



FDA Action to Curb Antimicrobial Resistance

Food Supply Chain Impacts

Miami, Florida

June 20, 2017

CDC's top 5 Health Threats in 2014

(posted 12/17/2013)

- 1. Antibiotic Resistance & Advanced Molecular Detection**
2. Prescription Drug Abuse and Overdose
3. Global Health Security (infectious disease outbreaks)
4. HPV Vaccination
5. Global Polio Eradication

Antibiotic Use In Animal Agriculture

- 1970's – FDA early studies of antibiotics use in animal feeding suggested development of resistant bacteria that could lead to anti-microbial resistant pathogens capable of causing human disease
- 1980's and 1990's – ongoing studies and debate about the degree of risk
- 1990's – Increasing use of antibiotics in animal feeding
- 2004 – Panera Bread is a Food Service pioneer in serving meat raised without antibiotics
- 2006 – European Union Bans use of antibiotics for animal growth promotion purposes
- 2013 – FDA issues final guidance implementing voluntary plans to phase out use of “medically important” antibiotics in animal production
- 2013 – CDC identifies Antibiotic Resistance as one of the most important risks to global health
- 2014 – WHO reported that Antimicrobial Resistance (AR) is a serious threat to global Health
- 2014-16 – Majority of retail food service Brand-Owners develop and begin implementation of strategies for reducing or eliminating antibiotics in raising meat animals in their supply chain
- 2017 – FDA bans using medically important antibiotics for promoting growth in animals

Consumer Expectations of Brands: Transparency

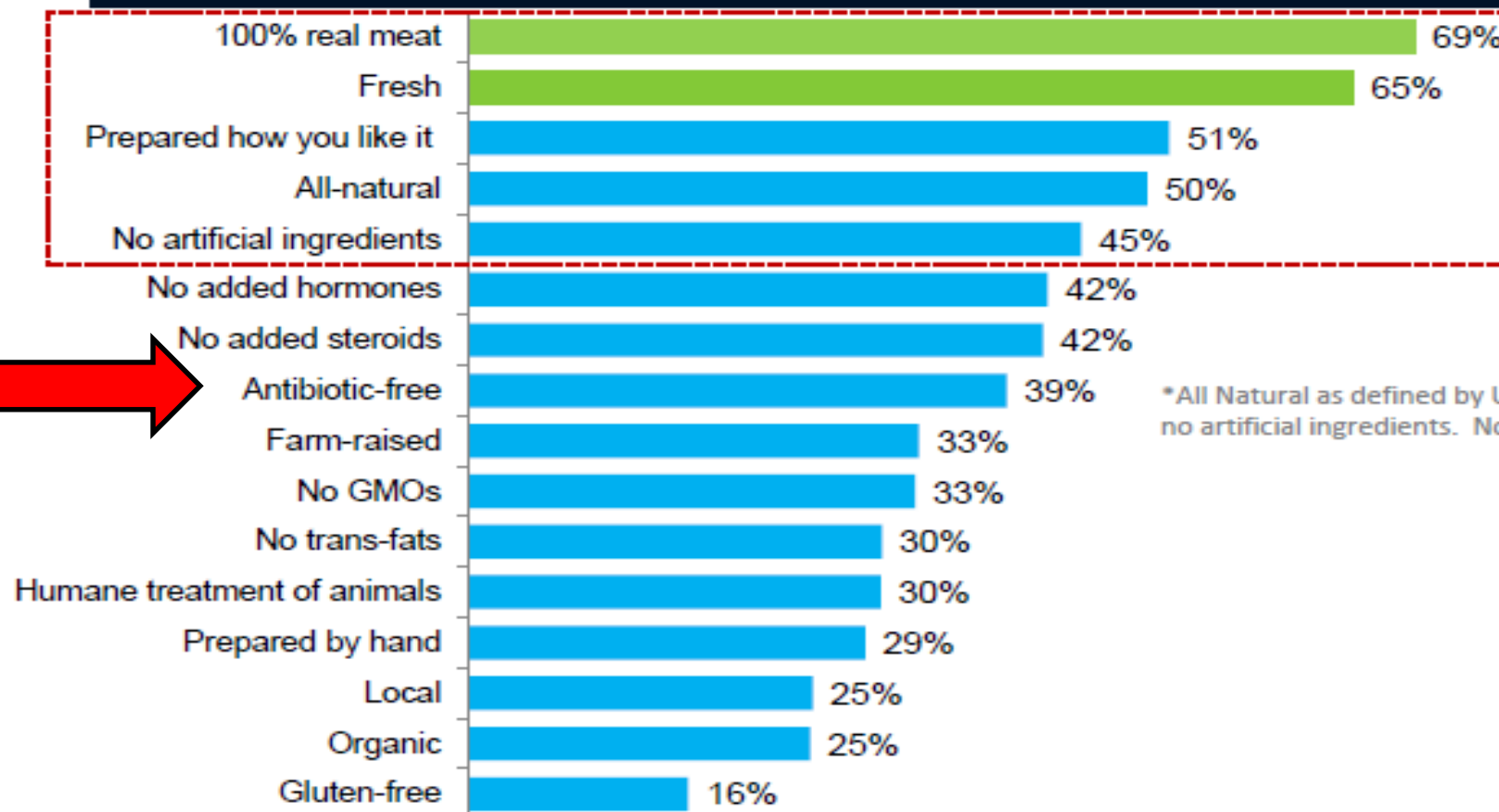
- “Trust” in a Brand requires Transparency of its supply chain:
 - Where do the ingredients come from?
 - Local?
 - Domestic or Imported?
 - What’s in it?
 - Artificial colors, preservatives, flavors?
 - GMO ingredients?
 - High Fructose Corn Syrup?
 - Gluten-free?
 - Trans-fats?
 - How is it produced?
 - Fresh, Never Frozen?
 - Organic?
 - “Natural”?
 - “Sustainable” production systems?
 - Humane Treatment of Animals?
 - Cage-Free Chickens?
 - No Gestation crates?
 - Humane slaughtering practices?
 - Growth hormones or steroids used in raising animals?
 - Antibiotics used in raising animals?

TOP CLAIMS THAT IMPACT LIKELIHOOD TO ORDER:

Beyond “Real” and “Fresh”, claims relating to “Natural” and “Not Artificial” are most likely to impact menu ordering behavior

PURCHASE MOTIVATORS: CLAIMS IMPACT ON LIKELIHOOD TO ORDER

(data aggregated across all categories)



G1: “If I were considering a {PIPE_CATEGORY} at a restaurant, I would be more likely to order it if the {PIPE_INGREDIENT} was...?”

*All Natural as defined by USDA is minimally processed, no artificial ingredients. No preservatives.

Wendy's Plans To Eliminate Antibiotics From Chicken Production In 2017

The fast-food chain may do the same in beef and pork



HEALTH NEWS | Thu Dec 29, 2016 | 6:24pm EST

Burger King, Tim Hortons to curb antibiotics used in chicken



Chick-fil-A to serve antibiotic-free chicken

By Elizabeth Landau, CNN
Updated 10:19 AM ET, Wed February 12, 2014



Chick-fil-A removed yellow dye from its chicken soup last year.

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McDonald's USA Announces New Antibiotics Policy and Menu Sourcing Initiatives



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Chipotle, Panera Receive an A for Antibiotic Use

by Jan Lee on Friday, Sep 18th, 2015

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Panera celebrates 10 years of serving antibiotic-free meat

Subway gets rid of antibiotics ... over time



Consumer Coalition* Report

2016 Scorecard on Antibiotics Policies and Practices

| | | | | | | | |
|----|--|--|---|---|--|----|---|
| A |   | | | | | | |
| B |   | | | | | | |
| C+ |  | | C |  | | C- |  |
| D+ |  | | D |  | | | |
| F |                 | | | | | | |

***Consumer Coalition Report Participants**

- Friends of the Earth
- Natural Resources Defense Council
- Consumers Union
- Food Animal Concerns Trust
- Keep Antibiotics Working
- Center for Food Safety

Social Media Becoming Increasingly Important

FRANCHISES

How This Food Blogger Convinced Chick-fil-A to Go Antibiotics Free



KATE TAYLOR

29 Shares



FEBRUARY 12, 2014

Chick-fil-A announced yesterday that the company planned to serve chicken raised without antibiotics in restaurants nationwide within the

THE BLOG 02/23/2012 03:07 pm ET | Updated Apr 24, 2012

Antibiotics in Your Food: What You Need To Know



By Marcia G. Yerman

During the height of the cold weather months, people count on antibiotics to fight bacterial infections. What they may not know is that current overuse and misuse of antibiotics is making bacteria more rapidly resistant to "essential antibiotics."

Antibiotic Resistance Coalition

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INNOVATION ARC NEWSLETTER

Social Media Toolkit

Social Media Toolkit

Join our social media campaign on Twitter:

Antibiotics in Your Food: Should You be Concerned

By Dr. Mary Jane Brown, RD | April 30, 2016 | 21,348 views

The demand for food products "raised without antibiotics" is growing fast.

In 2012, sales of these products had increased by 25% over the previous three years (1).



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Know Your Source: Antibiotics in Meat

Something good is happening in the realm of school food

In the News | March 11, 2015 | 0 Comments

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Antibiotics in Your Food: What Need To Know



By Marcia G. Yerman

Sunday Feb 19, 2012 · 3:12 PM EST

9 Comments (9 New)



European Antibiotic Awareness Day

Toolkit for engaging in social media activities promoting prudent antibiotic use

Guidance note

ScienceDaily

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Breaking: Can Bee Buzzes Tell Us How to Sa...

SD Health Tech Enviro Society Quirky

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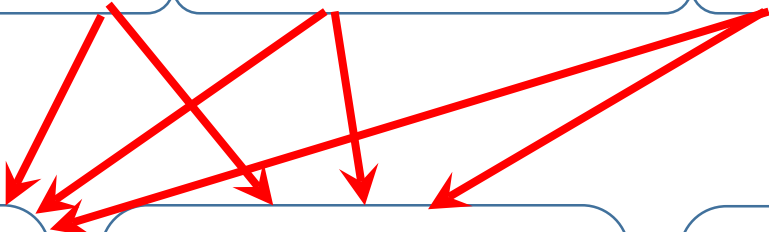
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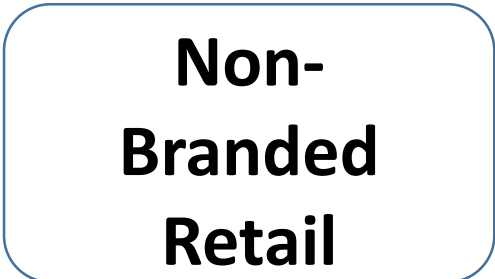
Social media proves effective as a tool for antimicrobial stewardship

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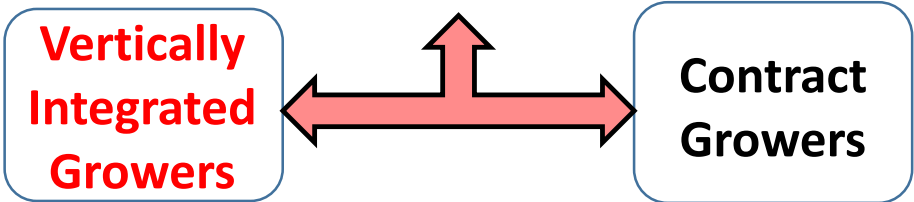
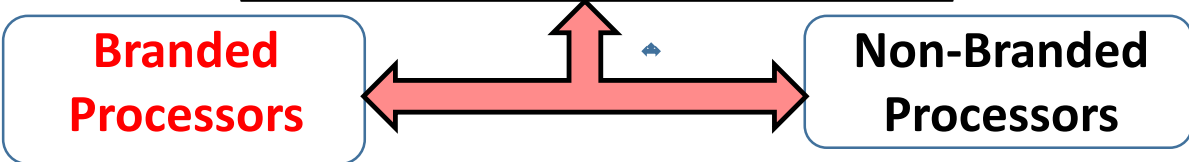
HEALTH & MEDICINE



**Pressure Points
That Influence
Change**



Detailed Ingredient Specifications



Summary

- Brand owners (Food Service and Retail Grocery) are the key pressure points for implementing industry change in food ingredients
 - No Antibiotics in Animal Feeding
 - No Preservatives
 - No Artificial Colors
 - No Artificial Flavors
 - Minimal/No preservatives
 - No Tans-fats
 - Local-Sourced
 - Gluten Free
 - Fresh/Never Frozen
 - No Hormones
 - No Steroids
 - Farm-Raised/Free Range
 - No GMOs
 - No Gestation Crates
 - Organic
- Consumer Preferences and Perceptions of Food Quality are Important for driving change over time, But
- Activist NGO's, Social Media and Investors can accelerate industry change through pressure on Brand Owners, particularly on the issue of utilization of antibiotics in animal feeding
- Cost of eliminating antibiotics = F(Time, Technology/Innovation)

Thank You