

# National Pork Board Adopts Three-Prong Antibiotic Stewardship Plan



Building on years of supporting responsible antibiotic use, the National Pork Board has adopted a new three-prong antibiotic stewardship plan that is **proactive, collaborative and aggressive** in its strategy and scope. Using education, research and communication tactics, the plan will ultimately work for the betterment of people, pigs and the planet.

The National Pork Board will lead industry efforts to phase out the growth-promotion use of medically important antibiotics and to embrace increased veterinary oversight on farms. Although the federal government's initiatives on antibiotics pose new challenges for the industry, **U.S. pig farmers pledge to go above and beyond compliance**. More than ever, these farmers remain committed to continuous improvement to ensure responsible on-farm antibiotic use.

To help producers achieve this goal, the National Pork Board will continue to implement a comprehensive plan to help **guide and support the responsible use of antibiotics**. The long-standing Pork Quality Assurance® Plus (PQA Plus®) program will serve as the centerpiece of this effort. In fact, the certification program is being revised and expanded to reflect the latest federal guidance on antibiotics, including veterinary oversight and maintenance of current medical records on the farm. Additional efforts will include **ongoing collaboration with allied-industry partners, suppliers and regulatory agencies** to help ensure that antibiotics needed for animal health remain in place and are used under veterinary oversight as called for in the industry guidance.

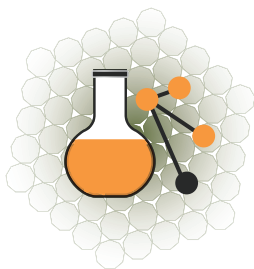
As always, the National Pork Board's overarching goal is to **protect pig health and promote food safety**. Healthy animals make for safer food, and implementing this plan will help America's pork producers achieve this goal.

## National Pork Board's Three-Prong 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.
- The National Pork Board will revise and give added emphasis to antibiotic stewardship in the industry's **Pork Quality Assurance® Plus (PQA Plus®) program**. (PQA Plus certification includes best practices on swine health and welfare, public health and worker health and environmental sustainability.) This action will ensure that America's pork producers understand the importance of the veterinarian-client-patient relationship and are prepared to implement the new changes to antibiotic use.
- Throughout 2016, the National Pork Board will use **paid and earned media opportunities** to help educate farmers about FDA's new rules and the steps required for compliance.
- **Collaboration and investment with like-minded organizations** will help increase the reach and frequency of educational antibiotic messages.



## 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.
- The Pork Board will **identify specific risk assessments** to better understand the relationship between antibiotic use in pork production and bacterial resistance. This research will augment past studies on interventions and alternatives, with the goal of reducing the need for antibiotics.
- In addition to the Pork Board's existing producer committee of experts, a **blue-ribbon task force** of nationally recognized experts will be created to focus specifically on antibiotic use and resistance. The goal of the task force will be to objectively review and provide recommendations on Pork Checkoff policies and programs.
- The Pork Board will continue to work closely with federal agencies and other commodity group partners to research and identify **models and metrics** that will provide value to the pork industry for continual improvement of antibiotic use.



## 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.**
    - Pork Checkoff publications include a quarterly magazine, monthly newsletters, research e-newsletters, web-based articles, fact sheets, the pork.org website (Antibiotics Resource Center), radio broadcasts, online videos, social media, etc.)
  - The National Pork Board will continue to proactively work with all national and international media that are interested in U.S. pork production to serve as a resource about how **U.S. pig farmers use antibiotics responsibly.**
  - The National Pork Board will continue to **share the industry's progress** with retailers and foodservice companies that are interested in antibiotic use in pork production and provide credible responses to their inquiries.
  - Ongoing **outreach will continue to all state pork associations** to help share antibiotic news and information with farmers and state-level allied industries.
  - **Collaboration** with the American Association of Swine Veterinarians, the National Pork Producers Council, the American Feed Industry Association, land-grant universities and others will coordinate and amplify the National Pork Board's communications efforts.
- As part of the new stewardship plan, the National Pork Board has redefined its position statement and governing policy emphasizing the industry's commitment to using antibiotics responsibly to protect both animal health and human health. **To find these documents and more about antibiotics, visit [www.pork.org/antibiotics](http://www.pork.org/antibiotics).**