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# ANTIBIOTIC STEWARDSHIP

The Role of Consumer Demand and Retailer Initiatives

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# The Role of the Consumer?

- In the words of Donald Trump...

**HUGE!!**

# What Do They Want?

## No Antibiotics

*In their food.*

But Wait...Let's Take  
a Step Back...Why?



- The World Health Organization, almost two-thirds of people believed that antibiotics could be used to treat colds and the flu.
- Americans' limited knowledge about science to be a major problem for the scientific enterprise.
  - *American Association for the Advancement of Science*

# Market Shifts as Pressure Mounts

- Consumer Reports indicate 72% of people concerned about antibiotic use in animals (2012)

# Producers Caught in the Middle

- Consumer Pressure Creates Market Shift
- Retailers Respond, Pressure Producers
- Producers Concerned with Keeping Animals Healthy, Mortality and Expense
- VFD- Youth – 4H, FFA, Stock Shows?



# Wait, you say you want...

- Antibiotic Free Meat
  - *Producers say, “Done.”*
  - *Standards exist*
  - *Standards met*

# Consumers Demand

- Animal Welfare

- *Producers say, “Done.”*
- *Responsible use protocols in place*
  - Quality assurance programs, BQA, PQA
  - Science based decisions

# What's next?

- Ongoing collaboration – Private Industry and Government
- Increased oversight
- Innovations in science, techniques
- More confusion in the marketplace – marketing, hype, hysteria

# You make a difference!!

- Going forward...

- *Education and Communication* will be key to your success with consumers and retailers.