiotics.org
bestfoodfacts.org/topics/antibiotics
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ANY QUESTIONS?