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?
An Agricultural Perspective

- Much of the dialogue is taking place in the media – *social and otherwise*
- Conflicting objectives in food production
- Frustration exists
- Science literacy challenge – Age, education (Pew)
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.