

TAKE THE ANTIBIOTICS CHALLENGE

We understand: As a food retailer, you're under pressure to offer "no antibiotic," natural and other non-traditional foods. In no small part it's because consumers see regular media reports about the "dangers" of using medications in food production. But how much of it is accurate?

Try this quick quiz about antibiotic use in farm animals. Then check inside this special issue for the answers to see how much of what you know is true.

1. **True** or **False**?

Farmers turned to antibiotics in the last 10 to 15 years in order to keep animals alive and healthy in large "factory farms."

2. What percent of the total antibiotics used

in U.S. animals are fed to livestock and poultry simply to speed up their growth?

- a. Up to 70 percent b. At least half
c. About one-fourth d. Under 5 percent

3. **True** or **False**?

Using antibiotics in animals is dangerous because antibiotics remain in the meat, milk and eggs, people consume them, and that constant dose of antibiotics can make bacteria residing in humans resist human antibiotics.

4. **True** or **False**?

Continuing to allow farmers to use antibiotics puts consumers at higher risk of food borne illness like the outbreak that sickened hundreds of Americans this year who ate *Salmonella*-tainted peppers.

5. **True** or **False**?

Because there are few regulations controlling how antibiotics are used in food animal production, farmers are virtually free to use them as they wish.

6. **True** or **False**?

Farmers could achieve benefits equal to low level antibiotic use by simply changing management of their animals, such as cleaning their barns more thoroughly and frequently.

7. Research has proven the practice most likely to cause you to develop a bacterial infection that resists treatment by antibiotics is...?

- a. Eating food from animals raised with antibiotics
b. Staying overnight in a hospital
c. Taking an antibiotic yourself

INSIDE THIS ISSUE

Do you know the facts about antibiotic use in animals well enough to answer your customers' questions?

Take the quiz on this page, and then see inside for some answers you may not have read in the media.

Where you can find more information about this important issue confronting your credibility.

For the Record

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For the Record

retailer FAQs about the factual standing of 'raised without antibiotics' foods

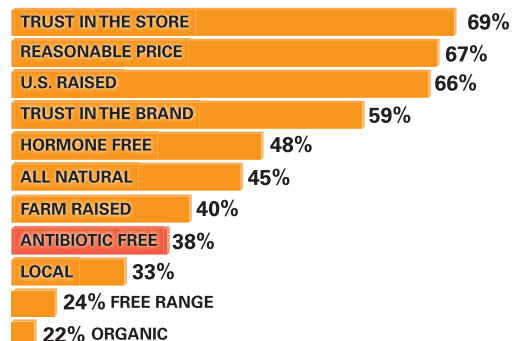
For the Record is a regular publication designed to present facts to balance today's debate over the safe, effective, economical methods farmers use to produce your milk, meat and eggs.

Read past issues or link to more information on this issue at www.AntibioticTruths.com

Why should I care if consumer demand for "raised without antibiotics" food is based on misunderstanding? Isn't the customer always right?

Yes, they are. Right up to point where they come to the realization they've been wrong. When that happens, the first impulse is to find somebody to blame. If consumers buying "antibiotic-free" food because they believe it to be healthier become aware of the overwhelming body of [science proving there's absolutely no advantage](#) for the price premium they've paid, it will risk the No. 1 most important asset a community-oriented food retailer has: The trust of the consumer. Is the small market worth that risk?

WHAT SHOPPERS RANK 'VERY IMPORTANT' WHEN BUYING MEAT OR POULTRY



Source: Roper Public Affairs survey of 1,001 U.S. consumers, August 2007.

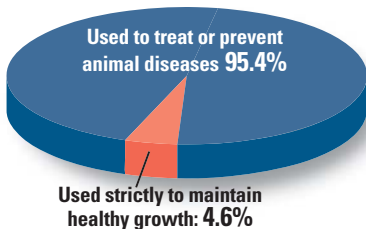
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Straight talk about antibiotic use in food animal production presented by ALPHARMA Inc., Animal Health

TAKE AN ANTIBIOTIC FACT CHECK ON BEHALF OF CONSUMERS

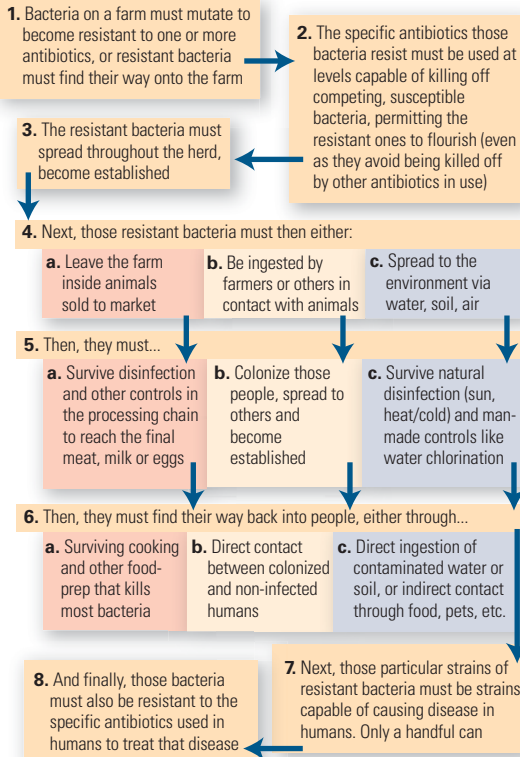
1. FALSE. Farmers have used antibiotics to help grow healthy meat, milk and eggs since the 1950s—long before animals were typically raised indoors. They have been used regularly since. In the 1970s and early '80s, for instance, when most pig farms were small by today's standards and many were still "free range," 70 to 80 percent of young pigs and half to 60 percent of fattening hogs were given an antibiotic at some point in their feed.

2. D.) UNDER 5 PERCENT. The great myth we are "squandering" our antibiotic supply to make animals grow faster doesn't hold up to the light of real numbers. **Real-world sales data** from animal health companies show only 4.6 percent of the antibiotics used in animals in the United States are used to increase productivity. Figures often repeated in the media are inflated by guessing, political agenda, and mis-defining how and why farmers use antibiotics today.



3. FALSE. Even the scientists most ardently against farm antibiotics concur this explanation of antibiotic resistance is biologically impossible. Any antibiotic traces in food—were they to exist—would be so minute as to have no important impact on human bacteria. The fact the media continue nevertheless to repeat it demonstrates just how complicated the unproven theory is about how animal antibiotic use might contribute to human resistance. In order to impact human health, farm antibiotic use must set off a long, strained chain of biological events. If one step fails, the theory fails—the reason no one has yet proven it happens in the real world.

THE LONG, STRAINED THEORETICAL CHAIN



4. FALSE. Another example of scientific confusion among the media and scientific abuse by activists: the *Salmonella* outbreak last summer was caused by a strain that's common in humans but rare in animals. On the contrary, **evidence is now emerging** that farm antibiotics may actually help prevent food poisoning. Several studies show

organic and "raised without antibiotics" chickens and animals likely carry higher levels of *Salmonella*, *Campylobacter* and parasites.

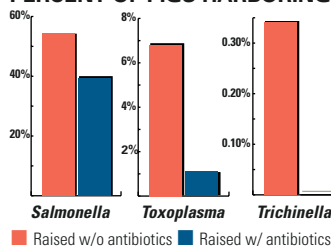
5. FALSE. The animal antibiotics used by farmers today are backed by more

than a decade and tens of millions of dollars in research and safety studies required to earn the **U.S. government's approval**. No product may be legally used without that permission—a fact the FDA reminded organic farmers of when it ordered them to stop using several natural medications not proven safe. Once approved, many drugs require a prescription from a veterinarian. Farmers under penalty of law are strictly limited as to the dose, species, age and time period when they may use them. Antibiotic use is typically supervised by veterinarians, nutritionists or producers educated on their prudent use.

6. FALSE. This myth arises from 2- to 6-decade-old studies showing pigs raised in "real-world" conditions in those days sometimes responded better to antibiotics than those raised under the pampered conditions on university farms. It's a generalization with little relevance to today's swine farms which—whether they medicate or not—routinely clean and disinfect their barns.

7. C.) TAKING AN ANTIBIOTIC. Human antibiotic overuse and misuse is far and away the greatest contributor to the increase in resistance to human antibiotics—a fact recognized by some in the public health agencies and groups advocating for further restrictions on the farmer's right to use medications.

PERCENT OF PIGS HARBORING:



Source: Food borne Pathogens and Disease, April 2008, pp. 199-203.

RESULTS

5 to 7: Congratulations! You are knowledgeable about these market claims.
3 to 4: You're marginally above the knowledge level of the typical consumer.
0 to 2: Be cautious; you're staking your store or restaurant's reputation on a good deal of misinformation. For more information, check here:

- www.AntibioticTruths.com
- www.AHI.org