Pork Production: A Nexus of Farming, Food and Public Health

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National Pork Board
**Produce Safe Food**

- Use management practices consistent with producing safe food.
- Manage the health of the herd to produce safe food.
- Manage technology to produce safe food.

**Ensure Practices to Protect Public Health**

- Use management practices consistent with producing safe food.
- Manage the use of animal health products to protect public health.
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**ETHICAL PRINCIPLES**

The recent adoption of a statement of ethical principles calls attention to producers’ commitments to responsible practices. With this statement, U.S. pork producers affirm their obligation to:

- Manage the health of the herd to produce safe food.
- Manage technology to produce safe food.

**Produce Safe Food**

- Use management practices consistent with producing safe food.
- Manage the health of the herd to produce safe food.
- Manage technology to produce safe food.

**Protect and Promote Animal Well-Being**

- Provide feed, water, and an environment that promotes the well-being of our animals.
- Provide proper care, handling and transportation for pigs at each stage of life.
- Protect pig health and provide appropriate treatment, including veterinary care when needed.
- Use approved practices to sanitize, in a timely manner,those sick or injured pigs that fail to respond to care and treatment.

**Ensure Practices to Protect Public Health**

- Use management practices consistent with producing safe food.
- Manage the use of animal health products to protect public health.
- Manage manure and air quality to protect public health.

**Safeguard Natural Resources in All of Our Practices**

- Manage manure as a valuable resource and use in a manner that safeguards air and water quality.
- Manage air quality from production facilities to minimize the impact on neighbors and the community.
- Manage our operations to protect the quality of natural resources.

**Provide a Work Environment That is Safe and Consistent With Our Other Ethical Principles**

- Provide a work environment that promotes the health and safety of employees.
- Educate employees on the Ethical Principles for U.S. Pork Producers and ensure they meet their obligations consistent with these principles.
- Provide a work environment where employees are treated fairly and with respect.

**Contribute to a Better Quality of Life in Our Communities**

- Recognize that being welcomed and appreciated by the community is a privilege that must be earned and maintained.
- Acknowledge that our practices affect the trust our communities have in us.
U.S. pork producers closely monitor the health of their herd, and when necessary, may use antibiotics to protect the health and welfare of their animals to produce safe food.
Uses of Antimicrobials in Pork Production

• Individual treatments
  – Injection
  – Oral (piglets)

• Group uses
  – Water
  – Feed
People. Pigs. Planet.
The Evolution of Antimicrobial Use Guidance

- Pork Quality Assurance
- Judicious Use Guidelines
- National Pork Board Position Statement
- Take Care – Use Antibiotics Responsibly
- Pork Quality Assurance ® Plus
- National Pork Board Updated Position and Policy
- Three-Point Antibiotic Stewardship Plan
Pork Quality Assurance was introduced in 1989 to provide producers the education needed to assure delivery of a safe product to the marketplace.
In 1999, the Judicious Use of Therapeutic Antibiotics Guidelines for Pork Producers was developed.

These guidelines addressed the use of antibiotics for disease prevention, control and treatment.
National Pork Board Position Statement

• “It is essential to public health and food safety, animal health and well-being and the environment to maintain the effectiveness and availability of antimicrobials. All decisions affecting the availability of antimicrobials for animal use need to be transparent and based on sound science.”

July 2002
The Take Care – Use Antibiotics Responsibly Program was introduced in 2006. The program was designed to build awareness among producers and to provide guidelines on the responsible use of antibiotics.
Pork Quality Assurance ® Plus

• In 2007, the PQA Plus® program was introduced.
• All major U.S. pork abattoirs require PQA Plus certification as a condition of sale.
GPP #1:
Use an Appropriate Veterinarian/Client/Patient Relationship (VCPR) as the Basis for Medication Decision-Making.

GPP #2:
Establish and Implement an Efficient and Effective Health Management Plan.

GPP #3:
Use Antibiotics Responsibly.

GPP #4:
Properly Store and Administer Animal Health Products.

GPP #5:
Follow Proper Feed Processing Protocols.

GPP #6:
Establish Effective Swine Identification, Medication Records and Withdrawal Times.

GPP #7:
Practice Good Environmental Stewardship.

GPP #8:
Maintain Proper Workplace Safety.

GPP #9:
Provide Proper Swine Care to Improve Swine Well-Being.

GPP #10:
Utilize Tools for Continuous Improvement.
GOOD PRODUCTION PRACTICE #3

Use Antibiotics Responsibly.
Principles and Guidelines for Responsible Antibiotic Use

The National Pork Board has developed the following five principles to help producers use antibiotics responsibly:

**Principle I.** Take appropriate steps to decrease the need for the application of antibiotics.

**Principle II.** Assess the advantages and disadvantages of all uses of antibiotics.

**Principle III.** Use antibiotics only when they provide measurable benefits.

**Principle IV.** Fully implement the management practices described for responsible use of animal health products into daily operations.

**Principle V.** Have a working veterinarian/client/patient relationship (VCPR) and follow the responsible antibiotic use guidelines.
National Pork Board Position on Antibiotic Use in Pork Production  
June 4, 2015

America’s pig farmers have always been dedicated to raising healthy animals to help ensure a safe food supply. The use of antibiotics as part of an overall herd health plan is important to delivering on this commitment. Pig farmers recognize the critical importance of using antibiotics responsibly in animals and humans to protect the health and well-being of both as they strive to reduce the overall need for antibiotics and maintain the efficacy of them for future generations.

The National Pork Board, through its Pork Checkoff, supports objective, scientifically rigorous studies and risk assessments to help farmers make informed decisions regarding use of antibiotics in food animals and to build upon efforts to continuously improve antibiotic use best practices. The Board also supports veterinarian oversight and best practices, as outlined in the long-established Pork Quality Assurance® Plus certification program, promotes education as an essential component of antibiotic stewardship and strongly encourages compliance with all regulatory requirements.

America’s pig farmers are committed to advancing knowledge that benefits people, pigs and the planet. This includes addressing concerns about the emergence of antibiotic-resistance in both animal and human medicine. For this reason, the National Pork Board is expanding its collaboration with veterinarians, food-chain partners and government agencies to develop a comprehensive, fact-based approach that aligns with its farmers’ key values.
National Pork Board Policy on Antibiotic Use in Pork Production  
June 4, 2015

On behalf of America’s pig farmers, the National Pork Board has created the following values that reflect farmers’ commitment to using antibiotics responsibly on the farm. We affirm that:

- Using antibiotics responsibly in animals and humans is essential to protect the health and well-being of both.
- Preventing disease, rather than treating disease, by using disease-prevention strategies, that may include antibiotics, is essential for animal health and well-being and can prevent unnecessary illness, suffering and mortality.
- Protecting the efficacy of antibiotics is important today because it can help ensure the overall health and well-being of future generations of people and animals.
- Reducing the need to use medically important antibiotics by using best management practices is a worthy objective.

We agree to implement the following guidelines to demonstrate our values. They include:

- Advocating objective, scientifically rigorous studies and risk assessments to make informed decisions regarding on-farm use of antibiotics in food-animal production.
- Supporting veterinarian oversight and best practices as the basis of antimicrobial use decision-making on the farm.
  - Continual evaluation of treatment programs, appropriate diagnostics and timely interventions are important components of veterinary best practices.
- Promoting stakeholder education to continually enhance on-farm knowledge to improve antibiotic best practices.
- Demonstrating compliance with all regulatory requirements to underscore antibiotic stewardship, e.g., treatment records as described in PQA Plus®.
- Encouraging transparency and providing assurances regarding farmers’ commitment to raising healthy animals to help ensure a safe food supply.
National Pork Board Policy

• Using antibiotics responsibly
• Preventing disease, rather than treating disease
• Protecting the efficacy of antibiotics
• Reducing the need to use medically important antibiotics
National Pork Board’s Three-Point Antibiotic Stewardship Plan

1. EDUCATION
   - The National Pork Board will collaborate with allied partners, including swine veterinarians, feed organizations, breed associations and show-pig groups, animal health companies and associated commodity groups to develop educational materials for more than 60,000 pork producers and the academic and swine veterinarian community about the new FDA regulations and antibiotic stewardship.

2. RESEARCH
   - The National Pork Board will make antibiotic use and resistance a top research priority in its 2016 budget. Since 2000, the Pork Checkoff has invested $5.3 million in research on the epidemiology of antibiotic resistance, as well as efforts to define alternatives to antibiotic use. The board will invest close to a million dollars of new money in additional research in 2016.

3. COMMUNICATION OUTREACH
   - Communication regarding antibiotics to all segments of the pork chain will continue to be a main emphasis for the National Pork Board, with special emphasis on pig farmers and the upcoming new FDA rules.
Helping Producers Prepare
Regulatory Activity

Guidance for Industry

Removal of growth promotion/nutritional efficiency use

The Judicious Use of Medically Important Antimicrobial Drugs in Food-Producing Animals

Guidance for Industry

Increased veterinary oversight

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Food and Drug Administration

Veterinary Feed Directive; Draft Text for Proposed Regulation

AGENCY: Food and Drug Administration,

SUMMARY: The Food and Drug Administration (FDA) is announcing the availability of draft text for a proposed regulation intended to improve the efficiency of FDA’s Veterinary Feed Directive (VFD) program. The Agency is making this draft text for a proposal available because of the complex scientific and regulatory issues...
Helping Producers Prepare

• Antibiotics Resource Center located at: www.pork.org/antibiotics
  – All resources
  – FAQ’s
  – Additional clarifications from FDA

• Regular Front Page feature on pork.org
  – Often picked up by farm media for additional frequency of messages.
Antibiotic Changes: 18 months and Counting

By the end of 2015, the U.S. Food and Drug Administration will implement a new policy aimed at curbing use of antibiotics in feed and animal production. The agency’s goal is to work with the production sector to eliminate the use of medically important (to human health) antibiotics for growth promotion and to bring therapeutic use— to treat, control, or prevent specific diseases— under veterinary oversight. Pork producers should be taking steps now to prepare for the changes.

“Antibiotics aren’t going away, but on-farm use will change. Producers should sit down with their veterinarians to discuss how to apply veterinary feed directives and other herd-health strategies,”

— Jennifer Koeman, DVM, Pork Checkoff

“That sounds like a long way off, but producers need to start getting ready,” said Jennifer Koeman, DVM, Pork Checkoff’s director of producer and public relations. “Antibiotics aren’t going away, but on-farm use will change. Producers should sit down with their veterinarians to discuss how to apply veterinary feed directives (VFDs) and other herd-health strategies.”

At the centerpiece of FDA’s policy are 255 products that will be added to the VFD list, said Bill Flynn, DVM, deputy director for science policy at FDA’s Center for Veterinary Medicine. The center’s role is to ensure these products will be eliminated, and their use will require veterinary oversight and diagnosis of a specific animal health condition. Producers will need a VFD to gain access to the affected food-based antibiotics and a prescription for water-based products.

“The action focuses on antibiotics approved prior to 1986 and the need to bring them up to today’s standard,” Flynn said. “It’s a very substantial change in the landscape of products that will be handled under the VFD framework. We’re talking about individual products, combinations, generics—products that have been around for decades.”

FDA is relying on stakeholder collaboration (drug companies, veterinarians, producers and the feed milling sector) to move the action forward. All companies that market drugs to the pork industry have provided a written commitment to make product and label changes, removing production claims and requiring veterinary oversight by the December 2016 deadline.

The National Pork Board, the National Pork Producers Council (NPPC) and American Association of Swine Veterinarians (AASV) are working to help producers and veterinarians implement FDA’s directive.

Record Keeping Is Critical

Producers, veterinarians and feed processors will need to be especially diligent in keeping records associated with VFDs and

continued on page 2
Changes to On-Farm Antibiotic Use Take Center Stage

Ask a pork producer or swine veterinarian and they will attest to the value that antibiotics often have at the farm level to help keep livestock healthy and disease-free. However, that’s not often the typical discussion associated with this herd health tool today.

More likely, conversation or a news report centers on consumer views or upcoming regulatory changes and new challenges that livestock producers are facing. Fortunately, the National Pork Board, led by its producer leaders, has been taking steps to help address all of these challenges and the changes related to on-farm antibiotic use.

“The pork industry has long been a leader in directing and funding antibiotic research, from the causes and transmission of antibiotic resistance to identifying alternative products or practices to help minimize antibiotic use,” said Jennifer Rosenau, DVM, Pork Checkoff’s director of producer and public health.

“The Pork Checkoff also shares related information and research with U.S. retailers and foodservice companies,” she added.

The Food and Drug Administration’s (FDA) new policy for on-farm use of medically important (to treat human illness) antibiotics is scheduled to begin in December 2016 (see story on page 33). The final rule, published June 2, includes details on how the veterinary feed directive (VFD) requirement will affect producers, feed mills and veterinarians as they produce and use medicated feed. The final rule also spells out the specifics about how antibiotics used in water will require a veterinary prescription.

Preparing for Changes

“Pork producers need to realize that growth promotion use of medically important antibiotics will go away,” said Brad Greenway, a Mitchell, South Dakota, pork producer and past National Pork Board member. “It won’t affect all antibiotics, but there will be changes in both feed and water medication for farms of all sizes.”

Specifically, Greenway is referring to FDAs Guidance for Industry 209, 213 and VFD.

“Just as we’ve always done,” Greenway said, “we will adapt and be well positioned to move forward, but not without solid preparation. That means staying informed and learning how FDAs changes will affect production at the farm level so that strategies for success can be implemented.”

Once in place, the new rule will mean that producers will have to work with their veterinarians even more closely on each thing

Antibiotic Principles Outlined in PQA Plus®

**Principle 1:** Take appropriate steps to decrease the need for the application of antibiotics.

**Principle 2:** Assess the advantages and disadvantages of all uses of antibiotics.

**Principle 3:** Use antibiotics only when they will provide measurable benefits.

**Principle 4:** Fully implement management practices described for responsible use of animal health products into daily operations.

**Principle 5:** Have a working veterinarian/patient relationship and follow the responsible antibiotic use guidelines.
Producer Messaging Focus

• Will center on a “Be Ready” theme
  – Time is short until Jan. 1, 2017 implementation
• Will emphasize key to-do’s such as:
  – Understanding New Regulations
  – Strengthening the VCPR
  – Communicating with Feed Mill
  – Ensuring Record Keeping Compliance
  – Continuing Focus on Pig Health and Welfare
  – Visiting www.pork.org/antibiotics
Producer Communications

• Producer Venues
  – State pork meetings, trade shows

• Earned Media
  – Using traditional Checkoff communications tools to get farm media coverage of key messages to producers

• Paid Media
  – Will run ads in print and online such as this:
Collaborative Effort with Partners

• Leveraging those who have face-to-face interactions with producers.
  – State Pork Associations
  – Land Grant Extension
  – AASV – Vets
  – AFIA – Feed Industry
  – NSR – Show Pig and Breed Associations
People. Pigs. Planet.

Antibiotics Research Focus
1. Analysis and assessment of preventive uses of antibiotics at therapeutic doses in pork production to optimize swine health and public health.

2. Analysis and assessment of specific animal population antibiotic treatment versus individual animal treatment in pork production to optimize swine health and public health.
3. Evaluation of on-farm challenges to antibiotic record keeping and identification of strategies to improve antibiotic record keeping practice for continuous improvement of responsible antibiotic use on the farm.

4. Characterization and assessment of the environmental fate of antibiotics, antibiotic metabolites, antibiotic resistant bacteria and antibiotic resistant genes on swine farms.
Priority Research Areas for 2016 cont.

5. Exploration of strategies to protect herd health and minimize the need for antibiotics.

Other:
• Full-time subject matter expert (Dr. Peter Davies) in 2016 who will evaluate models and metrics to assess antibiotic stewardship and use in the U.S. swine industry.
Other Related Pork Industry Activities

• Director, Producer and Public Health
• Producer, Public Health and Workplace Safety Committee
• Topical working groups (PQA, Antibiotics, Food Attribution, others)
• Blue-ribbon panel of third-party animal and human health experts, along with consumer marketing experts
Summary

• Producers support...
  – The responsible use of antibiotics whether in human or veterinary medicine
  – Professional veterinary input for guidance on antibiotic use
  – Sound science for antibiotic research through their contribution to Pork Checkoff
  – The use of science-based principles to develop producer guidelines on antibiotic use
Thank you

This message funded by America’s Pork Producers and the Pork Checkoff