



## One Health Certified™ Program Review

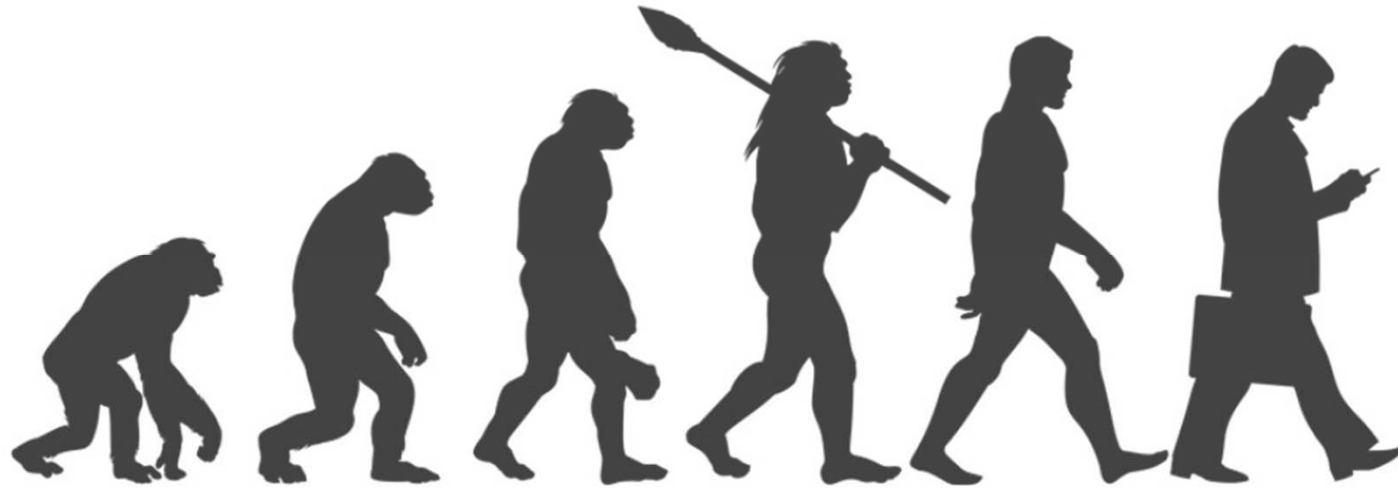
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# One Health Certified™ Program Review

- Certification strategies
- Current meat label claims
- Consequences of no antibiotics ever (NAE) programs
- A better solution



# Evolution of Animal Certification Programs



## Dated Program

Conventional



## Extreme Programs

No Antibiotics Ever (NAE)  
Certified Organic  
Global Animal Partnerships



## Next Generation

??????????????

# Current Meat Labels: Confusing Landscape for Consumers



# Current Meat Labeling Options

- **Absence labels** are common:

Describes a production practice or ingredient that was not used or is not included in the product

Implies that the attribute in question may be present in products without the absence label, which may or may not be true

Examples: Cage-Free, No Antibiotics Ever, No Hormones

- **Verification of label claims:** Most voluntary label claims are verified through the USDA-AMS Process Verified Program (USDA-PVP)
- Many labels rely on consumer's lack of knowledge about animal agriculture in order to be effective marketing claims



# Extreme Programs: Unintended Consequences

- Unsustainable
- Challenging to scale
- Negative trade offs: Animal health/welfare and carbon footprint
- Expensive: Consumer choice is good. Judgment is bad.
- **Don't allow for appropriate antibiotic treatment of sick animals**
- Package based certifications: Create second class meat and poultry
- **Marketing programs dependent on uniformed consumers**

# Extreme Programs: Unintended Consequences

## **No Antibiotic Ever (NAE) Program:**

A One Dimensional Program:  
Only About Antibiotic Use

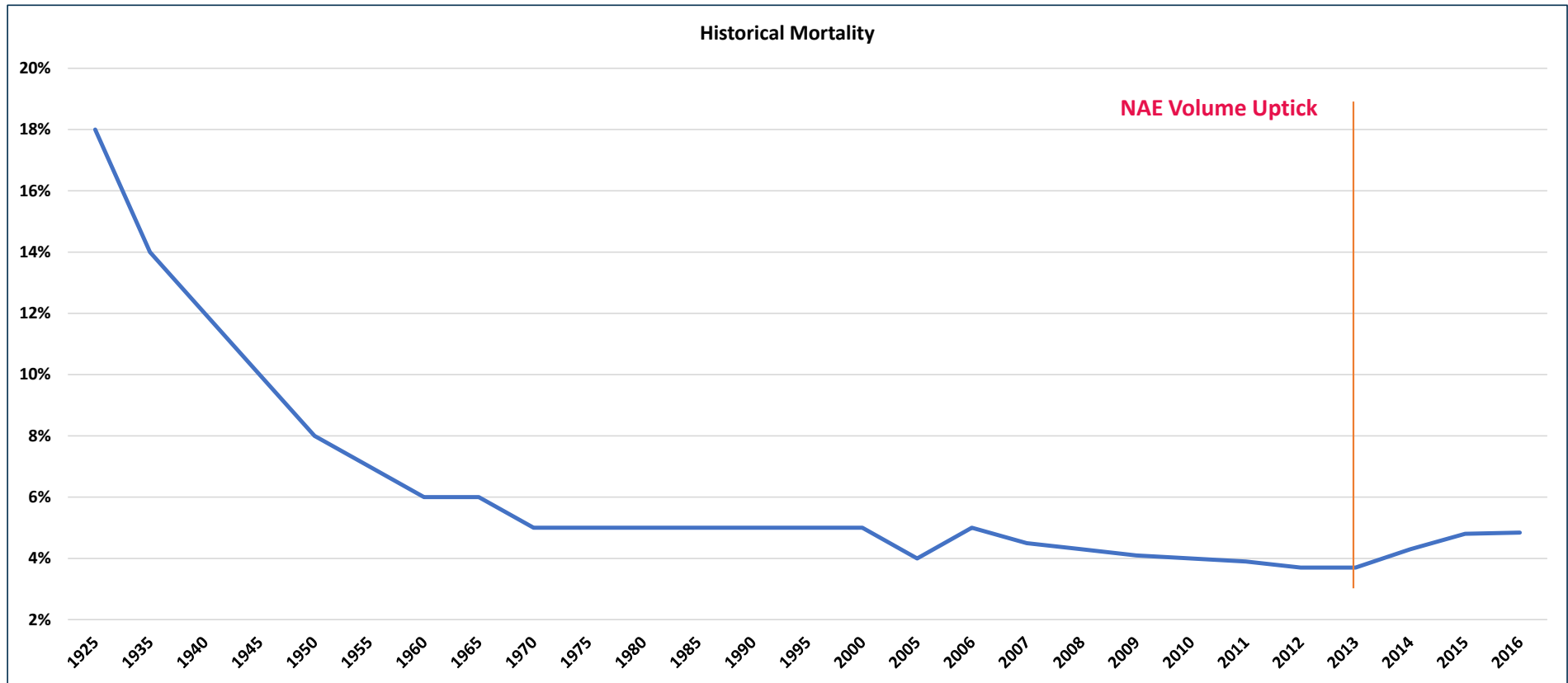
50% of U.S. Broilers Produced  
11% of U.S. Chicken Pounds Sold



# Broiler Mortality



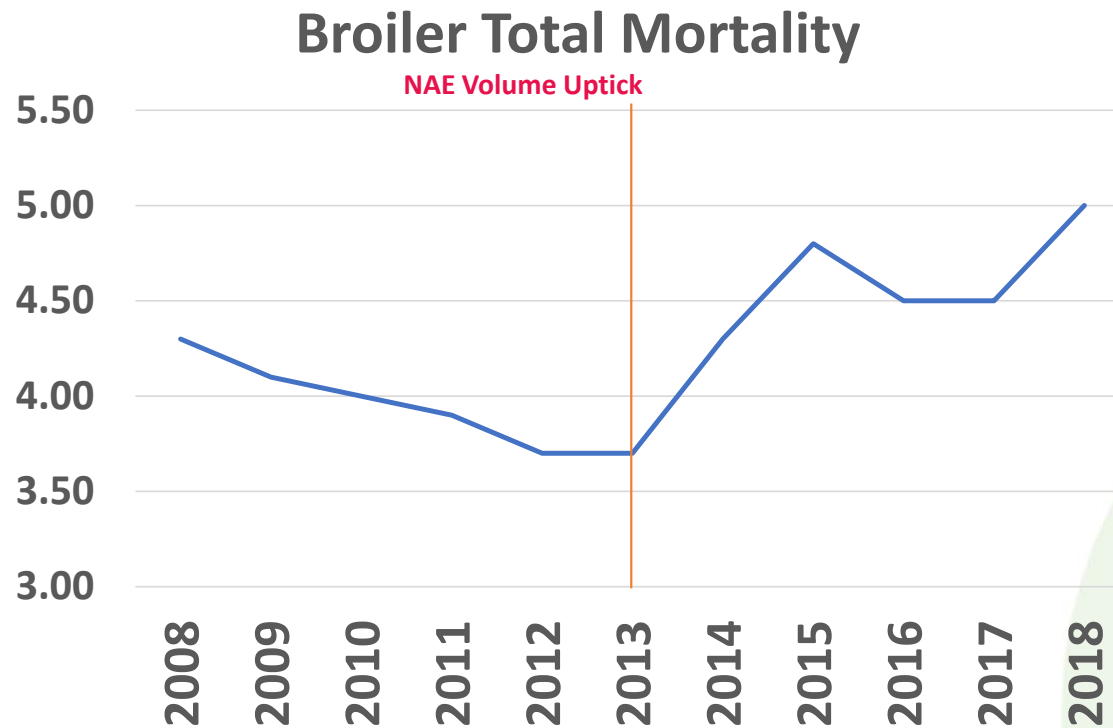
# Broiler Mortality Trending up for First Time in 90 Years



Source: National Chicken Council used with permission



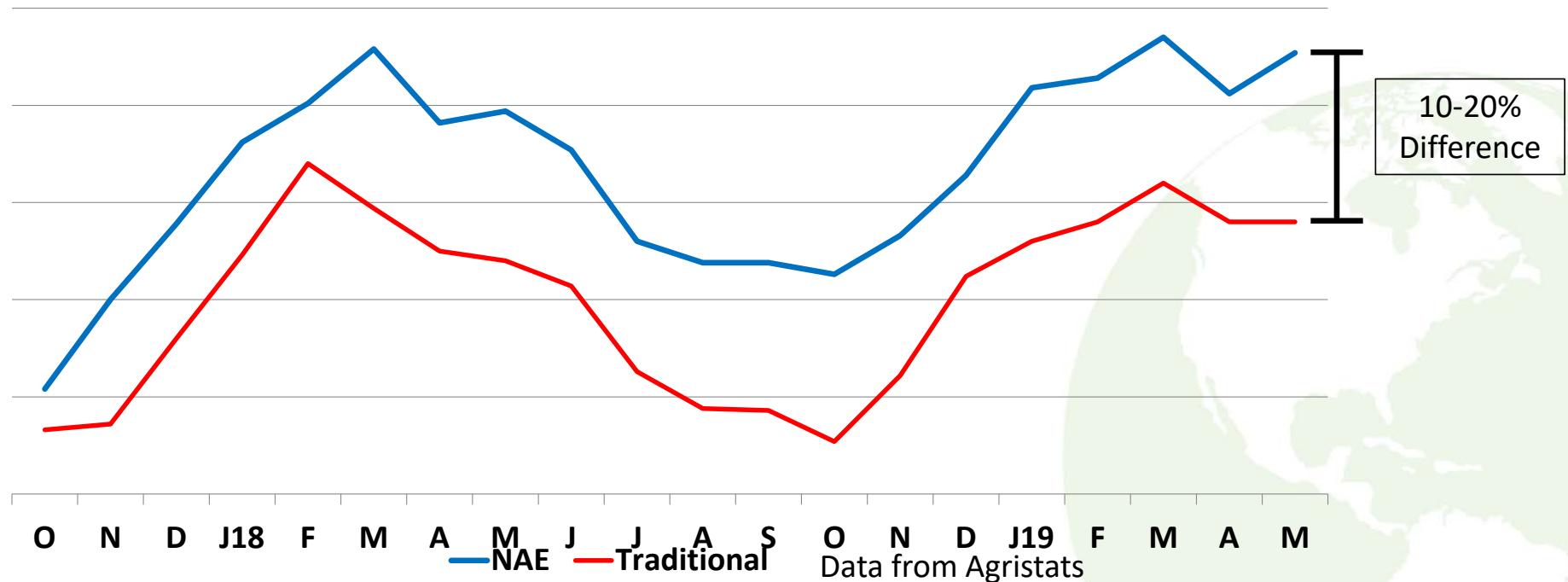
# Broiler Mortality Trending up for First Time in 90 Years



Source: National Chicken Council used with permission



# % Adjusted Mortality\* : NAE (6 lb) vs. Traditional (7 lb) Oct 2017 – May 2019



Data from Agristats  
\*Mortality adjusted for live wt: 1.0 lb = 0.50%



# A Better Solution: When we know better we can do better

The goal is to create an umbrella multi-protein animal production standard that has meaning and value...

without letting **perfect** get in the way of creating something that is **better**



# One Health Certified Standard Coalition

- A **volunteer coalition of technical experts** from animal agriculture companies, NGOs and academia was formed to create initial One Health technical standards

## **One Health Certified volunteer coalition includes:**

- Three (3) **animal production companies** in each respective commodity group  
Chicken (15%), Turkey (45%) and Pork (20%)
- **NGOs**
- **University scientists**
- **Government advisers:** USDA-AMS, NRCS, ERS, FDA, FSIS, CDC, APHIS One Health Joint Working Group
- **Customer feedback:** 43+ national/regional retailers, wholesalers and restaurants





A new comprehensive **multi-protein** umbrella animal production standard named **One Health Certified™**

The new standard is based on the core principles of **One Health: animal well-being, antibiotic stewardship and environmental impact**

**A system based certification creates a reliable supply chain for customers**

**Open certification available to all producers with compliance assured by USDA-AMS government audits**





**One Health Certified™** is a continuous improvement program with regularly scheduled updates managed by an independent land grant university

Technical experts from multiple stakeholders including animal agriculture, NGOs and universities will be represented in the One Health Certified governance structure

**Food security is a goal of One Health Certified:** Alignment and certification of animal production practices with program guidelines will be accomplished in sustainable ways



# ONE HEALTH CERTIFIED PROGRAM

## FIVE CORE PRINCIPLES

### 1. DISEASE PREVENTION

A biosecurity program designed to keep animals free of diseases

### 2. VETERINARY CARE

A veterinary health program that includes a comprehensive animal health plan with action thresholds that direct prompt treatment of sick animals

### 3. RESPONSIBLE ANTIBIOTIC USE

Restrictions on the use of antibiotics important in human medicine

### 4. ANIMAL WELFARE

A third-party audited animal welfare program following established science-based standards

### 5. ENVIRONMENTAL IMPACT

Environmental measurements that calculate the carbon footprint to produce the meat and required waste management programs



# Responsible Antibiotic Use

- The One Health Certified program includes **restrictions on the use of antibiotics considered medically important to humans by the FDA**
- Medically important antibiotics:
  1. May only be used to treat and control disease
  2. Cannot be used for prevention purposes or administered in a regular and repeating manner
  3. Must be administered to the fewest number of animals possible when used
- Antibiotics deemed not important to humans may be used in accordance with FDA regulations
- Treatment outcome measurements
- Detailed annual reporting of all antibiotic use

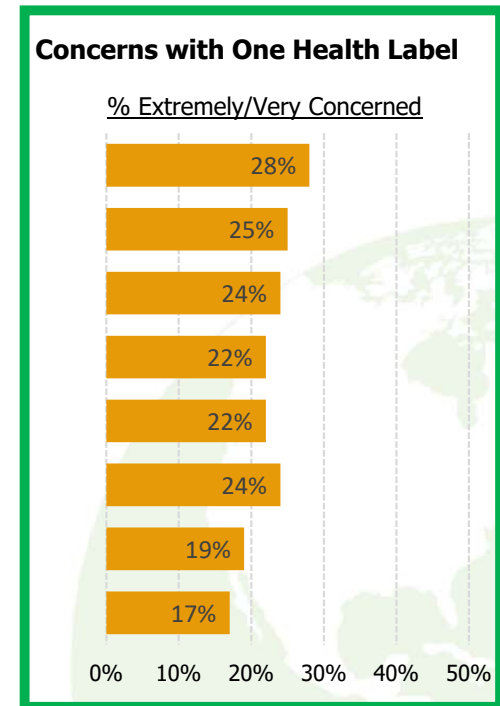
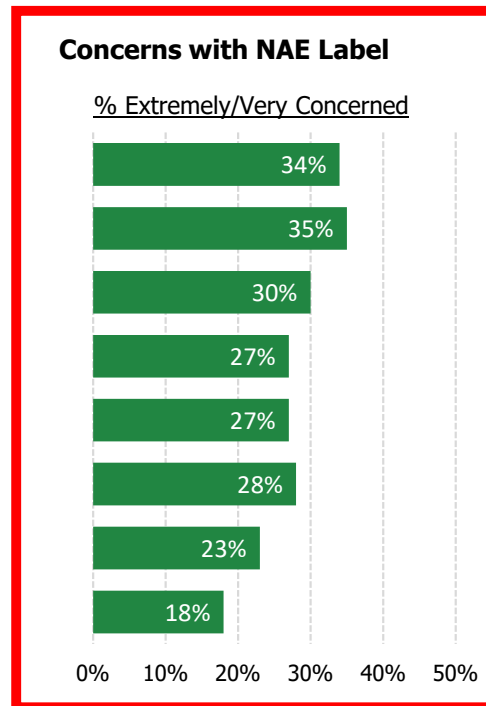
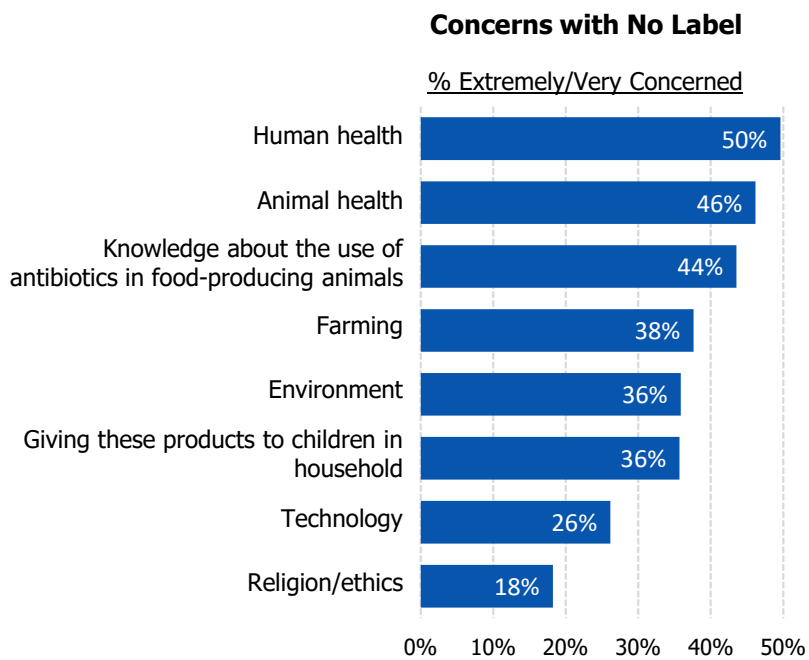


# Co-labeling of One Health Certified with most other animal production label claims is not allowed



# Fewer Concerns with One Health Label

Concerns with the meat product drop most with One Health Label compared to Both No Label and NAE



Q19: Take a look at this image of a package of [pork chops/chicken breasts]. Please indicate your level of concern about this food for each of the following issues. (n=1,003)

Q20: Now take a look at this image of a package of [pork chops/chicken breasts] with a "No Antibiotics Ever" label. Please indicate your level of concern about this food for each of the following issues. (n=1,003)

Q21: Now take a look at this image of a package of [pork chops/chicken breasts] with a "One Health Certified" label. Please indicate your level of concern about this food for each of the following issues. (n=1,003)



# How do consumers value the One Health Certified program?

## PREFERRED LABEL



## WOULD PAY MORE



## VALUE VS NAE



Online survey of 1,003 consumers conducted by International Food Information Council Foundation, December 2018



# When will One Health Certified products be available?

**Late 2019: Chicken and Turkey**

**Early 2020: Pork**



# Summary

- Current meat labels are confusing for consumers
- Extreme programs have negative unintended consequences
- One Health Certified is a new multi-protein consumer choice program that ***takes care of the animals*** and addresses important issues in animal agriculture ***via a balanced One Health approach using responsible best practices*** in a transparent continuous improvement process

# Questions?

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