Coalition for Sustainable Animal Agriculture

Balancing People, Animals and the Planet
The Center for Food Integrity
The Center for Food Integrity

- Established in 2007
- Members represent every segment of the food industry, including farmers and ranchers, universities, food processors, retailers, restaurants and food companies
- CFI implements strategies to build consumer trust by sharing accurate information, correcting misinformation, highlighting best practices, engaging stakeholders to build consensus
- We do not lobby, or advocate for individual companies or brands
CFI Mission

To build consumer trust and confidence in today’s food system.

We accomplish our mission by:

- Designing and developing models that fundamentally define and communicate trust
- Research consumer attitudes and new approaches to building trust
- Engage stakeholders across the food system to work together on building trust
- Develop programs and messages that create better understanding of today’s food system resulting in enhanced consumer trust
CFI’s vision is to lead the public discussion to build trust in today’s food system and facilitate dialogue with the food system to create better alignment with consumer expectations.
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Balancing People, Animals and the Planet
Defining Sustainable Animal Agriculture

HOLISTIC VIEW OF SUSTAINABLE ANIMAL AGRICULTURE

- Supply chain dynamics
- Worker Health and Safety
- Public Health
- Food Affordability and Ethics of Food Cost
- Animal Health and Well-Being
- Environment/Ecology/carbon footprint
- Food Safety
- Public attitudes/assurance
We believe sustainable animal agriculture is ethically grounded, scientifically verified and economically viable. It requires a balanced evaluation of many elements, including food safety and nutrition, worker health and safety, environmental impact, animal health and well-being, and food affordability in the context of evolving consumer demands.
Vision

To encourage sustainable animal agriculture by providing a forum where food system stakeholders can:

Evaluate various elements that contribute to sustainability

Foster dialogue, and promote continuous improvement that builds consumer trust across the food system
Mission

To build trust in sustainable animal agriculture by engaging stakeholders across the food system in a balanced evaluation of the elements that contribute to sustainability.
Mission

To fulfill its mission, the CSAA will:

Work toward alignment between supply chain performance and customer expectations that builds consumer trust

Measure restaurant and retail stakeholder attitudes on issues related to sustainable animal agriculture

Measure evolving consumer attitudes on issues related to sustainable animal agriculture and share with supply chain

Provide a forum to promote continuous improvement through supply chain dialogue
Mission

Serve as a credible scientific resource to food system stakeholders

Provide consumer friendly information on sustainable animal agriculture

Serve as a credible public voice on issues related to sustainable animal agriculture
CSAA Leadership

- Costco
- Sysco
- Tyson Foods
- Safeway
- McDonalds America
- Brinker International
- Wegman’s
- JBS

- Smithfield Foods
- Pfizer Animal Health
- Tim Hortons
- Walmart
- Food Marketing Institute
- National Restaurant Association
- Animal Health Institute
Getting Started: CSAA Task Forces

- Sustainable Use of Antibiotics
- Sustainable Sow Housing
Antibiotics Task Force
Steering Committee

• Leon Bruner, Grocery Manufacturing Association
• Christi Calhoun, Pfizer
• David Fikes, Food Manufacturers Institute
• Anne Keys, Pfizer
• Gary Mickelson, Tyson Foods
• Ron Phillips, Animal Health Institute
• Christine Summers, Costco
• Dave Townsend, Smithfield Foods
• Laura Moser, Michigan Milk Producers
Desired Outcomes

• Develop a better understanding of what is currently known about the use of antibiotics in animal agriculture, what additional information is needed, and engage channel partners to commission research that fills in the gaps and provides practical results.

• Provide food chain participants with the information they need to make informed decisions about the responsible use of antibiotics and animal agriculture.

• Participate in the public discussion on the sustainable use of antibiotics.

• Continue to track consumer attitudes about the use of antibiotics to further understand how the issue may evolve in the future.
Immediate Action Steps

- Develop “Antibiotics 101” materials
  - Infographic
  - Backgrounder
  - FAQ
- Engage human health organizations
- Engage state veterinary & public health organizations
- Analysis/summary of existing research
- Interactive website on antibiotic use
- Best Food Facts series on residues vs. resistance
- Best Food Facts video series on use of antibiotics (budget permitting)
Opportunities

• Collaboration – Sharing information and other resources

• Facilitate informed dialogue
  – Retailers Restaurants, Branded Food Companies
  – Public and Human Health Professionals
  – Consumers

• Participate in public discussion – Seek opportunities, facilitate consistency of message between all stakeholders

• Membership – participate in task force leadership
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