

NLPA

The webinar *Improving Communication About Antibiotic Stewardship for Producers and Stakeholders* sponsored by the Beef Checkoff, Kentucky Beef Council and NLPA is now ready for distribution. We encourage states to share with their producers as there were many ideas and suggestions as to how to use communication as a tool and an outcome to support you and your beef operation and the entire beef industry. You can find this video on the [CBB website](#), [Kybeef.com](#) and [NLPA.org](#). This video will also be distributed to all of the state beef councils.

Dr. David Burkmann, Andy Bishop of Fairfield Farms and Ms. Niki Ellis, director of education for the Kentucky Cattleman's Association, highlighted in the aforementioned webinar, each have their own video sharing their communication strategies around antimicrobial stewardship in greater detail. These videos will also be a part of Kentucky's upcoming Producers Campaign in mid-August that will educate consumers about stewardship and connect them to where their food comes from and the process it takes to get it to their plates.

In mid-August, NLPA will be hosting a webinar in partnership with the Centers for Disease Control and Prevention. This conversation will give both producers and the CDC the opportunity to exchange ideas and learn from one another about what steps take place when there is a disease outbreak, how an investigation begins and how the information is communicated to both the industry and the public. Watch for more information coming soon!