

# Antibiotics in Canadian Chicken Production



Background

What chicken industry is doing

Marketing to Consumers



located in TAPPEN, BC  
and found to have implemented the good production practices, critical control points and standards of CFC's Safe, Safer, Safest program.

2016/06/23, 2015 6659

# Background – AMU and AMR

A person wearing a grey sweater is holding a small, fluffy yellow chick in their hands. The chick is looking to the right. The background is a blurred indoor setting with warm lighting.

What's the Issue?

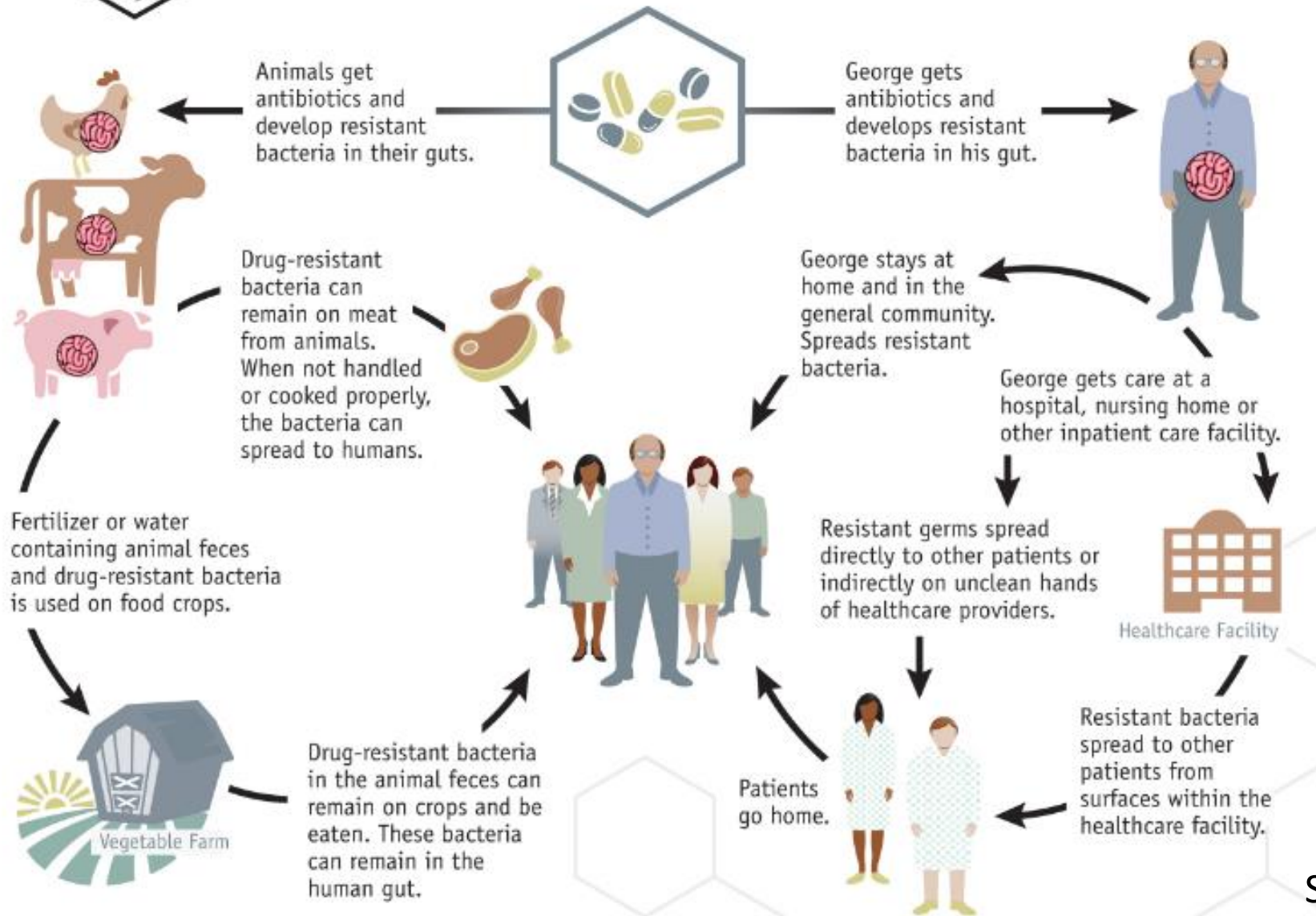
A photograph of a large-scale poultry operation. The floor is covered in light-colored wood shavings. Numerous small, fluffy white chicks are scattered throughout the space. In the foreground, two yellow and green circular feeders are visible, with several chicks gathered around them. The background shows a dense population of chicks extending to the far side of the enclosure. A white rectangular box is superimposed over the middle of the image, containing the text "Residues are NOT the issue".

Residues are NOT the issue

Resistance is....



# Examples of How Antibiotic Resistance Spreads



Source: Centers for Disease control and Prevention, 2013

Simply using antibiotics creates resistance. These drugs should only be used to treat infections.

# 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 I in May 2014

**Step 2:** Elimination of preventative use of Category II by end of 2018

**Step 3:** Goal to eliminate preventative use of Category 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



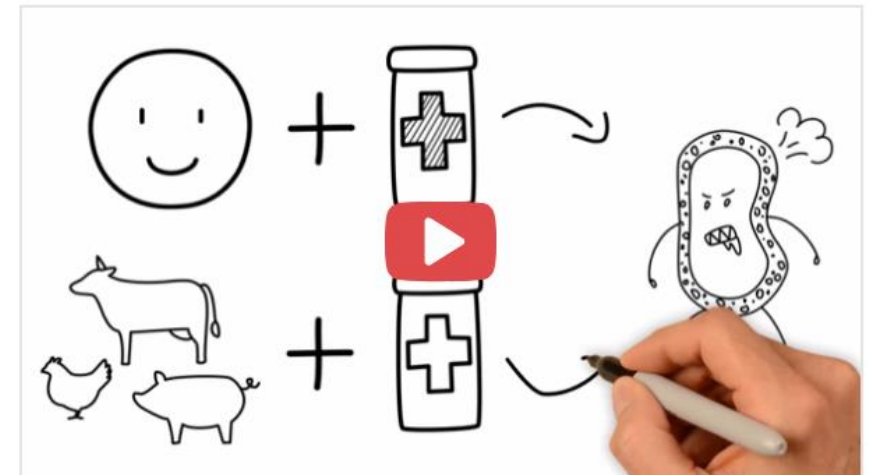
# Antibiotics

Let's  
Talk  
Chicken  
Website

## Antibiotic use in chicken farming



Antibiotics and Canadian chicken



What is antibiotic resistance?



# Let's Talk Chicken Website



 **Let's Talk Chicken**

[Farm to Table](#) [Antibiotics](#) [Animal Care](#) [Farming FAQ](#) [Français](#)

## This is My Farm

Canada's chicken farmers are proud to raise the chicken you trust.

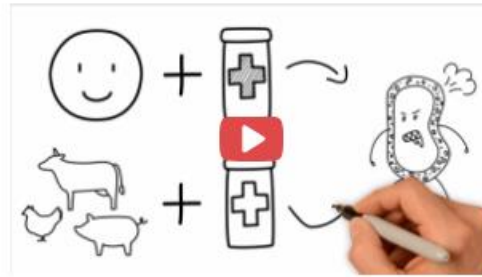
 [Watch the video](#)

Simple,  
Plain  
Language  
Videos

### Antibiotic use in chicken farming



Antibiotics and Canadian chicken



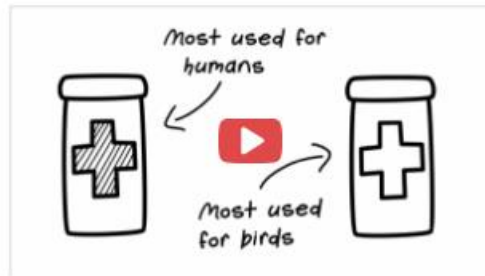
What is antibiotic resistance?



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™

The background image shows a busy fair booth with a red awning. People of various ages are walking around and interacting. There are signs and informational displays. The scene is outdoors on a sunny day.

14 Events

472 staff and  
volunteer  
hours

34 Days

975,000 fair attendees

# Building Trust with Food Service Industry -



# Questions?

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Toronto 23, 2015 6659