

AR Purpose and Description:

"Antibiotic Free" continues to be a label claim shoppers and consumers look for.¹ Beef producers continue to face an ever-changing landscape in the arena of responsible antibiotic use. The National Institute for Animal Agriculture (NIAA) sees the future of responsible antibiotic use will be shaped by consistent, effective communication of scientific collaboration, and a commitment on the part of the broad animal agriculture sector and its allies to combat antimicrobial resistance (AMR).

Today, farmers and ranchers are required to address competing priorities between maintaining the health and welfare of their animals and increasing demands from consumers looking for "free from" labels. According to the most recent International Food Information Council (IFIC) Food & Health Survey, 25 percent of U.S. consumers regularly purchase products labeled "raised without antibiotics." Yet, the same survey shows significant consumer concern with animal welfare and environmental sustainability when purchasing foods. Furthermore, the IFIC study indicates protein is the number one nutrient consumers seek.² These findings are consistent with 2022 findings - indicating the continued need for consistent, effective communication and engagement.

Farmers, ranchers and beef value chain agribusinesses have quite the task - providing the protein eaters are seeking while engaging in meaningful conversations about how responsible antibiotic use positively affects sustainable, safe beef production while ensuring the highest standards of animal care.

Unfortunately, the responsible use of antibiotics in beef production is one of the most misunderstood topics amongst influencers and consumers and one that causes the most severe reactions. Farmers and ranchers must be engaged in the conversations that are framing future initiatives that impact antibiotic use and the tactics within this AR are an opportunity for farmers and ranchers (beef producers) to be empowered with the knowledge, skills, and resources that will allow their voices, and, most importantly, their values and experiences to be heard amongst the "noise" of less-informed voices.

At the 13th Annual NIAA Antibiotics Symposium, farmers and ranchers, veterinarians, animal health professionals and allied industry leaders within animal agriculture will hone their ability to engage with influencers in meaningful ways. The knowledge and skills garnered and honed at Symposium will then allow beef producers to engage with influential leaders at The Centers for Disease Control who affect consumer attitudes regarding beef purchasing/consumption. And, Qualified State Beef Councils, the National Agriculture in the Classroom Organization, and additional NIAA partners will benefit from The Beef Checkoff's investment in this important work.

Citations:

¹*Beef Attributes Research Package*, Midan Marketing: Claims and Attributes For Meat Consumers Report | Midan (midanmarketing.com)

²International Food Information Council 2023 Food & Health Survey - IFIC-2023-Food-Health-Report.pdf (foodinsight.org)

CBB Budget Category: Industry Information

Name of Subcontractor: National Agriculture

Start Date: 10/1/2023

End Date: 9/30/2024

FY24 CBB/BPOC Funding Request		
Direct Costs	Implementation	Total
\$45,000.00	\$15,000.00	\$60,000.00

Beef Industry Long Range Plan (LRP) Core Strategies Addressed by this AR:

- Grow Consumer Trust in Beef Production,
- Improve the Business and Political Climate of Beef, Safeguard and Cultivate
- Safeguard and Cultivate Investment in Beef Industry Research, Marketing and Innovation

AR Tactic(s)

Tactic A | 2431-II
13th Annual NIAA Antibiotics Symposium
National Institute for Animal Agriculture

Tactic Description:

The 13th Annual NIAA Antibiotics Symposium will continue the work and collaborations established in prior symposia, funded in part by the Beef Checkoff. The Symposium will focus on continued knowledge and insights about responsible antibiotic use and the primary efforts aimed at combating antimicrobial resistance (AMR). All components of the Symposium impact the beef value chain:

1. **Science:** understanding causal links, resistance mechanisms, bacterial genomics, the microbiome, current/future research, and more.
2. **Alternatives:** preventative and intervention strategies, ensuring antibiotic stewardship, needs and challenges, innovation, and technology.
3. **Communication:** How to effectively engage Qualified State Beef Councils (QSBCs) with reliable information, which can be shared when beef industry leaders and producers are engaging with influencers and consumers.
4. **Education:** Empowering junior high and high school STEM (Science, Technology, Engineering, and Math) educators to more effectively utilize antibiotic stewardship and antimicrobial resistance as teaching catalysts within their classrooms.

Researchers who explore the consumer decision-making process continually find that shared values are what drive human decision-making (The Center for Food Integrity, 2009).¹ Upon establishment of shared values, messengers (QSBCs and beef producers) can then share scientific and economic facts that will also be used within the decision-making process. The 2023 Symposium will ensure beef producers and their fellow attendees are prepared to engage with influencers and consumers through shared values while also having the knowledge and insights about the science behind responsible antibiotic use and measures to address antimicrobial resistance (AMR) by animal agriculture leaders. Each of these areas will be addressed in the content that will drive improvements in how animal agriculture communicates and engages, leading with common values and science.

The Symposium is unique in its design as it follows the **One Health**² approach. **One Health** recognizes the health of people is connected to the health of animals and the environment.

The Symposium creates a synergistic environment where stakeholders from the Centers for Disease Control & Prevention (CDC), the U.S. Food & Drug Administration (FDA), United States Department of Agriculture (USDA), American Veterinary Medical Association (AVMA), National Institute for Antimicrobial Resistance Research and Education (NIAMRRE), state public health offices, and experts from all points along the beef (animal agriculture) supply chain (producers, packers, retailers, etc.), industry associations, and other animal agriculture leaders can come together to celebrate the progress and diligent efforts of industry and veterinary medicine and the work that has broadened the **One Health** collaboration with human medicine and environmental activities. In addition, the Symposium fosters shared learning, networking, and collaboration as, together, food and agriculture system leaders continuously improve the responsible use of antibiotics in animal agriculture while ensuring animal agriculture is doing its part to combat antimicrobial resistance (AMR).

Through keynote addresses, panel conversations and breakout sessions that allow for further exploration and application of knowledge, beef producers will leave the 2023 Symposium and follow-up conversations with skills, knowledge, and insights to more effectively engage with key opinion leaders as they preserve and enhance trust in beef production, safety, and products.

Citations:

¹The Center for Food Integrity - Trust Model - The Center for Food Integrity

²One Health | CDC

Measurable Objectives

Measurable Objective #1:

Stakeholders from all segments will attend the 2023 Symposium: Animal agriculture leaders (including beef producers), processors, retailers, research scientists, academia, environmental NGOs, human health professionals, and government. Success is:

- At least 80 percent of attendees sharing that the Symposium improves their knowledge and understanding of responsible antibiotic use and measure to combat AMR.
- A successful Symposium will have 80 percent of attendees reporting increased knowledge and skills about communicating with influencers and consumers.

Measurable Objective #2:

Engage at least two state beef councils in pre- and post-Symposium media interviews, such as commercial radio, podcasts, farm news, etc. that reach a minimum of 65,000 beef producers with key take-aways advanced by the Symposium agenda.

Performance Efficiency Measures

General Target Audience:

Beef Producer Reach Goal: 65,000
Beef Producer Engagement Goal: 1,750

Key Opinion Leaders:

CDC, USDA, FDA, etc. Leaders Reach Goal: 600
CDC, USDA, FDA, etc. Leaders Engagement Goal: 125

Processors, retail, and restaurant leaders Reach Goal: 500
Processors, retail, and restaurant leaders Engagement Goal: 50

LRP Initiatives Addressed by this Tactic

Grow Consumer Trust in Beef Production

- Measure, document, improve, and communicate the net climate and environmental impact of beef production
- Educate medical, diet, and health professionals about beef and beef production
- Align and collaborate with traditional and nontraditional partners to tell the positive story of beef cattle production
- Engage positively in the sustainable nutrition conversation
- Intensify efforts in educating consumers as well as supply chain decision makers about the benefits of animal care programs like BQA and their impacts on animal well-being

Safeguard & Cultivate Investment in Beef Industry Research, Marketing & Innovation

- Attract innovation and intellectual capital and cultivate the next generation of talent into the beef industry
- Encourage the cooperation and collaboration of existing industry advisory committees to identify and prioritize research efforts
- Increase industry funds for beef marketing, promotion, and research
- Educate producers, lawmakers and industry stakeholders on the benefits and impact of the Beef Checkoff

Checkoff Program Committee(s) to Score This Tactic

Committee(s) to Score This Tactic:

Safety & Product Innovation, Stakeholder Engagement

Supplemental Information for This AR

1. Please explain changes from the FY23 approved AR:

N/A

2. List any proposed vendors/agencies that will be used to complete the work in this AR.

N/A

3. Will all work with vendors/agencies be competitively bid?

N/A

4. Please list any relationships between this AR and projects previously funded by the Beef Promotion Operating Committee (BPOC).

This AR is an expanded continuation of NIAA's previous work within this space.

5. If applicable, explain how this AR can be extended by State Beef Councils or other contractors.

As always, all work associated with this AR is open to State Beef Councils and other contractors via participation in the Symposium, CDC engagement, and access to materials and resources on AnimalAgriculture.org.

Potential Partnerships

Please list all potential partners/collaborators for this AR, and include any partnership and/or collaborations with a third party by identifying the third party, the nature of the collaboration, and extent of the collaboration.

Potential Partnership List:

- The Centers for Disease Control & Prevention
- U.S. Department of Agriculture
- Food & Drug Administration
- Environmental Protection Agency
- National Institute for Antimicrobial Resistance Research & Education (NIAMRRE)
- National Agriculture in the Classroom Organization
- Kentucky Beef Council
- Association of State & Territorial Health Officials
- American Veterinary Medical Association
- National Pork Board
- Dairy Producers of Wisconsin
- Kentucky Pork
- Merck Animal Health
- Boehringer Ingelheim
- Norbrook, Inc.
- Phibro Animal Health
- Kemin

▼ Detailed Budget Summary

The tables in the following three sections report program budget information from the following funding sources:

1. Cattlemen's Beef Board/Beef Promotion Operating Committee (CBB/BPOC) Funding
2. "Other Funding" sources such as:
 - Federation of State Beef Councils (FSBC) Funds
 - Individual Qualified State Beef Council (QSBC) Funds
 - Government Funds (e.g., Market Access Program, Foreign Market Development) Grain/Oilseed Funds (e.g., National Corn Growers Association, American Soybean Association)
 - Corporate Funds (e.g., tech and pharma companies)
 - Other

Section 1 - Funding Requested by Tactic

CBB/BPOC Funding Requested by Tactic

The following table outlines the amount of CBB/BPOC funding that is being requested for each tactic within this AR, and the committee(s) that has been selected to score each tactic.

CBB/BPOC Funding Requested by Tactic					
Committee Name	Tactic	Tactic Name	Direct Costs	Implementation	Total
Safety & Product Innovation, Stakeholder Engagement	Tactic A	13th Annual NIAA Antibiotics Symposium	\$45,000.00	\$15,000.00	\$60,000.00
		Total	\$45,000.00	\$15,000.00	\$60,000.00

Other Funding Sources Requested by Tactic

The following table reports the amount of proposed and/or anticipated "Other Funding" sources that would be applied to this AR's tactics. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources Requested by Tactic (Informational Only)			
Funding Source	Tactic	Tactic Name	Total
Other: NIAA Members & Partners	Tactic A	13th Annual NIAA Antibiotics Symposium	\$75,000.00
Corporate Funds	Tactic A	13th Annual NIAA Antibiotics Symposium	
Other Funding Total			\$75,000.00

Section 2 - Summary of FY23 AR Budgets and Expenses

Classification:

This AR is a continuation of, or builds upon, program work from last year. CBB will report information in the "FY23 CBB/BPOC Funding" table and we will provide information for the "FY23 Other Funding Sources" table.

FY23 CBB/BPOC Funding

This table reports the amount of awarded and expended CBB/BPOC funding for this Authorization Request in FY23.

FY23 CBB/BPOC Funding			
<i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i>			
	AR# 2331-II		
	Direct Costs	Implementation	Total
Funds Awarded	\$44,000.00	\$26,000.00	\$70,000.00
Actual Expenses <i>(October 1, 2022 - June 30, 2023)</i>	\$40,112.00	\$21,297.00	\$61,409.00

FY23 Other Funding Sources

The following table reports the amount of committed and expended "Other Funding" sources for this AR in FY23. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

FY23 Other Funding Sources (Informational Only)			
	AR# 2331-II		
	Other Funding Source	Funds Committed	Funds Expended <i>(October 1, 2022 – June 30, 2023)</i>
A	QSBC Funds	\$5,000.00	\$5,000.00
B	Government Funds	\$50,000.00	\$50,000.00
C	Other: NIAA members' investment	\$53,170.00	\$53,170.00

Section 3 - Historical Summary of AR Budgets and Expenses

Classification:

This AR is a continuation of, or builds upon, program work from the last two years (or longer). CBB will report information in the "CBB/BPOC Historical" table, and we will provide information for the "Other Funding Sources Historical" table.

CBB/BPOC Funding – Historical Summary

The following table reports the amount of awarded and expended CBB/BPOC funding for this AR in FY20, FY21, and FY22.

CBB/BPOC Funding - Historical Summary				
<i>Note: The Cattlemen's Beef Board will complete the fields in this table.</i>				
		FY22 AR# 2231-II	FY21 AR# 2131-II	FY20 AR# 2031-II
AR Period¹	<i>Start Date:</i>	<i>Oct. 1, 2021</i>	<i>Oct. 1, 2020</i>	<i>Oct. 1, 2019</i>
	<i>End Date:</i>	<i>09/30/2022</i>	<i>09/30/2021</i>	<i>09/30/2020</i>
Funds Awarded		\$79,160.00	\$89,466.00	\$99,757.00
Actual Expenses²		\$79,160.00	\$89,466.00	\$90,041.00

¹For multiyear ARs, the "End Date" reflects the date that the AR is scheduled to be completed.

²If the AR "End Date" has not year occurred, actual expenses will be reflective of the following time period:
AR Start Date - June 30, 2023

Other Funding - Historical Summary

The following table reports the amount of "Other Funding" source expenditures for this AR in FY20, FY21, and FY22. The funding information in this table is for informational purposes only and demonstrates external collaboration as delineated in the 2021-2025 Beef Industry Long Range Plan.

Other Funding Sources – Historical Summary (Informational Only)						
	FY22 AR# 2231-II		FY21 AR# 2131-II		FY20 AR# 2031-II	
	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures	Other Funding Source	Total Expenditures
A	QSBC Funds	\$5,000.00	Other: NIAA Members' Investment	\$75,000.00	Other: N/A	
B	Other: NIAA Members' Investment	\$44,611.00				

Use the space below if you wish to provide additional comments/information on the historical CBB/BPOC or Other Funding budget and expense summaries.

While NIAA was a sub-contractor in FY' 20, NIAA did not manage the overall budget for Beef Checkoff investment.