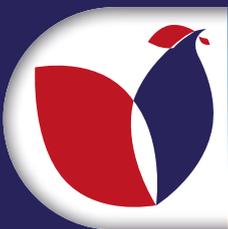


**BRITISH  
POULTRY COUNCIL**

The voice of the British poultry meat sector



**ANTIBIOTIC  
STEWARDSHIP**

**REPORT 2018**



# CHAIRMAN'S MESSAGE

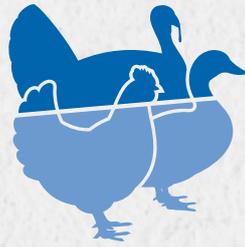
“Poultry is half of the meat eaten in the UK and we use less than 9.7% of the total antibiotics licensed for food producing animals. We have successfully reduced our antibiotic use by 82% in the last six years and have stopped all preventative treatments as well as the use of colistin. The highest priority antibiotics that are critically important for humans are used only as a ‘last resort’.

Through BPC Antibiotic Stewardship, the British poultry meat sector is delivering excellence in bird health and welfare by monitoring and reviewing on-farm management practices and ensuring responsible use of antibiotics throughout our supply chain. We’re committed to ensuring that antibiotic therapies are used with good animal husbandry techniques, ‘only when necessary’, and under the direction of a veterinarian, to protect the health and welfare of birds under our care.”

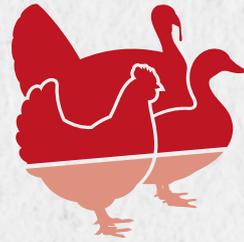
**John Reed, Chairman, British Poultry Council**

“ BPC Antibiotic Stewardship continues to set an outstanding example of how to use antibiotics responsibly. **Professor the Lord Trees, Crossbench Peer** (the only vet in Parliament) ”

# RESPONSIBLE USE OF ANTIBIOTICS



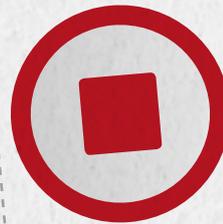
**39.36% REDUCTION**  
in the total use of antibiotics in the last year (2016-2017)



**82% REDUCTION**  
in the total use of antibiotics in the last six years (2012-2017)



**91% REDUCTION**  
in the use of Fluoroquinolones, Critically Important Antibiotic for human health (2012-2017)



**STOPPED**  
PROPHYLACTIC USE OF ANTIBIOTICS



**RESTRICTED**  
THE USE OF ANTIBIOTICS CLASSIFIED AS HIGHEST PRIORITY CRITICALLY IMPORTANT BY THE WHO



**BANNED**  
THE USE OF THIRD AND FOURTH GENERATION CEPHALOSPORINS

# OUR MISSION

To deliver excellence in bird health and welfare; to ensure responsible use of antibiotics, and to safeguard the efficacy of antibiotics.

UK poultry farmers and veterinarians need antibiotics in their toolbox to preserve the health and welfare of our birds. Delivering excellence in bird health and welfare is the foundation of responsible use of antibiotics.

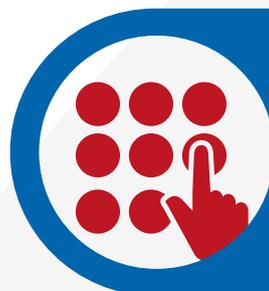
The British poultry meat industry stands committed to using antibiotics responsibly and 'only when necessary' to protect the health and welfare of our birds.

We're committed to upholding UK's position at the forefront of international efforts to keep antibiotics effective for future generations and tackling Antimicrobial Resistance.

The achievements made by members of the BPC are remarkable. Continuously reviewing on-farm biosecurity and disease management practices whilst ensuring prudent use of antibiotics is integral to the sustainability of British agriculture. The dedication and determination of BPC's members to deliver responsible reductions in the use of antibiotics will help to protect and preserve the efficacy of antibiotics going forward.

**Christine Middlemiss,**  
Chief Veterinary Officer, UK

## DELIVERING EXCELLENCE IN BIRD HEALTH AND WELFARE



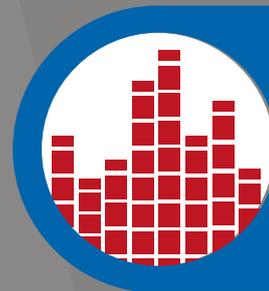
**DATA COLLECTION**



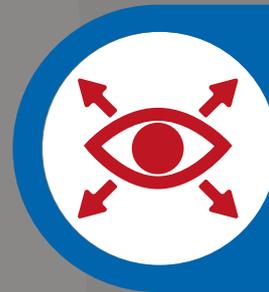
**RAPID ON-FARM DIAGNOSTICS**



**SHARING BEST PRACTICE**



**UNDERSTANDING PATTERNS OF RESISTANCE**



**LOOKING AT ALTERNATIVE STRATEGIES**

# OUR SUCCESS STORY



With poultry being half the meat eaten in the country, British Poultry Council Antibiotic Stewardship has a crucial role in delivering excellence in bird health and welfare; ensuring responsible use of antibiotics, and safeguarding the efficacy of antibiotics.

Since 2012, BPC Antibiotic Stewardship has led the way in understanding its use of antibiotics which has delivered an 82% reduction in the overall use of antibiotics including a 91% reduction in the use of Fluoroquinolones (Critically Important Antibiotic for human health). Poultry meat production has increased by 10% in the last six years (2012-2017).

**The success of our Stewardship is down to the commitment of the sector and its people to only use antibiotics when necessary to treat sick birds. An openness in the sector to accept change, encourage innovation and share best practice has taken us from strength to strength.**

**UK poultry farmers and veterinarians need antibiotics in their toolbox to preserve the health and welfare of our birds. Responsible use of antibiotics is about so much more than reduction targets. Zero use is neither ethical nor sustainable as it goes against farmers' duty to alleviate pain and suffering.**

## REPLACE, REDUCE AND REFINE...

These are the cornerstones of our Stewardship and are implemented by our people at every step of the production chain.

### REPLACE

Review and replace antibiotics used where effective alternatives are available.

### REDUCE

Reducing the number of birds receiving treatment, through systems based on risk assessments.

### REFINE

Continue to refine existing strategies, using data collection.

## THE 5 FREEDOMS OF HUSBANDRY

- FREEDOM from hunger and thirst
- FREEDOM from discomfort
- FREEDOM from pain, injury and disease
- FREEDOM to express normal behaviour
- FREEDOM from fear and distress

## THE 3 ESSENTIALS OF STOCKMANSHIP

- KNOWLEDGE of animal husbandry
- SKILLS in animal husbandry
- PERSONAL QUALITIES of the stockman

# DELIVERING EXCELLENCE IN BIRD HEALTH AND WELFARE



DATA  
COLLECTION



RAPID ON-FARM  
DIAGNOSTICS



SHARING BEST  
PRACTICE



UNDERSTANDING  
PATTERNS OF  
RESISTANCE



LOOKING AT  
ALTERNATIVE  
STRATEGIES



## DATA COLLECTION

The poultry meat sector became the first UK livestock sector to pioneer a data collection mechanism and share antibiotic usage data with the Government's Veterinary Medicines Directorate (VMD). Data collected by the BPC is published every year as part of the UK-Veterinary Antimicrobial Resistance and Sales Surveillance (UK-VARSS) Report. The BPC collects and monitors usage of all antibiotic classes in the UK poultry meat industry to promote and apply best practice throughout the supply chain.



## RAPID ON-FARM DIAGNOSTICS

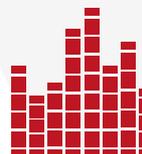
We want to use the diagnostic and sensitivity testing tools used in human medicine to better map bird health and welfare, evaluate the impact of disease control programmes and implement robust surveillance. We are working with animal and human health experts to develop a methodology for rapid on-farm diagnostics to increase speed of antibiotic sensitivity testing and ensure early diagnosis.

**We prioritise the health of our birds without the need for prophylactic antibiotics and ensure successful delivery of the first principles of animal husbandry, hygiene and stockmanship.**



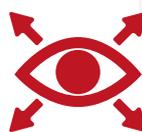
## SHARING BEST PRACTICE

Since 2011 we have led the way in improving the sector's understanding of its use of antibiotics and facilitated sharing of best practice on responsible use of antibiotics with other livestock sectors in the UK and across the world. By using antibiotics responsibly and sharing learnings and success stories, BPC members (who represent 90% of UK poultry meat production) openly communicate their actions and share best practice in a pre-competitive way.



## UNDERSTANDING PATTERNS OF RESISTANCE

We are stepping-up our efforts in responsible use of antibiotics and are working with the Government to contribute to the 'One Health' approach set out by the UN on Antimicrobial Resistance. The British poultry meat sector is committed to supporting scientific research into examining the link between antibiotic use and resistance in the poultry production chain, understanding patterns of transmission, and tackling antimicrobial resistance.



## LOOKING AT ALTERNATIVE STRATEGIES

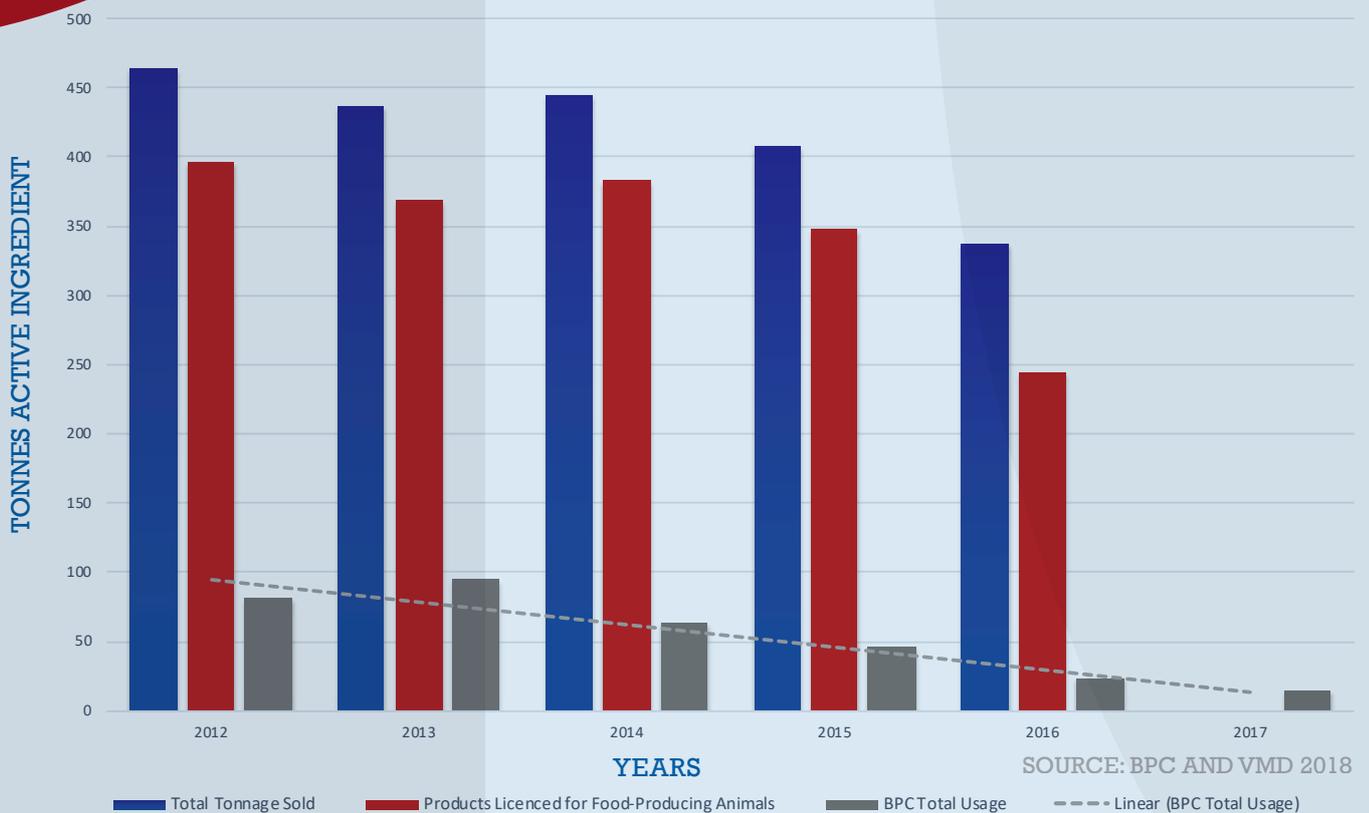
The British poultry meat sector is committed to keeping pace with science and innovation and exploring alternatives to antibiotics.

# ANTIBIOTIC USE BY THE UK POULTRY

In 2017, the poultry meat sector used 14.38 tonnes of antibiotics and achieved an 82% reduction in the net use of antibiotics as compared to 2012.

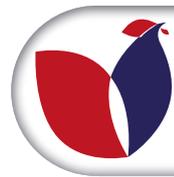
In the last year, the sector has achieved a 39.36% reduction in net use of antibiotics (23.72 tonnes used in 2016).

## TONNES OF ANTIBIOTICS SOLD OR USED IN THE UK



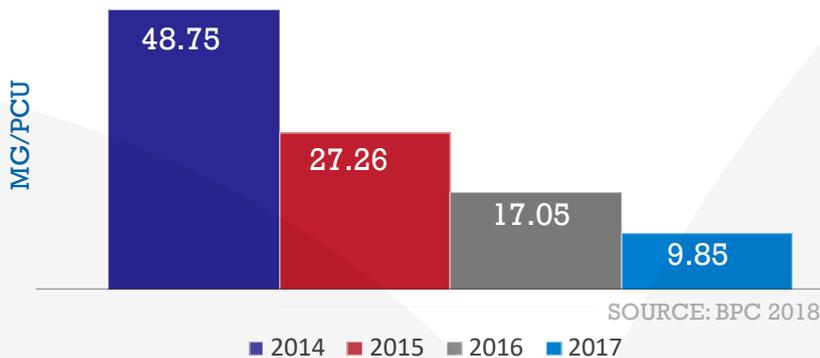
In 2016, the sector used 9.72% of the total antibiotics licenced for use in food producing animals as compared to 21% in 2012.

# ICS USED RY MEAT SECTOR



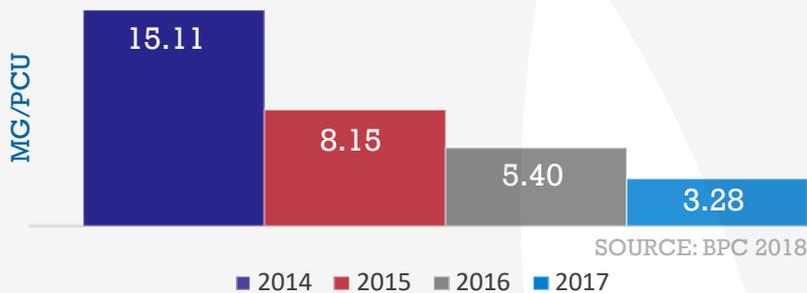
## ANTIBIOTIC STEWARDSHIP

### ANTIBIOTICS USED IN CHICKENS



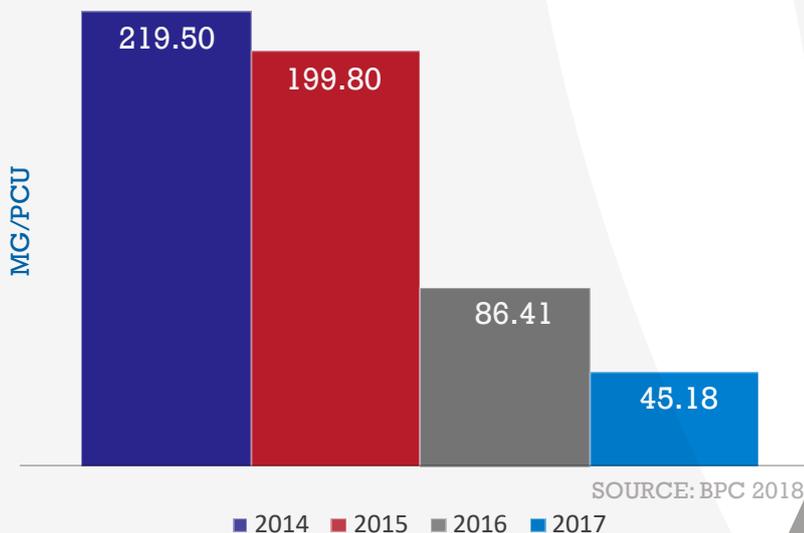
■ 2014 ■ 2015 ■ 2016 ■ 2017

### ANTIBIOTICS USED IN DUCKS



■ 2014 ■ 2015 ■ 2016 ■ 2017

### ANTIBIOTICS USED IN TURKEYS



■ 2014 ■ 2015 ■ 2016 ■ 2017

We're following the Government approved sector specific targets developed by the Responsible Use of Medicines in Agriculture Alliance (RUMA) Targets Task Force (TTF). The UK poultry meat sector's antibiotic use is under the TTF target set for chickens (25mg/pcu) and turkeys (50mg/pcu).

The British poultry meat sector has made great strides and achieved a 60.44% reduction in overall antibiotic use in chickens, a 59.57% reduction in the overall use in ducks, and an 80.90% reduction in the overall use in turkeys in the last three years.



# CRITICALLY IMPORTANT ANTIBIOTICS



**ANTIBIOTIC STEWARDSHIP**

## FOLLOWING WHO GUIDELINES ON CIAs

The British Poultry Council has shown the world that reducing the use of medically important antimicrobials is a win-win situation. Production has increased by 10% even with the reduction in the use of antibiotics by 82%. We hope this sets an example for the global poultry industry and indeed, for other food and farming sectors

**Dr Marc Sprenger, Director, Antimicrobial Resistance Secretariat, WHO**

BPC Antibiotic Stewardship follows the World Health Organisation (WHO) guidelines on the use of Critically Important Antibiotics (CIAs).

**The UK poultry meat industry uses the highest priority critically important antibiotics only as a 'last resort'.**

**The use of Macrolides and Fluoroquinolones is permitted only after consultation with the supervising veterinarian and after alternative options have been explored.**

While the level of antibiotics used in UK poultry meat production is at a five-year low, we have also significantly reduced the use of highest priority antibiotics that are critically important for humans.

### THE UK POULTRY MEAT SECTOR HAS:



**STOPPED**  
USING 3<sup>RD</sup> AND 4<sup>TH</sup> GENERATION CEPHALOSPORINS SINCE 2012



**STOPPED**  
USING POLYMYXINS (COLISTIN) SINCE 2016



**MINIMISED**  
THE USE OF CIAs IN THE LAST SIX YEARS



### WHAT ARE CRITICALLY IMPORTANT ANTIBIOTICS (CIAs)?

The World Health Organisation (WHO) categorises five classes of antibiotics as 'highest priority critically important for human medicine' which means that they are the sole or one of limited available therapies to treat serious bacterial infections in people. These include: Fluoroquinolones, Cephalosporins (3rd and higher generation), Macrolides and Polymyxins.

# USE OF ANTIBIOTIC CLASSES

2012 - 2017



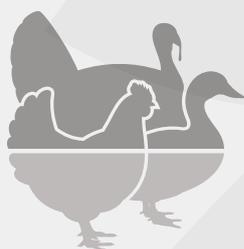
**91%**

**REDUCTION**  
in the use of (CIA)  
Fluoroquinolones



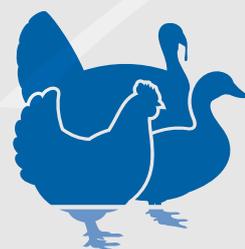
**76%**

**REDUCTION**  
in the use of (CIA)  
Macrolides



**60%**

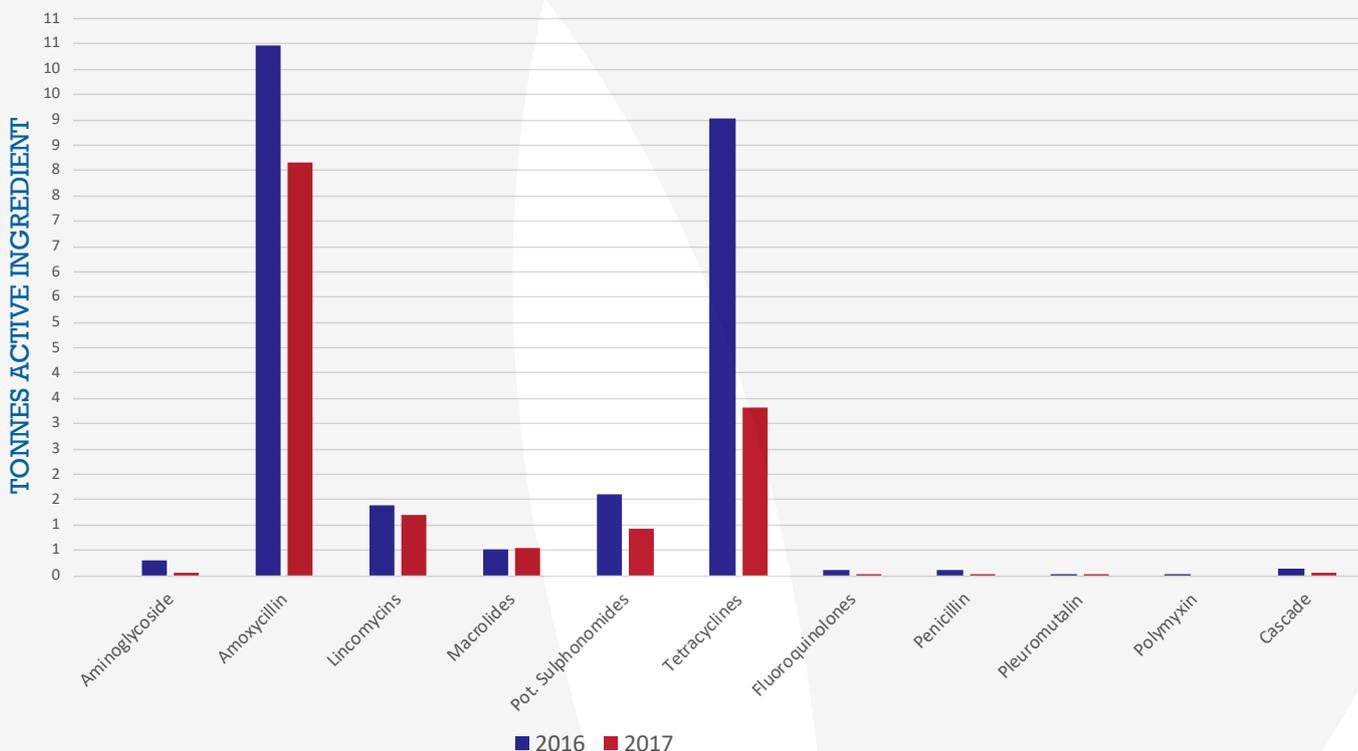
**REDUCTION**  
in the use of  
Amoxycillin



**93%**

**REDUCTION**  
in the use of  
Tetracyclines

## USE OF ANTIBIOTIC CLASSES BY ACTIVE INGREDIENT IN 2017



We have seen significant reduction across all classes of antibiotics used in the last two years, most notably, a 63.09% reduction in the use of tetracyclines and a 22.02% reduction in the use of amoxycillin. This is a result of the high level of commitment displayed by poultry farmers and veterinarians in implementing the Stewardship principles.

# PUNCHING ABOVE OUR WEIGHT

Nearly a billion birds are reared for food every year in the UK, providing half the meat that the country eats. The British poultry meat sector influences some of the most pressing social issues of our time, from food security to nutritional health, from animal health and welfare to ensuring everyone has access to safe, wholesome and nutritious food.

Our world-class farming and animal welfare standards are at the heart of British poultry meat sector's contribution towards feeding the nation. We take pride in our commitment to deliver excellence in bird health and welfare; to ensure responsible use of antibiotics, and to safeguard the efficacy of antibiotics.

**The British poultry meat industry is amongst the world leaders for knowledge and practice on responsible use of antibiotics. We're delighted to have established ourselves as the 'pathfinders' for the rest of the food and farming sectors in the UK and across the world.**



## JOINED-UP APPROACH TO TACKLING AMR

We're committed to upholding UK's position at the forefront of international efforts to keep antibiotics effective for future generations and tackling Antimicrobial Resistance. The fact we have met the Government approved sector specific targets two years ahead of schedule shows our approach is working.

Through more coordinated action between poultry farmers, veterinarians, producers as well as policy makers at local, regional, national and global levels, we will continue preserving the efficacy of our antibiotics and contribute to turning the tide against antimicrobial resistance.

The impressive reductions achieved demonstrate the commitment of BPC members to protect the health and welfare of British poultry whilst safeguarding human health. The BPC and its members have demonstrated what can be achieved with will, strong leadership and teamwork. This success puts the poultry sector at the vanguard globally on antibiotic stewardship.

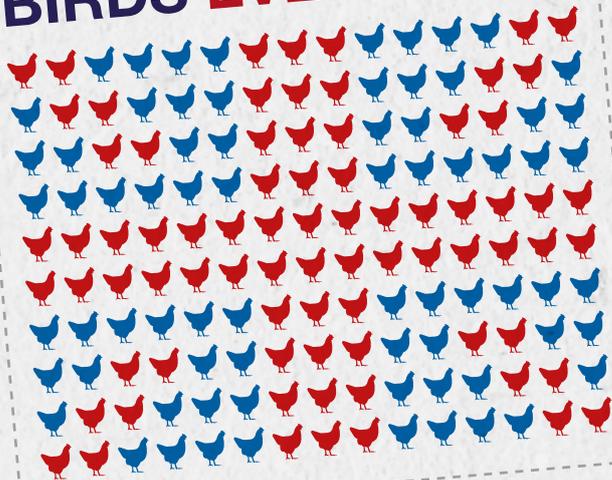
**Professor Peter Borriello,  
CEO, Veterinary Medicines  
Directorate**

POULTRY IS  
**HALF THE MEAT**  
EATEN IN THIS  
COUNTRY

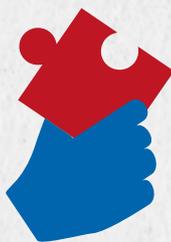


...AND GROWING

ON COURSE  
TO GROWING  
**ONE BILLION**  
BIRDS EVERY YEAR



**DOES NOT**  
RECEIVE SUBSIDY  
THROUGH THE  
COMMON  
AGRICULTURE POLICY



TAX CONTRIBUTION  
TO THE EXCHEQUER  
**OVER £1 BILLION**  
PER YEAR

GVA CONTRIBUTION  
**£4.6 BILLION**  
PER YEAR

# FAQS

## FREQUENTLY ASKED QUESTIONS

With the aim to debunk some of the misconceptions around antibiotic usage in the poultry meat sector, here are some FAQs:

**Do large and small farms face the same challenge of antimicrobial resistance?**

The size of the farm or the production system, has no link whatsoever with the development of resistance.

**Will reducing the use of antibiotics mean less instances of resistance?**

Reducing, refining and replacing use of antibiotics helps reduce selection as strains can occur naturally as well as through misuse of antibiotics. However, reducing antibiotic usage doesn't necessarily lessen resistance. Bacteria resistant to some antibiotics used in human health have been found on farms that have never used that antibiotic.

**Are antibiotic residues found in the chicken we eat?**

No. When we eat chicken, we're not eating the antibiotics that the bird may have been given. There are strict regulations governing withdrawal period (how much time passes between when an animal is last treated with antibiotics and when it leaves the farm) that ensures that there are no residues in the meat.

**Are antibiotics used for growth promotion?**

No. The use of antibiotics for growth promotion has been banned across the EU since 2006.

**Why treat whole flocks?**

Oral treatment of flocks under veterinary supervision is the most effective and practical method of treatment.



# BRITISH POULTRY COUNCIL

The British Poultry Council is the trade association for those involved in the production of poultry meat – chicken, turkey, duck, and goose – in the UK. Our member businesses account for nearly 90% of the production in this country and cover the whole food chain: breeding, hatching, growing, slaughter, processing, and packing.

The British poultry meat sector is feeding the nation with safe, wholesome, and nutritious food. From two and a half thousand farms across the UK, our skilled and dedicated farmers grow nearly a billion birds every year to standards that are among the best in the world.

## CONTACT US



[www.britishpoultry.org.uk](http://www.britishpoultry.org.uk)



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