

“Antibiotics and beef & lamb”

**Gwyn Jones
RUMA Chairman**

8 December 2016

RESPONSIBLE USE OF MEDICINES IN AGRICULTURE ALLIANCE

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Who is RUMA?

- Unique initiative set up in 1997
- Co-ordinated & integrated approach to best practice
- 25 organisations – every stage of farm to fork; all UK livestock species
- Independent members with specific expertise
 - human medicine
 - Government observers – veterinary & food regulators

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RUMA members

Agricultural Industries Confederation
Animal Health Distributors Association
British Egg Industry Council
British Poultry Council
British Trout Association
City and Guilds Land Based Services
Dairy UK
LEAF
National Farmers' Union
National Pig Association
NFU Scotland
Royal Assoc of British Dairy Farmers
Royal Pharmaceutical Society

AHDB (Beef and Lamb/Pork)
Animal Medicines Training Regulatory Authority
British Meat Processors' Association
British Retail Consortium
British Veterinary Association
AHDB Dairy
Game Farmers' Association
National Beef Association
National Office of Animal Health
National Sheep Association
Red Tractor Assurance
RSPCA
Scottish Salmon Producers' Organisation

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How RUMA works

- Main output: RUMA Guidelines
 - **Minimise** need for medicine use by **reducing** risk of disease
 - Species-specific, short versions for farmers, long for vets
 - Antimicrobials, antiparasitics and vaccines in poultry, pigs, cattle sheep and fish
 - **Free** to download from website www.ruma.org
- Historically funded solely by members' annual fees
- Total annual income ~£21k + in-kind contributions e.g. room hire, conference speakers

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- 2015: it became evident that this was no longer enough.
- ‘As little as possible, as much as necessary’.
- We held our first Conference in the autumn
- We invited those who were critical of us to attend

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Google rankings full of NGO material



facts figures antibiotic resistance farming



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About 549,000 results (0.24 seconds)

5 Alarming Facts about Antibiotic Resistance and Factory ...

www.onegreenplanet.org/.../5-alarming-facts-about-antibiotic-resistance-... ▾

24 Feb 2014 - 5 Alarming **Facts** about **Antibiotic Resistance** and Factory **Farming**.

0Total ... The **figure** is predicted to rise unless something is done to reduce ...

[PDF] Antibiotic resistance – the impact of intensive farming on ...

<https://www.ciwf.org.uk/.../Antibiotics-Alliance-briefing-10-March-2013...> ▾

10 Mar 2013 - Scientists and leading **figures** are increasingly warning of a serious health crisis in ... antibiotics to the **growing** problem of **antibiotic resistance** in order to **fact** that some of the resistance in this case will be due to human use ...

Facts & Figures | Be Smart With Resistance

www.biomerieux-besmart.com/Be-Smart-Facts-%26-Figures.html ▾

Antimicrobial resistance: The **Facts** and the **Figures** ... Around 80% of all antibiotics used in the US are given to **farm** animals, meaning that only 20% are actually ...

Sustainable Table | Antibiotics

www.sustainabletable.org/257/antibiotics ▾

Factory **farms** administer antibiotics to **farm** animals to promote growth and ... Because of the public health risks associated with **antibiotic resistance**, there is a alone—a **figure** that reflects the price of pharmaceuticals and longer hospital ...

[PDF] NRDC: Raising resistance - Industrial production of livesto...

<https://www.nrdc.org/health/files/raisingresistance.pdf>

Ads

Antibiotic Research

www.biolog.com/ ▾

Relative **Antibiotic** Sensitivity
Use Phenotype MicroArrays

Factory Farming Facts

www.new-harvest.org/factory-farming ▾

3 main factory **farming facts** you should know about the meat you eat.

Antibiotic Resistance

www.ciwf.org.uk/SaveOurAntibiotics ▾

Antibiotic resistance is increasing dramatically. Help us fight it:
You visited ciwf.org.uk yesterday.

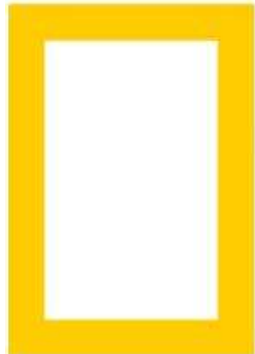
Intensive Farming Facts

www.soilassociation.org/notinbanger ▾

Help Us Campaign Against Increases in Factory Farmed Pigs in the UK

Antibiotic Report: 2015

www.cddep.org/ ▾



NATIONAL GEOGRAPHIC

GERMINATION *A Blog by Maryn McKenna*

Apocalypse Pig: The Last Antibiotic Begins to Fail

© POSTED SAT, 11/21/2015



A pig being home-raised for a festival in China. PHOTOGRAPH BY CLEMSON, FLOKRI (CC)

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McDonald's investor renews push for antibiotic reduction in all meat

Thursday, 17 Nov 2016 | 12:15 PM ET



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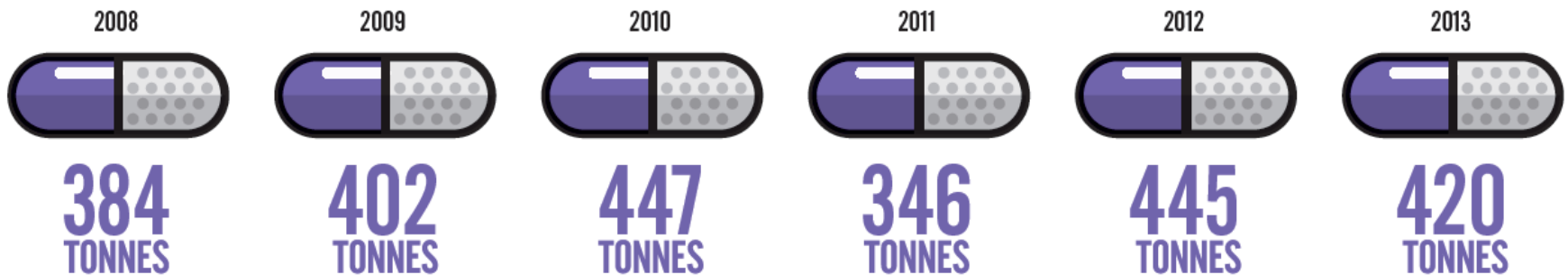
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Our 'facts' have been coming from critics

FACTS AND RECOMMENDATIONS

UK TOTAL VETERINARY ANTIBIOTIC USE (TONNES OF ACTIVE INGREDIENT)



Farm use of critically important antibiotics is rising while medical use is reducing.



Animals account for about 45% of antibiotic use in the UK.



There are already concerns that antibiotic resistant E.coli from farm animals are contributing to the 5000 deaths a year in England alone from resistant bloodstream infections.



The use of antibiotics in British pigs and poultry is now at least 3.5 times higher per unit of livestock than it is in the Netherlands and at least 4 times higher than Denmark.

OUR RECOMMENDATIONS FOR ACTION:



1 A target for reducing farm antibiotic use by 50% by 2020 and by 80% by 2025.

As part of this we need specific new restrictions on the use of the critically important medical antibiotics – this must include a target to cut the use of critically important antibiotics by 80% by 2020 and 95% by 2025, to secure these vital antimicrobials for human use.



2 A ban on all preventative mass medication in feed or water, except for where disease has been diagnosed in some of the animals.

A reduction strategy should focus on good animal welfare, not routine medication, to ensure full health.



3 Annual national surveillance data on the human health impacts of antimicrobial resistance, prioritising mortality data.

Clear steer from UK Government

- UK 5 year AMR strategy 2013-2018
- O'Neill review – due to report 2016
- Desire to lead on AMR issue globally
- Promoted issue to United Nations



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Clear steer from EU



- EU Animal Health Law
- EU Medicated Feed Regulation
- EU Veterinary Medicines Regulation
- New EU action plan
- MEPs have voted to update EU law on veterinary medicines – advocate banning collective and preventive antibiotic treatment of animals

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Clear steer globally

- WHO, FAO, OIE resolutions
- WHO (FAO, OIE) global action plan
- G7, G20
- And now UN resolution



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2016 - All change!

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A new RUMA

- Focus on responsible use of mainly antibiotics
 - Data on use
 - Opportunities to reduce, refine, replace – especially CIAs
- Take a proactive approach
 - Provide correct facts and case studies
 - Add balance to debates
 - Anticipate next actions – and act first!

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A new RUMA

- Plan to increase income to £100,000+
- Scientific Group
 - independent scientists, animal & human medicine
 - Ensure scientific basis to all activities
 - act as expert spokespeople
- Targets Task Force
 - UK Government: average antibiotic target of 50mg/kg by 2018
 - RUMA will lead development of species specific targets
 - identify appropriate SMART (Specific, Measureable, Achievable, Relevant and Timely) objectives

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A new proactive stance

December 4, 2015

RUMA announces voluntary restrictions on colistin use in UK livestock

The Responsible Use of Medicines in Agriculture Alliance (RUMA) is pleased to announce voluntary restrictions on colistin use in UK livestock.

RUMA members considered the recent [article in Lancet Infectious Disease](#) reporting that a new gene that makes common bacteria resistant to colistin, a last-line antibiotic, had been found in animals and patients in China. They noted that the EU had called for a revised risk assessment on colistin use in animals and agreed, pending the results of the risk assessment, that colistin use will be restricted to an antibiotic of last resort and will be used only after susceptibility testing had shown it was the only effective antibiotic available for treating the sick animals. It was agreed that the Secretary General would propose this to the vet groups using colistin (pigs, poultry and cattle) to seek their agreement.

John FitzGerald, RUMA Secretary General, said that RUMA had consulted the veterinary sectors who use colistin and they had agreed to restrict their use of colistin while the risks were being re-assessed. He said this was a positive and proportionate response particularly as no E Coli colistin resistance in the UK was reported in the [latest surveillance results](#).

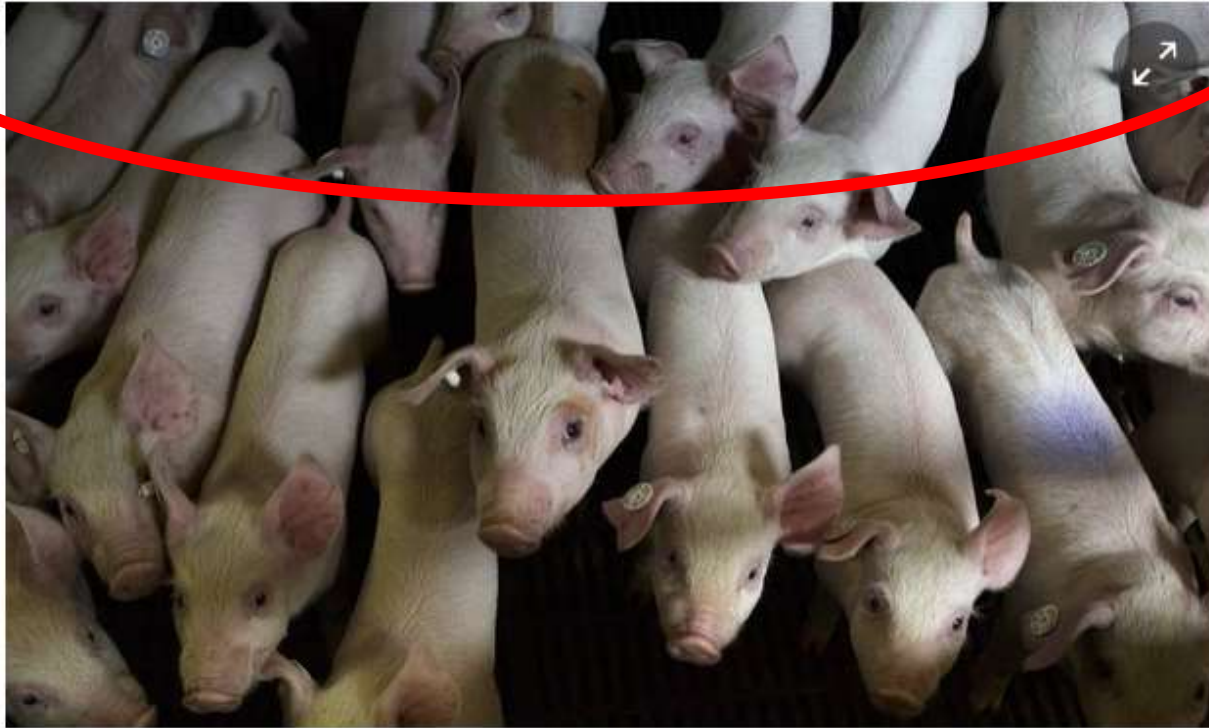
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UK farmers to cut antibiotic use to combat drug resistance

Taskforce will work with farming leaders and government to replace and reduce antibiotic use for livestock



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www.farmantibiotics.org website

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Although AMR is a massive challenge, it is one that I believe is well within our ability to tackle effectively...

Lord O'Neill, chair of the AMR review



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@RUMA_UK on twitter

TWEETS 111 FOLLOWING 221 FOLLOWERS 158 LIKES 29

RUMA Alliance

@RUMA_UK · FOLLOWS YOU

Agri & food industry alliance which has guided & promoted responsible use of medicines in farm animals for ~20 years. farmantibiotics.org for facts/figures.

ruma.org.uk

Joined September 2016

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10 Photos and videos



Tweets Tweets & replies Media

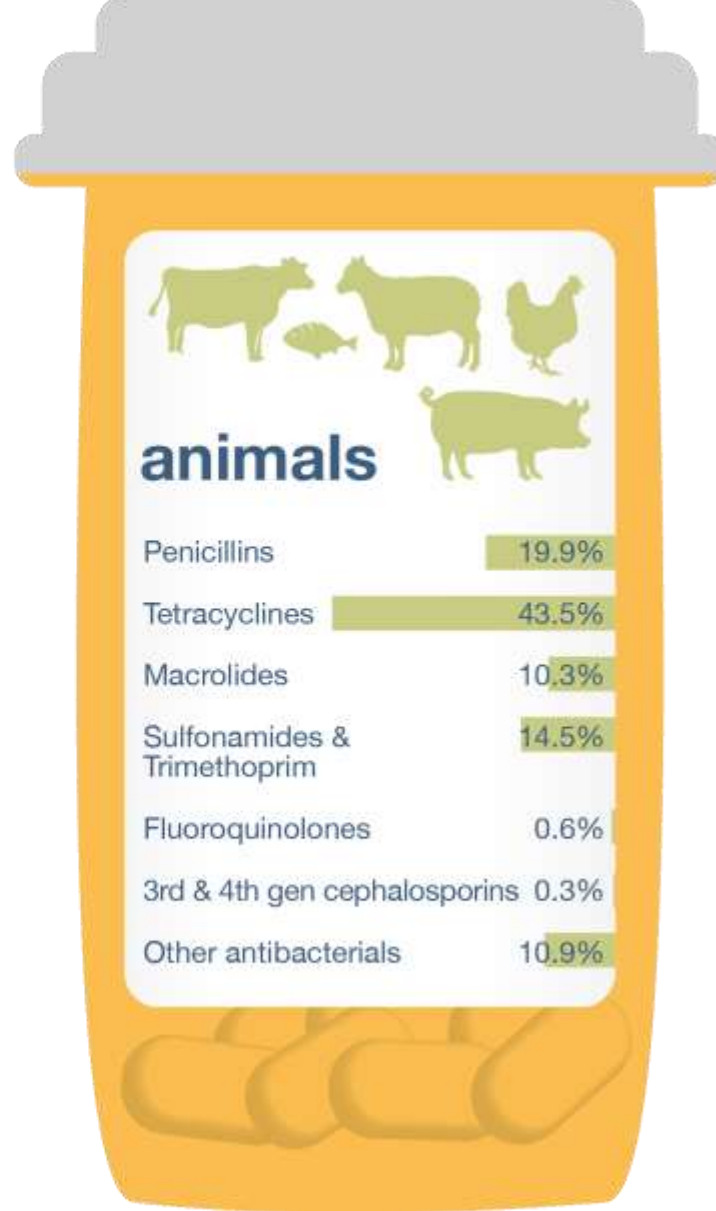
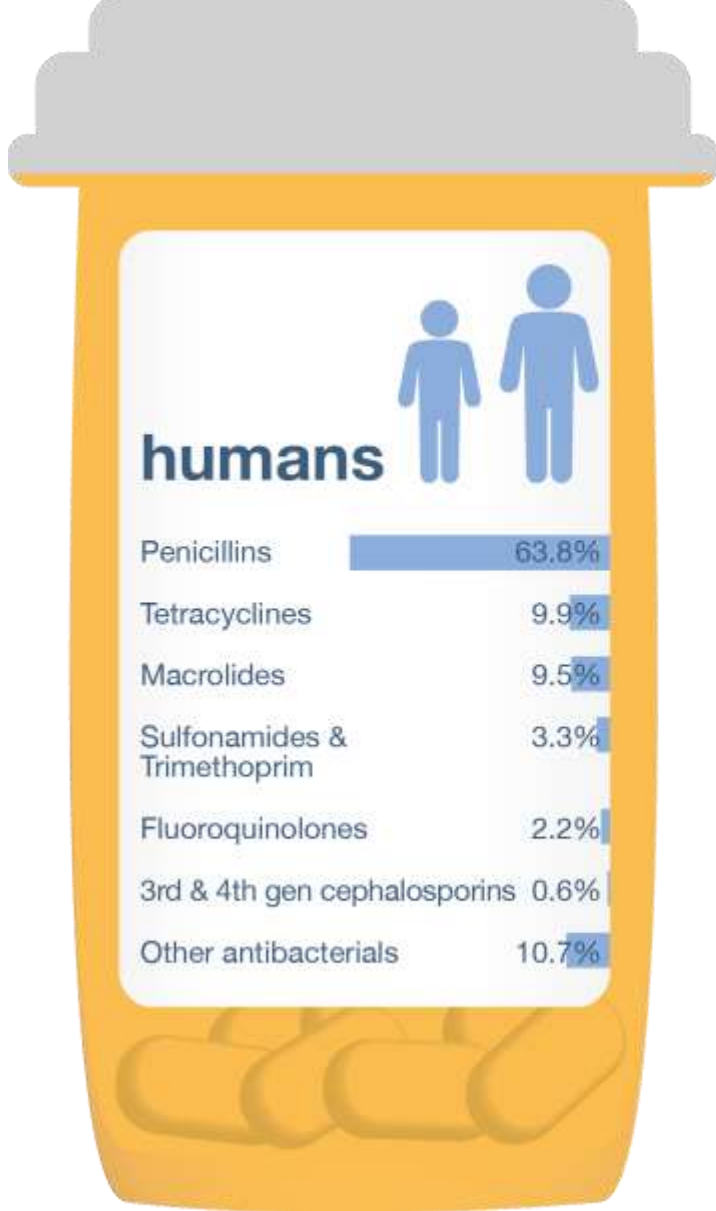
RUMA Alliance @RUMA_UK · 3h
'Have a can-do attitude' says pig vet who cut farm antibiotic use by medically eliminating pneumonia... fwi.co.uk/livestock/target ...



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Home > News

Government advisor accuses environmentalists of exploiting fears over use of antibiotics in farming



NEWS MOST VIEWED

1 Colombia plane crash: 75 dead and six survivors on flight carrying Chapecoense football team

29 Nov 2016, 8:23pm

2 Colombia plane crash: 75 dead and six survivors as flight carrying Brazilian football team Chapecoense crashes after 'electrical fault'

29 Nov 2016, 12:26pm

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The relevance for beef & lamb pre and post 'Brexit'

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Veterinary sales report 2015

- 10% reduction in antibiotics use: 62-> 56mg/kg
- 9% fall in tonnes used
- 10-26% fall in pigs, poultry
- 63% fall in fish
- Reduction in fluoroquinolones and 3rd/4th gen cephalosporins

BUT

- Cattle-only antibiotics +1%; sheep-only +0.1%

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ANIMALS IN THE USA CONSUME MORE THAN TWICE AS MANY MEDICALLY IMPORTANT ANTIBIOTICS AS HUMANS



Source: Animal consumption figure of 8,893,105kg from FDA, 2012. Human consumption of 3,379,236kg in 2012 based on calculations by IMS Health. The figures are rounded from 72.5% used in animals and 27.5% used in humans.

Review on
Antimicrobial
Resistance

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“The healthier our animals, the more attractive our products... Since the last report was published in 2014, antimicrobial resistance (AMR) has emerged as one of the main areas of concern for the cattle industry.”

CVO, CHAWG report 2016

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BRITAIN & NORTHERN IRELAND



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The big challenge – and opportunity

The challenge

- ALL sectors expected to act
- Get ahead or get caught
- The time to act is NOW, not when under pressure
- Need data collection but also quick wins

The opportunity

- **What does UK beef & lamb want to be famous for?**
- Use a proactive approach to create the right headlines and the right brand

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Where is your competition?

- Imports? Home market? Other meats?
- Imports – look at what New Zealand are doing.
- The home market - look at what Scotland is doing.
- Other meats – CHICKEN!!!!!!
- Massive challenge – are you prepared for it?

Case study: British Poultry Council

- 2011: BPC Antimicrobial Stewardship Scheme launched – key focus on responsible use and, when possible, reduction in CIAs
- 2012-2015: Usage data covering 90% of UK poultry meat production collected
- Production in the poultry meat sector increased by 5%...
- Total amount of antibiotics used by decreased by 43%
- Veterinary Medicines Directorate chief executive Professor Peter Boriello: “Poultry industry is a pathfinder...”

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Can Beef and lamb compete with that?

- Yes you can – you have a great story to tell but.....
- You don't want to tell it – why?
- Pigs are moving fast – pork is another challenge for you?
- Pigs and poultry have shown real leadership
- Pigs and poultry have Red Tractor embedded in their production methods and story

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Retailers

- You move or they will make you – is that what you want?
- It will not be consistent?
- Do you want this to return as a competitive issue?
- They love chicken – its cheap/versatile/quick to cook (meal solutions)/and.....

Where is beef and lamb?

- On the touchline?
- On the pitch but not in the game?
- Difficult to tell - but in danger?
- Who has the greatest challenge in Brexit fiasco?
- Who is on the front line?
- Who needs to up their offer?

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Regulation

- We have been given a great opportunity as an industry.
- If we do not respond we will be regulated – make no mistake.
- Is Beef and lamb going to come on board?
- **It's your decision.**

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Thank you

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