Values First
Reframing the Conversation about Antibiotic Use in Animal Agriculture

Leah C. Dorman, DVM
Director, Food Integrity & Consumer Engagement
How do we typically answer consumer questions?

...By getting defensive

...With Facts & Science

“Shut up & Eat!”

Data Dump
Our Target

We know the activists have created a dialogue critical of agriculture.

We must **effectively engage** to create a counter narrative.

We do this by **demonstrating** that our values align with consumer values.
What Drives Trust?

Shared values are 3-5x more important in building trust than sharing facts or demonstrating technical skills/expertise.
## Answering the Wrong Question

<table>
<thead>
<tr>
<th>Science Question</th>
<th>Ethical Question</th>
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<tbody>
<tr>
<td>CAN</td>
<td>SHOULD</td>
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</table>
Change Our Approach

Historically

Research proves it’s ok to do this ...

Financially, it’s in our best interest ...

We need to \textit{SHIFT}

It sounds like animal welfare is important to you ...
Reframing the conversation...

Societal Benefits of Animal Antibiotics
The Ethical Choice

- 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.

- Using antibiotics to treat sick animals & preventing sickness in animals at risk is the ethical thing to do.

- Vaccines, proper nutrition, good ventilation & proper housing are all important disease-prevention measures. But there are times when antibiotic use is the responsible choice.

- Maintaining healthy farm animals is an important part of providing healthy food for our families.
Is Food the New Sex?
Components of ethical eating:

• Animal welfare
• Waste reduction
• Pollution
• Worker welfare
• Reduced impact of production
• Supportive of local economy
• Avoids unnecessary packaging & elements
• Safe
The animal health community, farmers and veterinarians are committed to responsible antibiotic use on the farm to minimize agriculture’s contribution to antibiotic resistance.
Resources & Support

Engage with consumers where they are searching for information & Helping farmers engage

Phibro is committed to doing a better job of explaining the ethics behind antibiotic use, vaccination, nutritional products and One Health.

Consumer online resource

The Evolution of Animal Agriculture
Explore how farm animal care connects to a healthy food supply and environment.

ExploreAnimalHealth.org

Video Library

Why I Do What I Do
Engage to Build Trust

- Avoid getting defensive
- Listen to what consumers care about
  - Their family, health, animals and the environment
- Lead with your values (not the science)
  - Shared values are 3-5x’s more important in building trust than sharing facts (science) or demonstrating technical skills/expertise
- Food is personal – let’s talk about that way!
- Animal agriculture has taken action & continues to do our part to ensure responsible use of antibiotics
- Responsible antibiotic use helps keep animals healthy, conserves natural resources, and makes food safer and more affordable.
Contact Me:
Dr. Leah C. Dorman

Email: leah.dorman@pahc.com
Twitter: @AskDrDorman
Facebook page: Ask Dr. Dorman
Toll-free: 1-844-288-DocD (3623)

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