

AUTHORIZATION REQUEST FOR FY 2012

AR Title: Antibiotic Use in Food Animals:

A Dialogue for a Common Purpose

Name of Contractor: National Livestock Producers Association

CBB Budget Component: Industry Information

I. OVERVIEW

A. AR Description: Consumers have an intense interest in the safety of the beef they eat. Beef producers have an intense interest in providing safe, high quality beef to the consumers. However, the use of antibiotics in the production of beef is an ongoing issue of concern to both beef producers and consumers. This AR describes a work plan to develop a national forum, in partnership with and funding from other animal agriculture organizations, to provide a dialogue on the use of antibiotics in food animals, the science surrounding the antibiotic issue, and information to be utilized in communicating with consumers. (This AR addresses only the beef portion of the Forum.)

B. Costs Requested from this AR:

Source of Funding	Total	Direct Costs	Implementation
Beef Board/BPOC	\$35,000	\$30,000	\$5,000
Federation of SBCs (FSBCs)	\$	\$	\$
Other Sources (<i>describe</i>)*	\$	\$	\$
Total Funds Requested	\$35,000	\$30,000	\$5,000

* Funding for the Forum is also being sought from the National Pork Board and other animal agriculture organizations with a stake in this issue.

C. Start date: 10/1/2011

Completion date: 9/30/2012

II. PLANNING INFORMATION FOR THIS AR

A. Long Range Plan Core Strategies/Strategic Initiatives Addressed by This AR:

- **Core Strategy**
 - Improve domestic consumer preference for beef
 - Develop and execute creative communication initiatives to improve consumer understanding of the beef production system and increase consumer confidence in the safety of beef
 - Educate, enable and engage key influencers and opinion leaders in communicating the positive health and nutritional benefits of beef

- Strengthen the image of beef and the beef industry
 - Engage all industry segments to develop and consistently communicate our positive beef production story
 - Implement and communicate continuous improvement efforts to enhance consumer trust in our product and production practices
 - Promote our industry's commitments, ongoing investment and progress in ensuring beef safety

B. Committee That Reviewed This AR: Joint Producer Education Committee

C. Committee Recommendations for This AR: The Joint Producer Education Committee recommends this AR to the Operating Committee for funding in FY 2012.

III. PROGRAM INFORMATION FOR THIS AR

A. Strategy 1: Facilitate a national forum to have a focused dialogue about antibiotic use in cattle and other food animals and propagate consumer understanding by communicating factual public messages

This strategy specifically addresses the following areas as outlined in the Beef Industry Long-Range Plan:

- Implement and communicate continuous improvement efforts to enhance consumer trust in our product and production practices.
- Promote our industry's commitment, ongoing investment and progress in ensuring beef safety.
- Strengthen efforts to proactively anticipate and rapidly respond to attacks on beef and the beef industry.

Strategy 1 Proposed Cost: \$35,000

Specific Tactic Information:

Tactic 1: Forum Development

The use of antibiotics in the production of food animals elicits polarizing opinions across the media today as consumers become more aware and interested in the way their food is produced. While livestock producers have realized that significant animal illness can be avoided by use of antibiotics, consumers are hearing other messages that suggest any use of antibiotics leads to a lower effectiveness of antibiotics in humans, among other myths. The scientific community, although supposedly non-biased, can be used by both sides of the debate to further its point of view.

Although there have been several debates and discussions on this issue, the proposed subcontractor, the National Institute for Animal Agriculture (NIAA), is

uniquely positioned to bring together experts in animal agriculture, researchers in the area of livestock health, and advocates for consumers, to have an honest conversation about the positives and negatives surrounding the use of antibiotics in the sustainable production of food animals and to develop powerful consumer messages from that.

NIAA is comprised of livestock producers, producer organizations, animal health officials, veterinarians, and agribusiness leaders representing all of the major species and sectors in animal agriculture. It is recognized as a forum where divergent opinions are openly expressed and areas of consensus and solutions developed. It is further recognized as being successful in developing programs and educational materials for producers.

As envisioned, the forum will begin with an informational session, during which leading experts will provide the most up-to-date information about:

- Why and how antibiotics are used in various species of food animals as a means to provide sustainable production.
- How, and to what extent, antimicrobial resistance develops within food animal species and humans.
- Potential risks and probabilities of antimicrobial resistance developing in humans as a result of use of antibiotics in animal feed.

Once the science is presented, the dialogue will be led by panels of experts in the following areas:

- Food animal production
- Food animal health
- Human health
- Consumer interests
- Media

▪ **Measurable objectives:**

- Recruit at least six key experts in the fields of animal health, animal production, human health, and consumer advocacy to be conversation leaders.
- Develop a social media campaign utilizing Facebook, LinkedIn and Twitter to encourage attendance by promoting the various topics and speakers at the Forum with follow up after the Forum with the results and consensus points reached.
- Participation in the Forum of at least 200 industry stakeholders, thought leaders, consumer advocates, and media representatives.
- Conduct a pre-and-post Forum survey to measure participants' attitudes regarding key points in the Forum to determine the amount of shift in attitudes as a result of the conversation.
- Develop a white paper summarizing the Forum and identifying key messages and points of consensus developed from it.

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- **Proposed cost:** \$22,000

Tactic 2: Producer Information

The product of the forum will be a new benchmark of valuable information and science that may be used to further communicate valid and essential facts to all producers about use of antibiotics in food animal production. This information will be made available to producers via a white paper about the key messages discussed at the Forum as well as in the form of online proceedings of the Forum. Distribution will occur through various communications channels to reach as many producers and consumers as possible.

- **Measurable objectives:**

1. Create and disseminate four pre-event news releases about the Forum to at least 250 agricultural media outlets that will reach consumers and producers at the regional and national levels.
2. Develop two audio news releases, one pre-Forum and one post-Forum, and distribute to a minimum of 200 consumer media outlets.
3. Develop audio/visual proceedings of the Forum and make them available online with a goal of 25,000 unique visitors including both beef producers and consumers.
4. Develop a post-event news release about the Forum, including key messages for producers, and distribute it to 250 agricultural media outlets that will reach producers at the regional and national levels.
5. Disseminate the Forum white paper and conduct an online survey of those receiving the white paper to measure the understanding of the issue and attitudes of respondents with a goal of 300 completed surveys within two months following the Forum.

- **Proposed cost:** \$8,500

Tactic 3: Consumer Information

Valuable information will be generated through the Forum not only for producers, but for consumers as well. This tactic will focus on disseminating key, fact-based messages and information to consumers on the use of antibiotics in food animals.

- **Measurable objectives:**

- Develop two audio news releases, one pre-Forum and one post-Forum, and distribute to a minimum of 200 consumer media outlets.
- Develop audio/visual proceedings of the Forum and make them available online with a goal of 25,000 unique visitors including both beef producers and consumers.
- Develop a post-event news release about the Forum, including key messages for consumers, and distribute it to 250 media outlets that will reach consumers at the regional and national levels.

- **Proposed cost:** \$4,500

IV. DETAILED BUDGET SUMMARY

Tactic	Program Manager	Completion Date	Total FY 2012 Budget	Total Direct Cost	Direct Cost by Funding Source			Est. Impl.
					CBB/BPOC	FSBCs	Other	
1: Forum Development	S. Stuart	9/30/2012	\$ 22,000	\$ 20,000	\$ 22,000	\$ 0	\$ 0	\$ 2,000
2: Producer Information	S. Stuart	9/30/2012	\$ 8,500	\$ 7,000	\$ 8,500			\$ 1,500
3: Consumer Information	S. Stuart	9/30/2012	\$ 4,500	\$ 3,000	\$ 4,500			\$ 1,500
AR Totals			\$ 35,000	\$ 30,000	\$ 35,000	\$ 0	\$ 0	\$ 5,000

V. SUPPLEMENTAL INFORMATION

A. Will all of the work detailed in this AR be completed by the end of the fiscal year? If not, please provide an explanation.

Yes.

B. Changes from FY 2011 Approved AR:

This AR was not proposed in FY 2011.

C. Subcontractor information:

- **Name of proposed subcontractors:**

National Institute for Animal Agriculture

PaigeOne Promotions

Other subcontractors as needed

- **Will all work with subcontractors be competitively bid? If not, why not?**

Yes.

D. Identify any relationships between this AR and projects previously funded by the Operating Committee:

This AR builds upon the ongoing work of the Beef Quality Assurance Program and other industry information and issue management efforts funded by the checkoff program. In addition, it will supplement positive messages being developed through the checkoff-funded component of the U.S. Farmers and Ranchers Alliance; specifically, it addresses a very important issue in a timely manner.

E. Summary of Prior Year AR Budgets and Expenses:

This is a new AR and was not previously proposed by this contractor.

F. Historical Summary of Budgets and Expenses:

This is a new AR and was not previously proposed by this contractor.