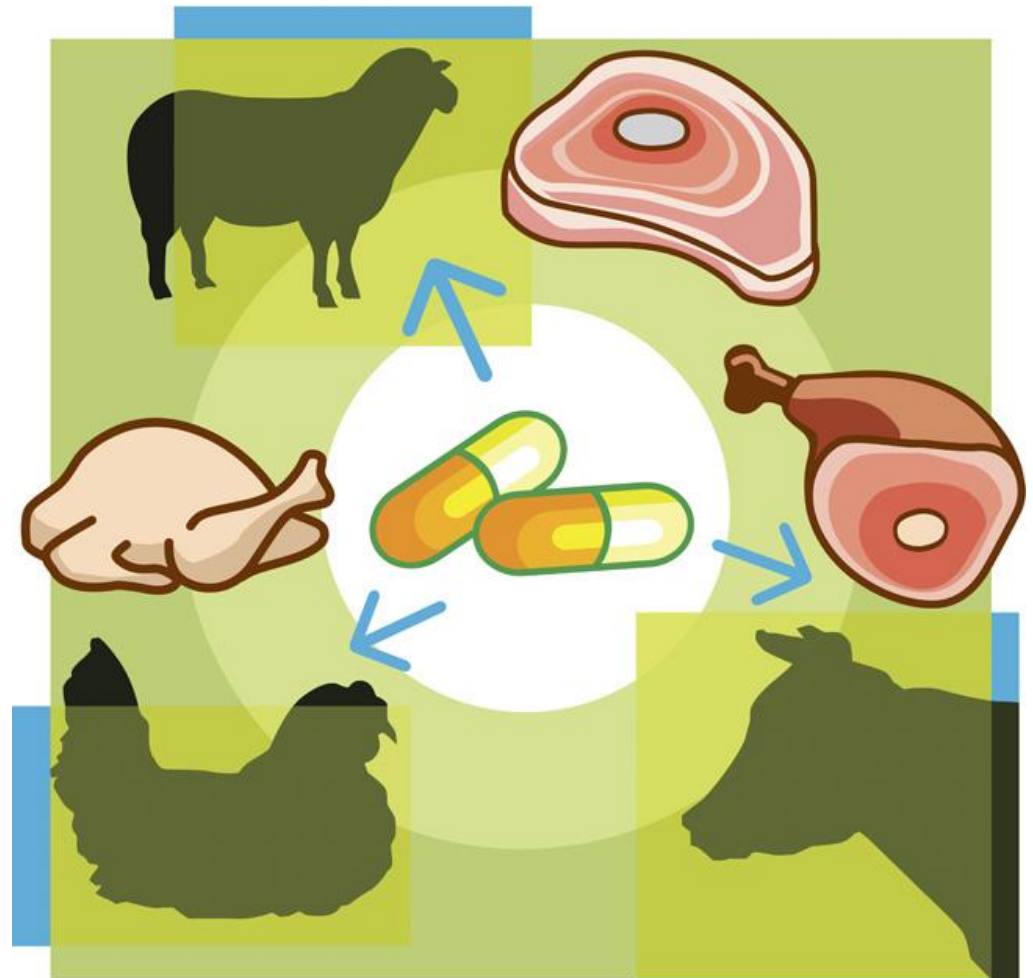


Building Consumer Trust

Susan Vaughn Grooters, MPH
Policy Analyst

NIAA - Symposium
Atlanta, GA
November 13th 2014



“It’s not what you’re looking at that matters, it’s what you see.”

- Henry David Thoreau

Transparency (behavior)

From Wikipedia, the free encyclopedia

Transparency, as used in science, engineering, business, the humanities and in a social context more generally, implies openness, communication, and accountability. Transparency is operating in such a way that it is easy for others to see what actions are performed. It has been defined simply as "the perceived quality of intentionally shared information from a sender".^[1] For example, a cashier making change after a point of sale transaction by offering a record of the items purchased (e.g., a receipt) as well as counting out the customer's change on the counter demonstrates transparency.

Antibiotic Stewardship: Consumer's Perspective

Metrics of success to minimize
resistance

KEEP ANTIBIOTICS WORKING

The Campaign to End Antibiotic Overuse

www.KeepAntibioticsWorking.com

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News Room

Statements and Responses

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Antibiotics Position Statement

We recognize concerns about the overuse of antibiotics in animal agriculture. We believe in responsible food and agriculture, which means we use antibiotics that does not risk the effectiveness of antibiotics in human health, provide no benefit to the animal, and does not employ drugs for growth promotion. Across our company, we use antibiotics responsibly, and the remainder may receive them only for a few limited uses. Our antibiotic use is more restrictive than the new FDA guidance effective in 2013 and aligns with efforts to reduce the overall use of antibiotics to help reduce antibiotic resistant bacteria.

Trust across all our brands and products

abc NEWS

npr

The New York Times

Antibiotics Eliminated in Hatchery, Perdue Says

Food Safety News
Breaking news for everyone's consumption

OUR STORY »

letter to
recipes & more.

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BUSINESS DAY

Senators Urge FDA to Increase Data Collection on Sales and Distribution

Rule Work

Wash
(D-Mass.) to
important an
are used on f

United States Senate
WASHINGTON, DC 20510

November 12, 2014

The Honorable Margaret Hamburg
Commissioner
U. S. Food & Drug Administration
10903 New Hampshire Avenue
Silver Spring, MD 20993

Dear Commissioner Hamburg,

We write to urge you to quickly issue a proposed rule to increase data collection on the distribution of medically important antibiotics used in agriculture and to request that you develop a plan to estimate on-farm antibiotic use practices. We applaud your agency's recent step to issue improved, more transparent reports on annual food animal antibiotic drug sales and distribution data. However, we are disappointed to learn that your agency has decided to delay proposing a rule that would further enhance data collected on this topic until next year, when the Office of Management and Budget estimated the rule would be released in 2014.

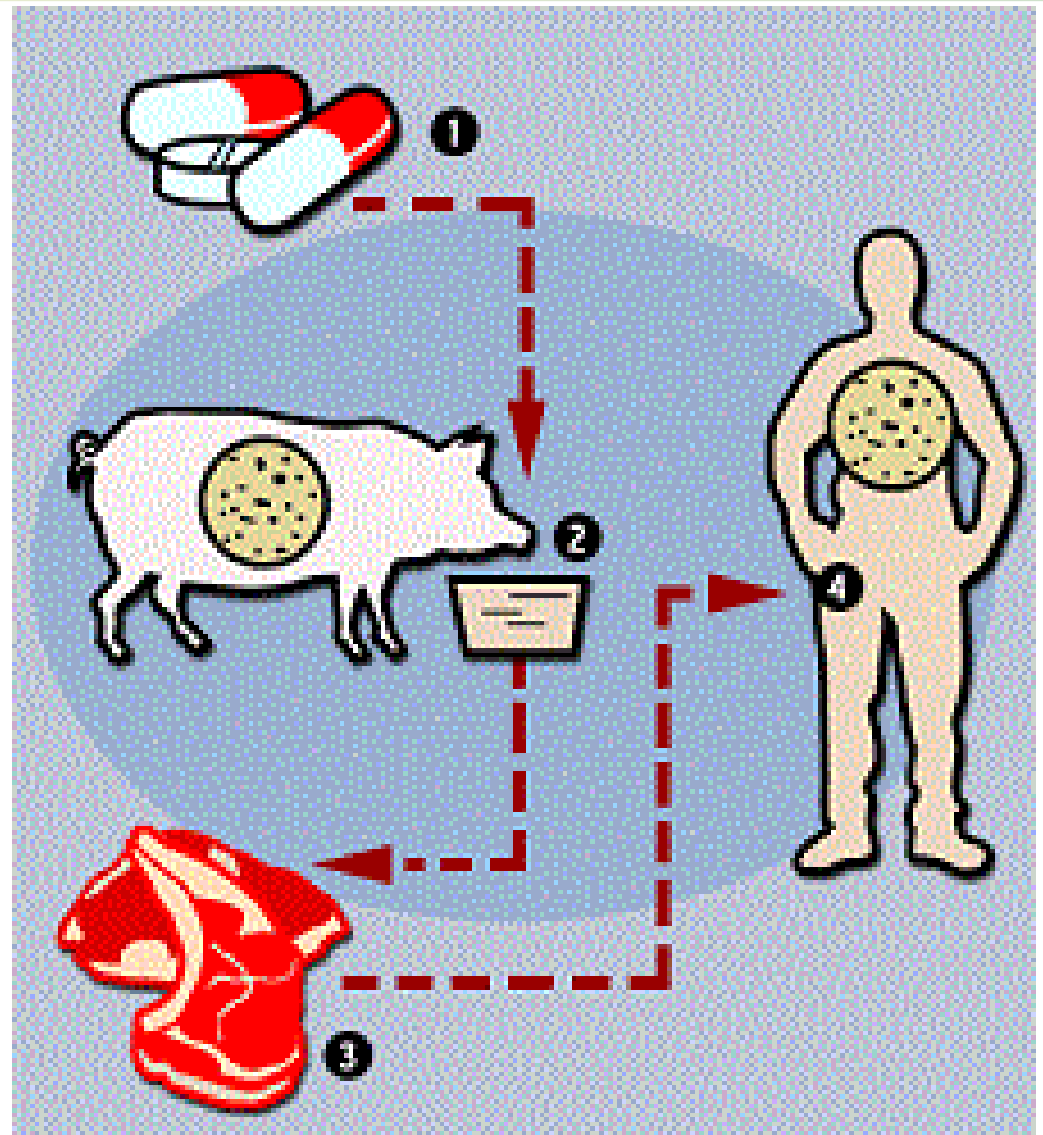
KEEP ANTIBIOTICS WORKING

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Metrics

- 1 – Drug class by importance
(WHO list, OIE list, GFI 152)
- 2 – Dose and duration
Administration (and purpose)
Species
- 3 – Resistance profile
Slaughter
Consumption
- 4 - Resistance profile

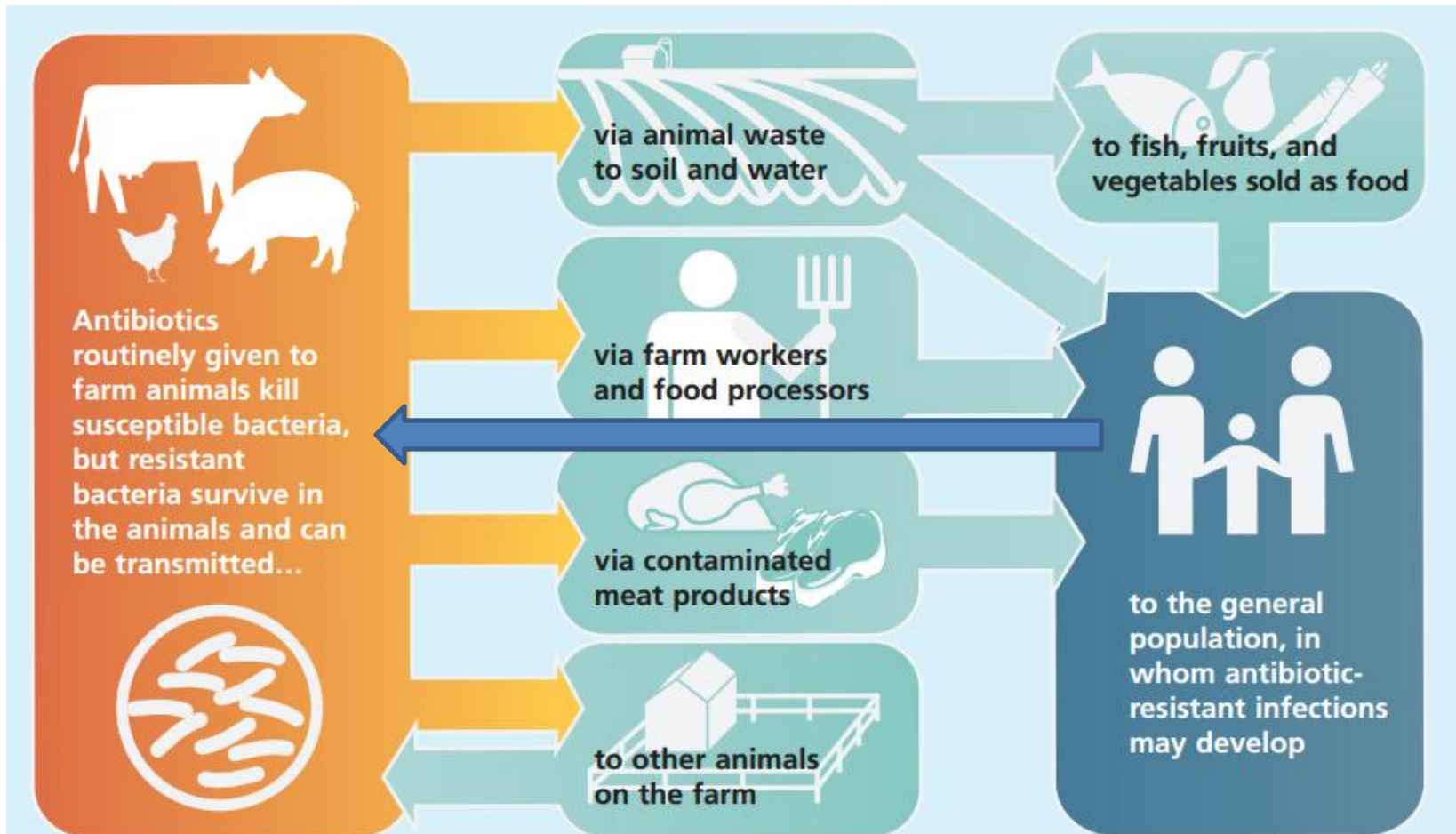
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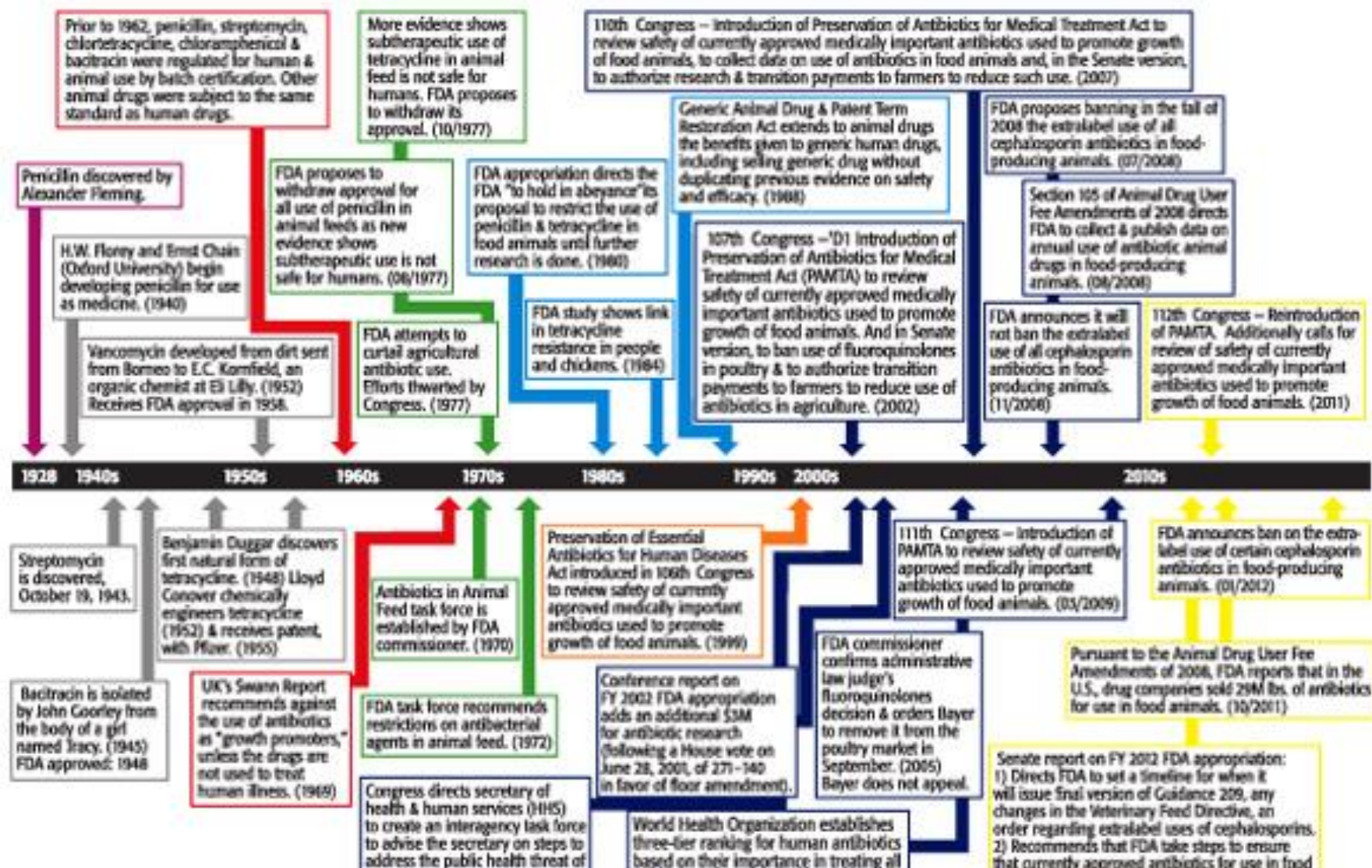


Source: GAO Report *Antibiotic Resistance*, 2011

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chicken margherita

with naturally raised, no antibiotic
added chicken



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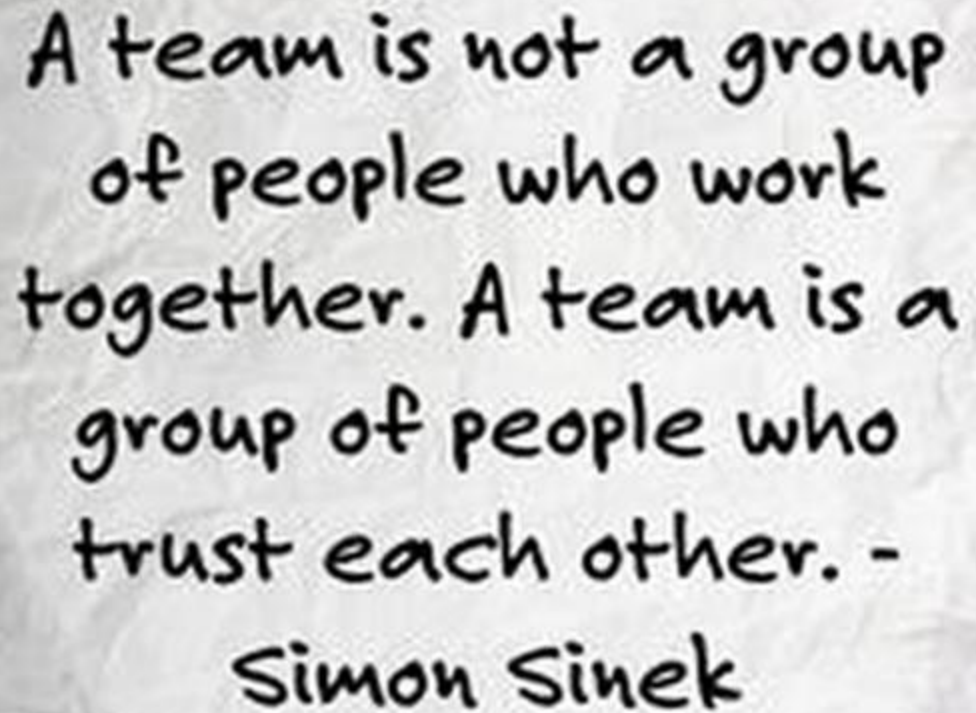


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THANK YOU!

A quote by Simon Sinek on crumpled paper. The text is written in a black, handwritten-style font. The background is a light gray, textured surface that looks like crumpled paper.

A team is not a group
of people who work
together. A team is a
group of people who
trust each other. -
Simon Sinek