Building Consumer Trust

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“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". 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
We recognize concerns about the overuse of antibiotics in animal agriculture. We work to ensure our farms are a safe and healthy environment that does not risk the effectiveness of antibiotics in human health, provides the best care for our animals, and does not employ drugs for growth promotion. Across our company, antibiotic use is limited to a select few treatments that are necessary to maintain animal health and do not exceed any human maximum daily usage. This very limited use of antibiotics is more restrictive than the new standards implemented in 2013 and aligns with efforts to reduce the overall use of antibiotics in animal agriculture so we can work with our veterinarian partners to ensure antibiotic resistant bacteria are not rampant.

Trust across all our brands and products
Senators Urge FDA to Increase Data Collection on Sales and Distribution of Antibiotics in Agriculture

Rule Would Allow FDA to Collect Data to Better Track Use, Understand Effects on Human, Animal Health

Washington — Senators Dianne Feinstein (D-Calif.), Tom Harkin (D-Iowa), Kirsten Gillibrand (D-N.Y.) and Elizabeth Warren (D-Mass.) today urged the Food and Drug Administration (FDA) to issue a rule to increase data collection on the use of medically important antibiotics in agriculture and to work with veterinarians and industry to develop a plan to collect data on how antibiotics are used on farms.

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.
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
Antibiotics routinely given to farm animals kill susceptible bacteria, but resistant bacteria survive in the animals and can be transmitted...

via animal waste to soil and water
via farm workers and food processors
via contaminated meat products
to other animals on the farm

to fish, fruits, and vegetables sold as food
to the general population, in whom antibiotic-resistant infections may develop

The Campaign to End Antibiotic Overuse

- **Prior to 1962**: Penicillin, streptomycin, chloramphenicol, and bacitracin were regulated for human and animal use by batch certification. Other animal drugs were subject to the same standard as human drugs.

- **1928-1940s**: Streptomycin is discovered, October 19, 1943. Benjamin Duggar discovers the first natural form of tetracycline. (1948) Lloyd Conover chemically engineers tetracycline and receives patent. (1955)

- **1940s**: Penicillin discovered by Alexander Fleming.

- **1960s**: FDA issues recommendations against the use of antibiotics as "growth promoters". They are not used to treat human illness. (1969)

- **1970s**: Antibiotics in animal feed task force is established by FDA commissioner. (1970)

- **1980s**: Preservation of Essential Antibiotics for Human Diseases Act introduced in 106th Congress to review safety of currently approved medically important antibiotics used to promote growth of food animals. (1999)

- **1990s**: FDA commissioner confirms administrative law judge’s decision and orders Bayer to remove it from the poultry market in September. (2005) Bayer does not appeal.

- **2000s**: World Health Organization establishes three-tier ranking for human antibiotics based on their importance in treating all patients.

- **2010s**: Pursuant to the Animal Drug User Fee Amendments of 2008, FDA reports that the U.S. drug companies sold 294 lbs. of antibiotics for use in food animals. (2012)

**Additional Actions:***

- FDA announces ban on the extralabel use of certain cephalosporin antibiotics in food-producing animals. (2008)

- FDA announces ban on the extralabel use of all cephalosporin antibiotics in food-producing animals. (2008)

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- FDA proposes to ban extralabel use of all cephalosporin antibiotics in food-producing animals. (2008)

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- Congress directs secretary of health and human services (HHS) to create an interagency task force to address the public health threat of antibiotic resistance. (2008)

- Conference report on FY 2002 FDA appropriation adds an additional $3M for antibiotic research (following a House vote on June 28, 2001, of 271-140 in favor of floor amendment).

- Senate report on FY 2002 FDA appropriation: 1) Directs FDA to set a timeline for when it will issue final version of Guidance 209, any changes in the Veterinary Feed Directive, an order regarding extralabel uses of cephalosporins. 2) Recommends that FDA take steps to ensure that currently approved antibiotics for use in food animals are not used as "growth promoters".
chicken margherita
with naturally raised, no antibiotic added chicken

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

THANK YOU!