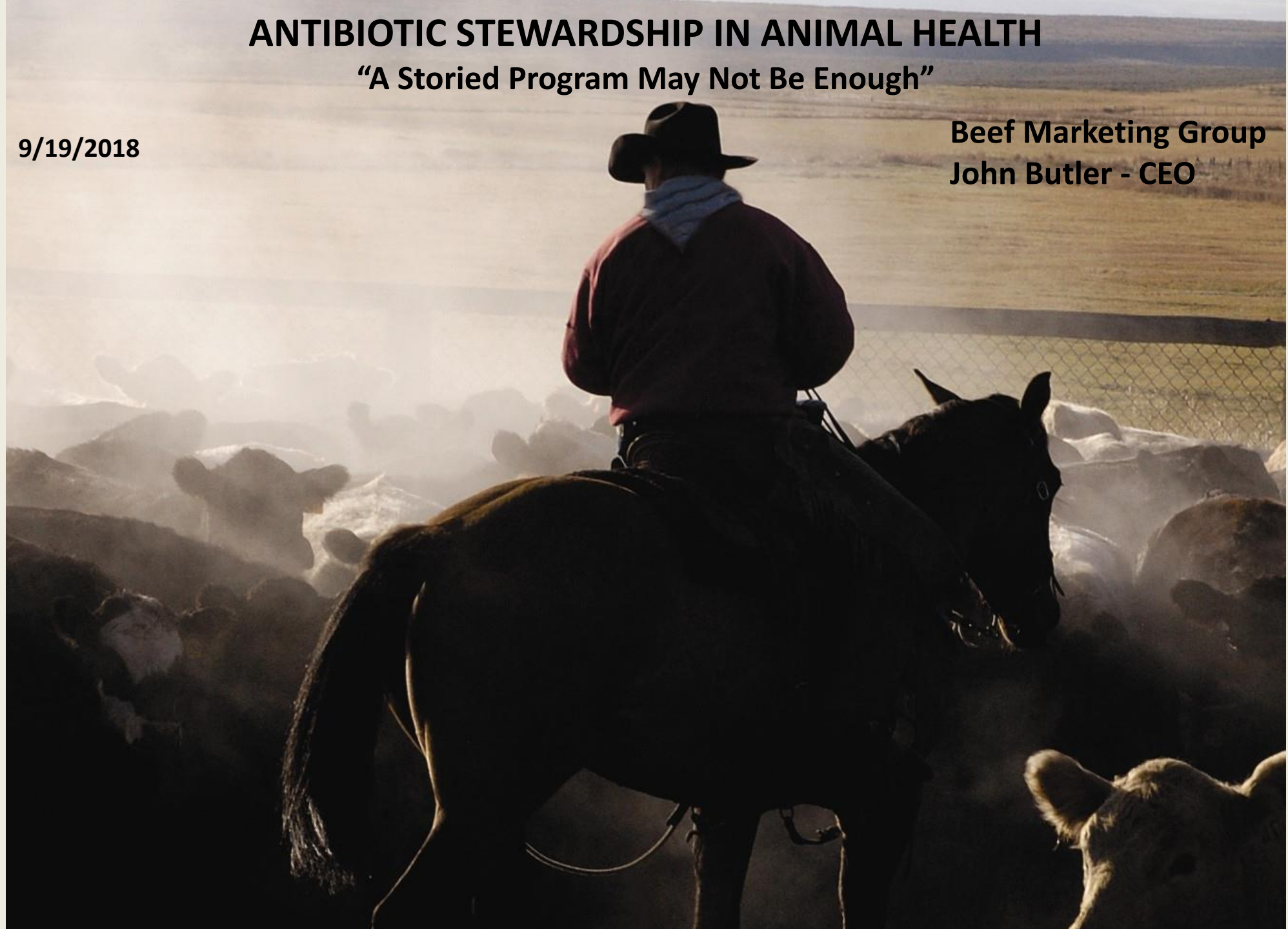


ANTIBIOTIC STEWARDSHIP IN ANIMAL HEALTH

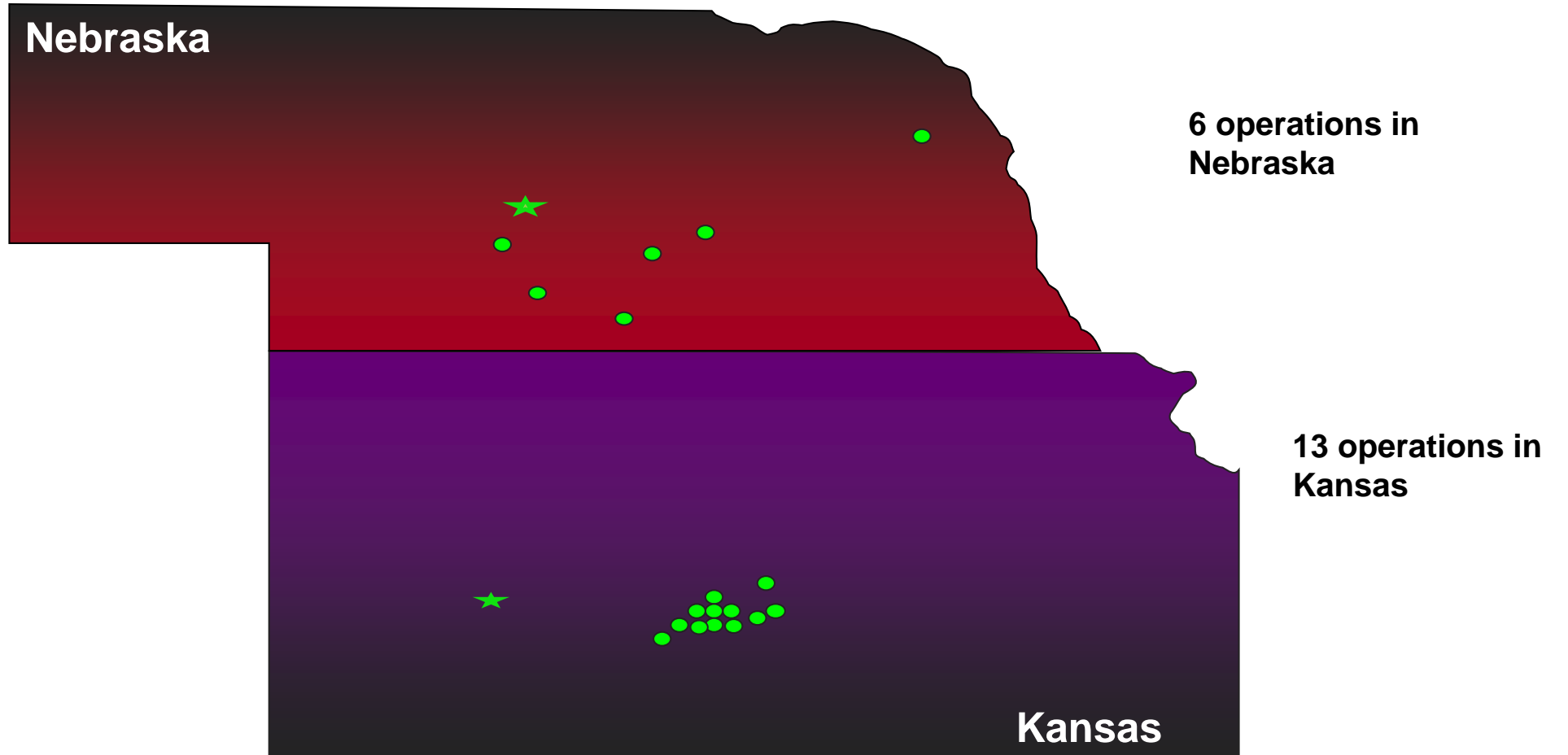
“A Storied Program May Not Be Enough”

9/19/2018

Beef Marketing Group
John Butler - CEO



BMG Feedyard Locations



WHY ARE ANTIBIOTICS SUCH A BIG DEAL?

- **RESISTANCE**
- **PRESSURE COMING FROM END USERS AND CONSUMERS**

Wendy's Antibiotic use policy and guidelines

- REPLACE** – When Antibiotics are deemed necessary, all suppliers must certify to Wendy's that producers work under supervision or guidance of their veterinarian.
- REDUCE** – Work with suppliers to reduce the use of Antibiotics that are important to human medicine
- REFINE** – Engaging veterinary experts to help identify opportunities to further refine animal care practices while keeping animals healthy and using fewer antibiotics when possible



**Stop using antibiotics important to human medicine in chicken production
for McDonald's USA by March 2017**





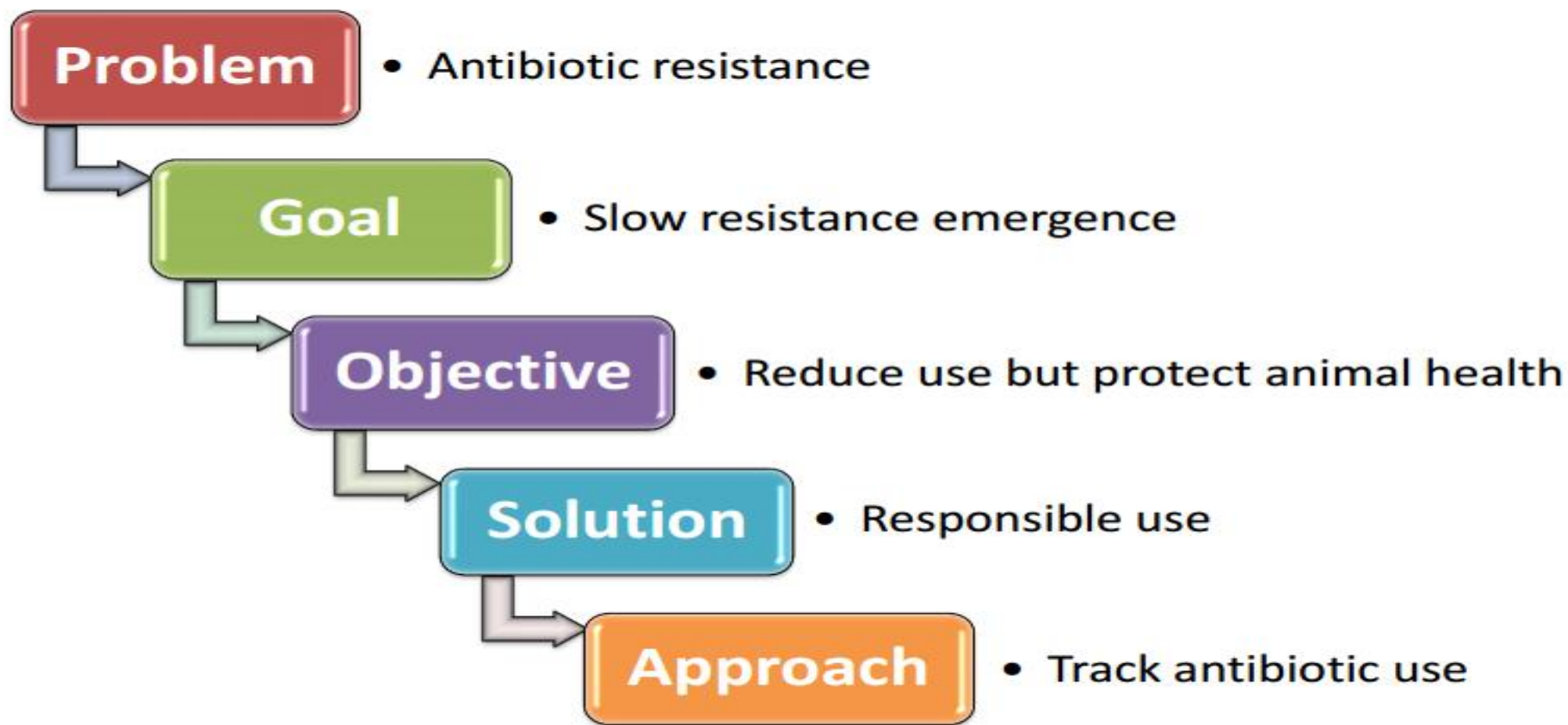
THE
PEW
CHARITABLE TRUSTS

Practices of Judicious Use: Principles and Measurement

Karin Hoelzer, DVM, Ph.D.

September 2016

Metrics are important for improving responsible use



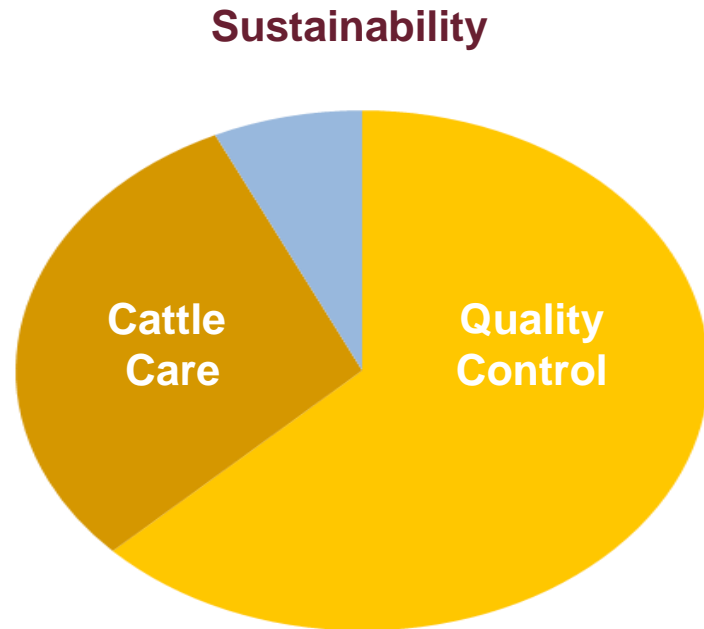
PROGRESSIVE BEEF™

BMG

BEEFMARKETINGGROUP

Standard Operating Procedures

SOP's AREA OF FOCUS



PROGRESSIVE BEEF SOP PLATFORM

Quality Control SOP's	
Feed Related	9
Cattle Handling	6
Product Use (Antibiotic Data)	6
Misc.	6
Total	27

Sustainability SOP's	
Environment	1
Societal	1
Operational Efficiencies	1
Total	3

☑: Require sign-off by feedlot consulting veterinarian

Cattle Care SOP's	
Persuasion Devices	
Castration	☑
Tipping of Dehorning	☑
Branding	☑
Aborting Heifers	☑
Calving	☑
Equipment	
Feed & Water	
Transportation	
Environmental Stress Management	☑
Non-Ambulatory	
Euthanasia	☑
Cattle Handling	
Total	13



Engagement Points



AH&W Is Our Primary Objective

Healthy animals provide the supply chain with safe, wholesome food.

A Pre-competitive Conversation

ABx resistance and susceptibility testing must be a pre-competitive conversation across the supply chain.

A Shared Responsibility

Pharma, veterinary professionals and producers share a responsibility for developing and implementing “preventative medicine” strategies

Responsible Use

Adoption of a tiered approach to ABx use; lowest importance human drugs as the first choice, others restricted to last choice

Clarity or Confusion

What the consumer is

asking

Transparency

Clarity

Authenticity

Positive Story

What the consumer is

getting

Obscurity

Confusion

Inaccuracy

Negative
Differentiation

The Unintended Consequences

Cage-Free

rbST-Free

Never Ever Antibiotics

GMO-Free

Slow-Grow Chicken

Compromised welfare and increased mortality

Increased cost of production; Diminishing premiums

Environmental resources over-utilized; Declining sustainability metrics

Increased consumer confusion on label definition

RWA Compromises Sustainability

Increased Mortality from RWA requires an estimated 683-883 million more birds to meet demand.

Producing 683 to 883 million more birds also requires



5.4 to 7.2
million

more tons of feed/year
(Roughly equal to rail cars filled with grain that spans 655 to 873 miles)



3.9 to 5.2
thousands

more square miles of land to grow the feed
(About 10x the size of Los Angeles)



4.6 to 6.1
million

more tons of manure
(Approximately equal to the amount of sewage produced by the people in Texas annually)



1.9 to 3.0
billion

more gallons of water consumed by the birds
(About the water consumed annually by 3,400-5,400 families of four in the U.S.)



THANK YOU