

INCONVENIENT
FACTS
YOU
NEVER

SOME PEOPLE
KNEW

WOULD PREFER
ABOUT YOUR
FOOD SUPPLIES



Bring home the creamy, fresh goodness of Horizon Organic[®].

Horizon Organic tastes so good because it's produced without the use of antibiotics, added growth hormones or dangerous pesticides. It's so good for you, too. Creamy and delicious, Horizon Organic is the simple difference in the lives of thousands of people.





Carol Wrenn,
ALPHARMA Inc.

Dear Food Chain Partner:

Five years ago, Alpharma Inc., Animal Health inaugurated *For the Record: Straight Talk about Antibiotic Use in Food Production* to open a dialogue among the key U.S. producers of your meat, milk and eggs. Since that time, we've seen our industry make great progress, including the following achievements:

- High-profile cases notwithstanding, average U.S. illness rates caused by food—which are already among the lowest in the world—continue to decline.
- Industry-wide and cross-species voluntary efforts by veterinary and producer associations working with the federal government have installed—by and for producers—guidelines to ensure antibiotics are used prudently and wisely.
- Food continues to become more available and more economical. Production efficiencies and healthy animals help bring affordable, quality meat, milk and eggs to a wider market, both here and internationally.

During those years, we've watched critics of modern technology respond to that good news by targeting you. Their message to consumers, based in fright and using often unscientific misinformation, is aimed at scaring shoppers into making unreasonable market demands on you. They've scored some highly publicized successes, which they've quickly used to stigmatize the rest of you who haven't followed along so willingly, hoping to conquer the food system by first dividing it.

I understand you have a business to run; you have to do what is in the best interest of your enterprise. But at Alpharma, we believe an objective look at the facts proves it's nothing but a lose/lose proposition when food marketers accept a quick public relations payoff by telling unreasonable activists what they want to hear. It will only guarantee more unreasonable demands tomorrow.

We are all—you, us and our customers—aligned toward the same goal: Providing a growing base of consumers with the safest, most affordable, healthiest food their labors have earned them the right to enjoy. In that spirit, we are expanding circulation of *For the Record* to you, members of the food chain in daily contact with those consumers. If you believe fact and science are still an indispensable part of making the kind of progress we've made in the last half decade, please visit www.AntibioticTruths.com to sign up for future issues of *For the Record*. Welcome to the dialogue.

For the Record

Straight talk about antibiotic use in food animal production presented by A

ANTIBIOTICS AND FOOD: WHERE DOES THE STATE OF THE SCIENCE STAND?

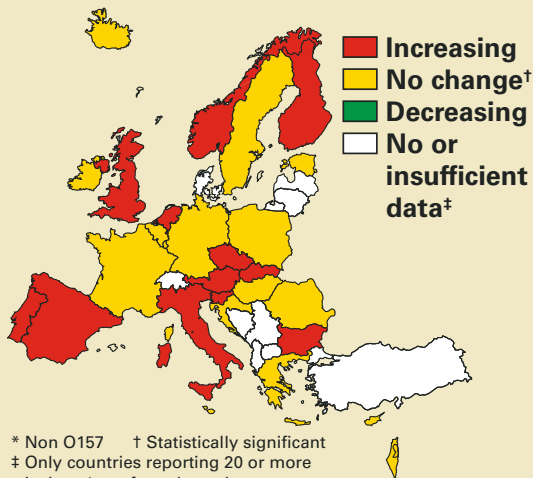
You feel the pressure everywhere: Newspapers. Magazines. TV. Internet. Consumer questions. “Everybody knows” your suppliers’ use of antimicrobials to

improve the health of livestock and poultry that eventually produce the meat, milk and egg supplies you rely upon threatens the health of your consumers.

Everybody knows...but does the science support the conclusions? Here are a few facts you may not have heard:

Results? Europe banned antibiotics for growth promotion and mass prevention after 1999 to protect human health. But where’s the success story? Many countries documented a significant increase in animal disease following the ban. Meanwhile, scientific studies show antibiotic resistance patterns in humans have rarely declined since the ban. Bottom line: Europe jeopardized animal health in return for **no improvement in human health**.

TRENDS IN *E. COLI** MULTIPLE - ANTIBIOTIC RESISTANCE 2001-05



Source: European Antimicrobial Resistance Surveillance System Annual Report, 2005.

IT ALL REMAINS ONLY A THEORY.

Much as we don’t like to believe legislators, regulators and thoughtful consumers would base decisions on sensationalism or fad, the fact is the purported connection between using antibiotics in animals and the increasing failure of human drugs is purely conjecture.

One team of independent scholars, for instance, spent more than two years reviewing over 250 scientific papers on the subject, **publishing their results** in a 2004 issue of the *Journal of Antimicrobial Chemotherapy*. They concluded that if you review only the facts—absent the passion of politics—the real risk in many cases just doesn’t exist at all.

A similar **wide-ranging scientific review** was conducted last year by the Institute for Food Technologists, a 22,000-member nonprofit scientific and educational society. Its 183-page review of more than 750 studies, compiled by 18 microbiologists, veterinarians and other scientists, concluded that the theory that animal drug use could compromise human drugs may be a theory

'It serves no reasonable purpose... to demand drastic change on the simple hope that improvements to human health will result.'

—Institute for Food Technologists, 2006

ALPHARMA Inc., Animal Health

that warrants investigation, but it's a theory that lacks proof. Preoccupation with how antibiotics are used could actually work against improving food safety, the report suggests, if it distracts from the more important issue: protecting consumers from food-borne illness, regardless of whether antibiotic-resistant or not.

IT'S NOT JUST ABOUT 'GROWTH PROMOTION.' The accusation that farmers waste antibiotics simply to grow animals faster is a straw man. Antibiotics can improve animal productivity; however, they also improve animal welfare by preventing debilitating — sometimes deadly — diseases. Of the 23 FDA-regulated antibacterials marketed as animal feed additives in the United States, only

three do not also have a government-approved label claim to either treat or prevent disease, as well.

ANTIBIOTICS MAKE FOOD SAFER.

Antibiotics' usefulness in stabilizing or decreasing the microbial loads chickens carry at processing, as well as strengthening the viscera to prevent contaminating tears, makes antibiotics a valuable contributor to hazard-control point programs, for instance.

As the IFT report points out, that's one of the [weaknesses in the marketing story for organics](#). Although organic production may be less likely to contribute to antibiotic resistance, it's potentially more likely to contribute to contamination with bacteria in general,

Do consumers buy it? Surveys may show consumers say they'll spend more to purchase organic and "natural." But studies tracking actual buying speak otherwise. Typically, the mass market reacts to food scares by only temporarily changing buying patterns. Any purchasing reduction evaporates quickly and leaves little economic impact. Consumer studies show price, quality, cleanliness, taste and packaging tend to be the top drivers of purchase, in that order.

It's understandable food market-

ers must remain aware of consumer concern over antibiotics. But it's critical to distinguish true consumer demand from activist-churned "consumer complaints." Some studies show introducing such niche products can increase overall category demand. However, permitting niche products to position themselves against staples using inaccurate scare claims while they increase price and introduce variability into the retail mix can put you in a Catch 22, ultimately cannibalizing your strongest category performers.

'Banning...antibiotics has not been claimed even by its most ardent supporters to have had any detected beneficial effect on human health...'

—*Journal of Antimicrobial Chemotherapy*, February 2004

www.AntibioticTruths.com



because it prohibits antibiotics, raises animals outdoors, markets them at an older age, and processes them at smaller, less technological plants.

THE THEORETICAL RISK CUTS BOTH WAYS. When researchers find an antibiotic-resistant bacterial strain infecting both humans and animals, the assumption is the infection was spread by food. But that's a dangerous assumption, researchers caution. It's also possible—likely, in some cases—the resistance was created by overuse of human drugs and then spread back to animals through wastewater, direct contact or other mechanism.

Don't want to take our word for it alone?

Check these peer-reviewed and additional scientific resources:

- ❑ The Institute of Food Technologists' *Antimicrobial Resistance: Implications for the Food System* contradicts errors regularly cited by proponents of a blanket ban on animal antibiotics. [Online at \[www.members.ift.org/IFT/Research/IFTEExpertReports/antimicrobial_report.htm\]\(http://www.members.ift.org/IFT/Research/IFTEExpertReports/antimicrobial_report.htm\)](http://www.members.ift.org/IFT/Research/IFTEExpertReports/antimicrobial_report.htm)
- ❑ Molecular biologist Trudy Wasenaar reviews the circumstantial evidence causing many to leap to incorrect conclusions in a 2005 issue of *Critical Reviews in Microbiology*. [Online \(fee-based\) at \[www.informaworld.com/smpp/content~content=a725604700\]\(http://www.informaworld.com/smpp/content~content=a725604700\)](http://www.informaworld.com/smpp/content~content=a725604700)
- ❑ A review of more than 250 studies shows suggestions of a threat to human health are often based on assumptions that science does not support, reports the *Journal of Antimicrobial Chemotherapy*. [Online at \[jac.oupjournals.org/cgi/content/full/53/1/28\]\(http://jac.oupjournals.org/cgi/content/full/53/1/28\)](http://jac.oupjournals.org/cgi/content/full/53/1/28)
- ❑ The Animal Health Institute's collection of research showing little threat to public health. [Online at \[www.ahi.org/antibioticsDebate/scientificdebate.asp\]\(http://www.ahi.org/antibioticsDebate/scientificdebate.asp\)](http://www.ahi.org/antibioticsDebate/scientificdebate.asp)
- ❑ Past issues of *For the Record* discuss the science and the politics involved. [Online at \[www.AntibioticTruths.com\]\(http://www.AntibioticTruths.com\)](http://www.AntibioticTruths.com)