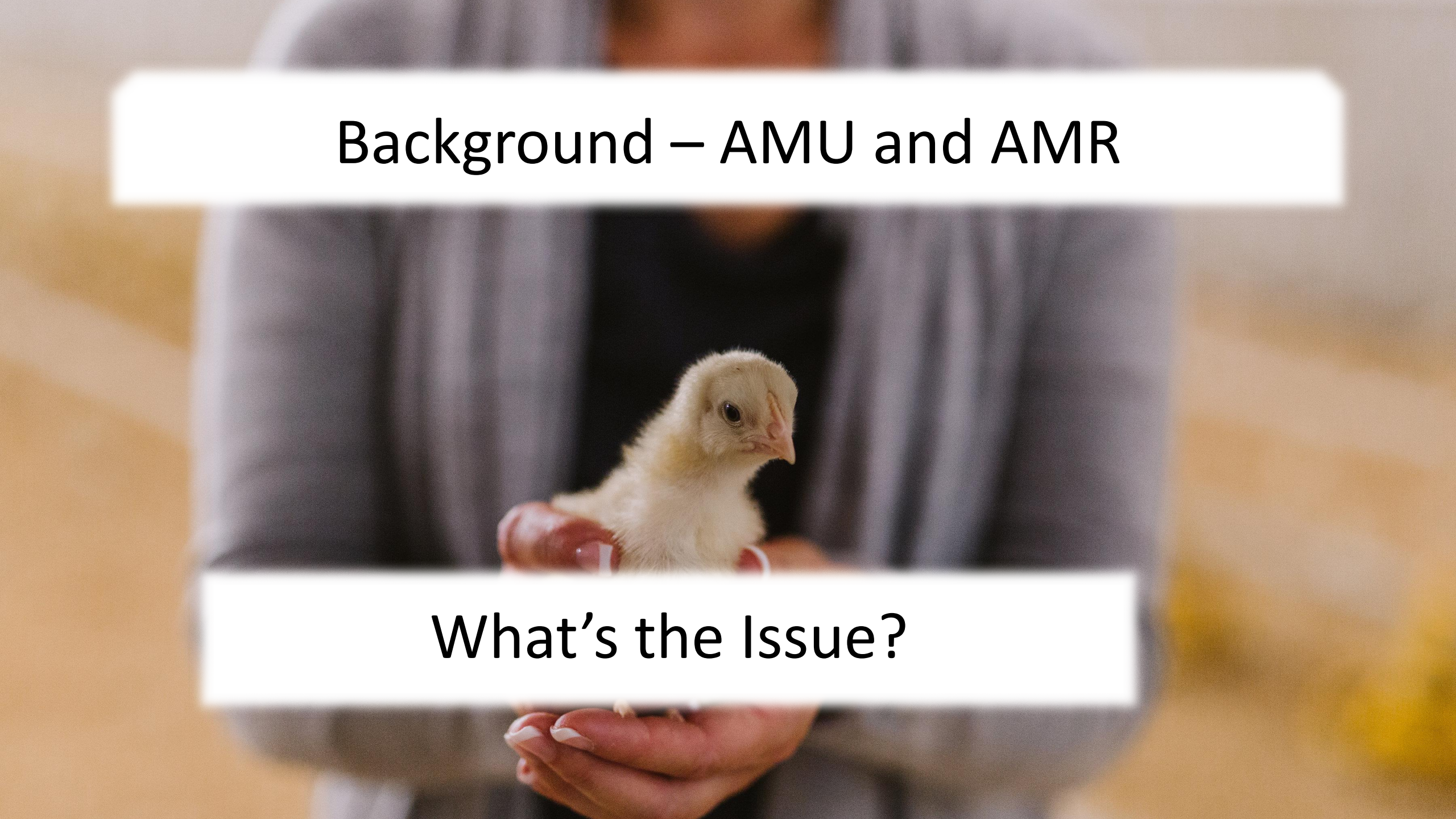
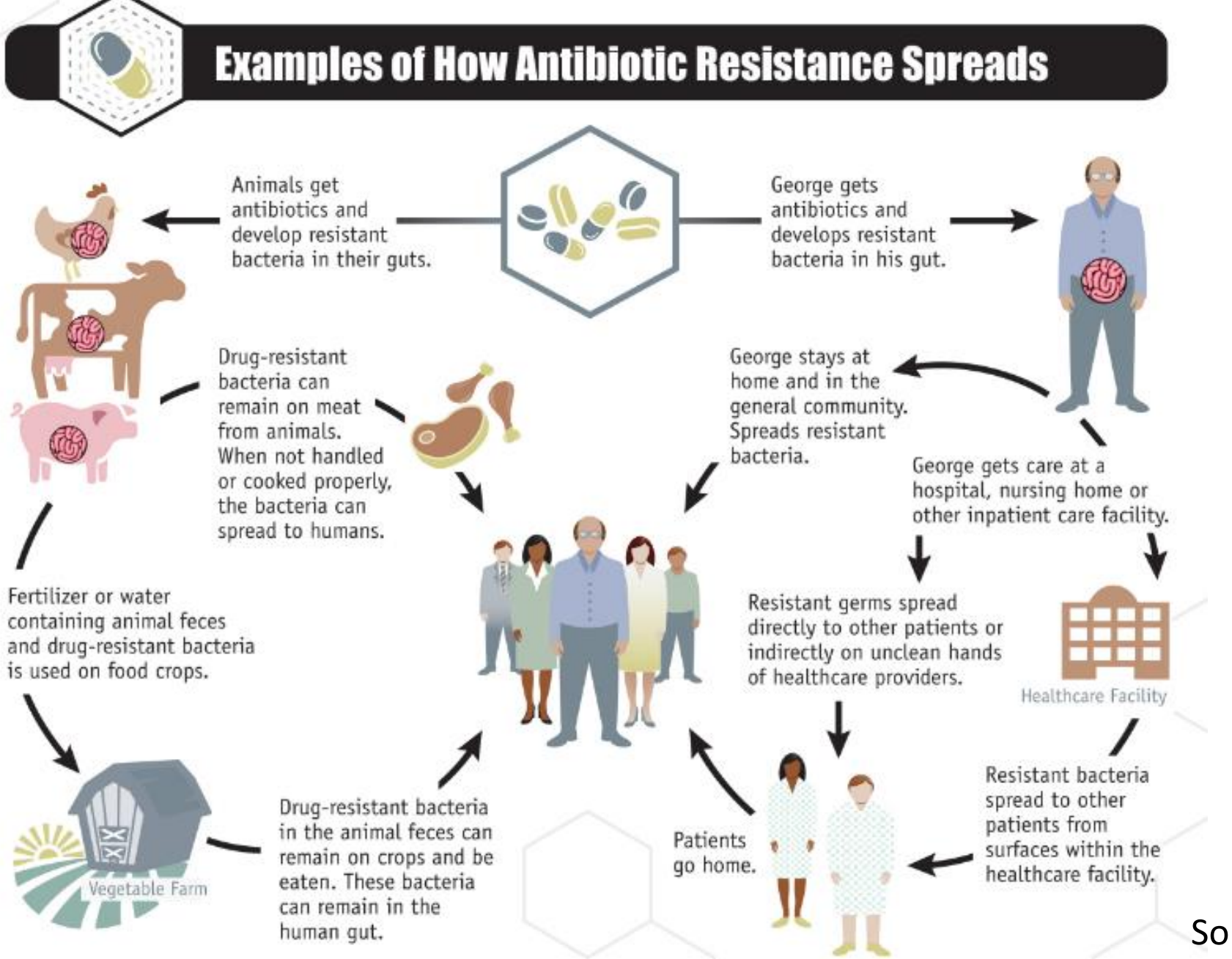
Antibotics in Canadian Chicken Production

Background – AMU and AMR



What’s the Issue?


Residues are NOT the issue
Resistance is….



Source: Centers for Disease control and Prevention, 2013

Resistance

- When bacteria evolve in a way that reduces or eliminates the effectiveness of antibiotics.
  - Natural resistance (eg. certain types of bacteria being unaffected by penicillin).
  - Genetic mutations
  - Similarities among different microbial (tylosin and erythromycin)
- Complex Issue
- Threat to public health and to agriculture

Resistance

- Very few new antibiotics discovered in recent decades
- Threat is well documented:
  - CDC: AMR responsible for 23,000 deaths/year and >2 million illnesses in US
  - UK: worldwide deaths due to AMR will reach 50 million by 2050 if no action taken; cost to global economy $100 trillion
  - OECD: up to 50% of human infections in G7 countries may be resistant to routinely used antibiotics

What about farm use?

- All antibiotic use can impact and help develop resistance, in humans and in ag
- Improper handling and cooking of poultry products can result in people becoming ill
- Risk for farm workers and families are higher

Canada

- 2015: Pan-Canadian Framework for tackling AMR and AMU
- Focus on surveillance, infection prevention and control, stewardship and research and innovation.

Strategy Rationale

- Banning antibiotics is not helpful for the industry
- Industry needs to ensure that an “antibiotic toolkit” is maintained and is viable
  - Industry needs to proactively manage this desired outcome
- Maintain consumer and government confidence
  - Maintain animal health & welfare, food safety and productivity

2010 – 2014 Strategy

Chicken Farmers of Canada began developing a AMU strategy in September 2010

- On-Farm Food Safety Assurance Program
  - 100% of BC farmers are certified
- AMR Surveillance – CIPARS
  - 10 years of surveillance
- Research – antimicrobial resistance and alternatives
  - 50% of research funding related to AMU
- Consumer safe handling practices

2014 – Present Strategy

Step 1: Elimination of preventative use of Category Iin May 2014
Step 2: Elimination of preventative use of Category II by end of 2018
Step 3: Goal to eliminate preventative use of Catergory III by end of 2020

- Maintaining use of antibiotics for treatment is a critical to maintain animal welfare and food safety
- While there are markets for RWA (raised without antibiotics), we do not believe this approach is sustainable for the entire industry

Reduction Strategy at Farm Level

- Focus on welfare
- Management Practices
  - Importance of Brooding
  - Focus on water quality
  - Litter and Barn Environment
  - Potential of Feed Additives
  - Managing gut health
  - Options for vaccines

Marketing

- Pressure on Food Industry to Identify their AMU Policies and Prove their social responsibility
  - Only opportunity is to label RWA - does not allow any antimicrobial use, even when birds are sick
  - To not treat sick flocks presents animal welfare, food safety and food quality challenges

AMU Announcements

2014

- Chic-Fil-A – all products RWA in 5 years
- Tyson and Perdue Perdue stops using antimicrobials in hatcheries
- A&W announces all chicken products RWA

2015

- Sales of RWA increase 25% in USA
- McDonalds US bans use of medically important microbials
- Costco announces working to eliminate use of antimicrobials of human importance
- Tyson – all chicken to be raised without use of antimicrobials of human importance by September 2017
- Pilgrim's Pride announces plans to increase RWA from current 5% to 25% by 2019
- Subway announces its products will be RW by end of 2018

2016

- Perdue: all further processed chicken products will be RWA
- Wendy's: all products raised without the use of antimicrobials of human importance by 2017

2017

- Tim Horton's and Burger King: chicken raised without critically important antimicrobials to human medicine by 2017 in US and 2018 in Canada.
- Pizza Pizza: all chicken sources as RWA
- Starbucks: all chicken RWA by 2020
- Tyson: all consumer branded products RWA by June 2017

2018

- Panago Pizza

Let's Talk Chicken Website

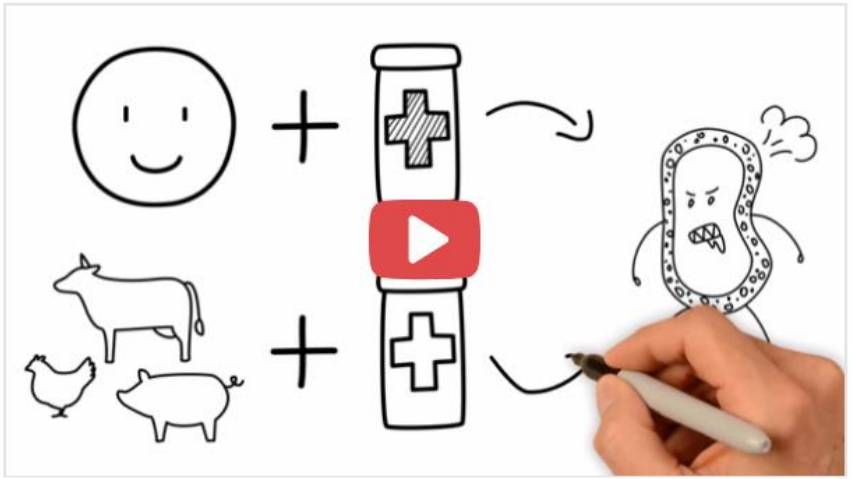
Let's Talk Chicken

Farm to Table | Antibiotics | Animal Care | Farming FAQ | Français

Antibiotics

Antibiotic use in chicken farming

Antibiotics and Canadian chicken



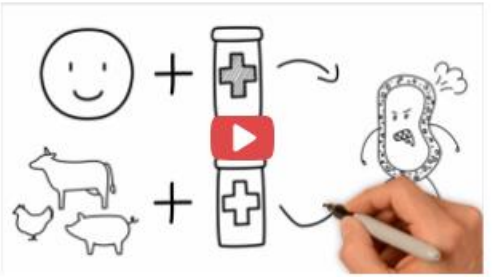
What is antibiotic resistance?

Let’s Talk Chicken Website

Simple, Plain Language Videos

Antibiotic use in chicken farming

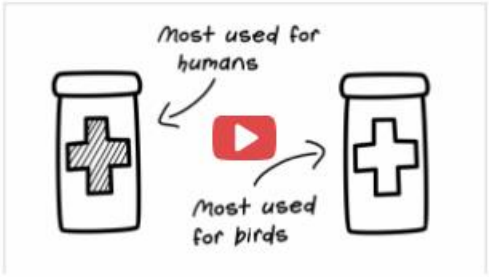
Antibiotics and Canadian chicken



What is antibiotic resistance?

Are we actually eating antibiotics in chicken?

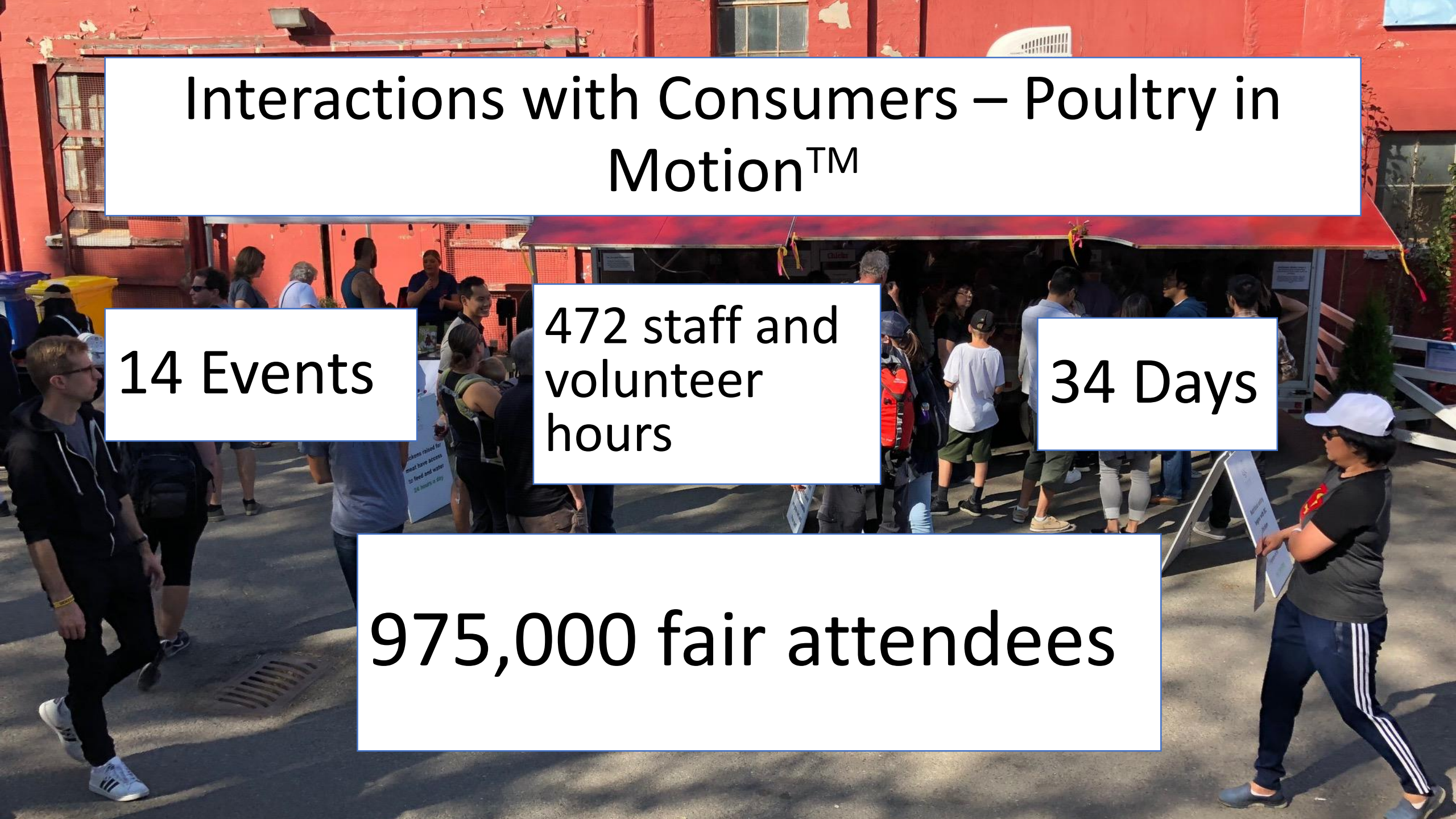
Can farmers use antibiotics?



The majority of antibiotics used in poultry production are not used in human medicine

What can consumers do to keep bacteria at bay?

Interactions with Consumers – Poultry in Motion™



14 Events

472 staff and volunteer hours

34 Days

975,000 fair attendees

Building Trust with Food Service Industry -

Questions?


Background
What chicken industry is doing
Marketing to Consumers