



# **Vi Konsumenter**

***Workshop 8 May 2019***

***Antibiotic & Resistance***

***Pig Meat Production and Consumption***

The role of consumers,  
Past and Present

**Gunnela Ståhle**

Vi Konsumenter

# ***PAST***

- 1981 The campaign against the use of antimicrobial feed additives was media driven not consumer driven. Sweden did not have any real consumer organisation
- Farmers and politicians reacted – antibiotic resistance - consumers confidence
- 1984 Law on feed claim on veterinary prescription
- 1986 Stop for the general use of antibacterial feed additives

1981

30 ton antibiotika  
till de svenska  
slaktdjuren varje år

ÄR

GRISKÖTTET

FARLIGT

ATT ÄTA?

otstånd mot tillsatser  
i livsmedel

— Våra husdjur  
får aldrig  
exploateras  
i onödan

Anders Dahlgren:  
Skär ned  
antibiotikan

edicinflod till djuren hot mot vår hälsa

"Satsa hellre på bättre miljö"

30 ton  
antibiotika

Nu måste vi kräva

# Swedes limit Antibiotics in Livestock

## International Herald Tribune Juli 1985

International Herald Tribune, 1:a sidan 6-7 juli 1985.

### Swedes Limit Antibiotics In Livestock

*Reuters*

STOCKHOLM — Sweden will become the first country in the world to ban the use of antibiotics to make animals grow faster, the Swedish Farmers' Meat Marketing Association said Friday.

Under a law sponsored by the association that will take effect in January 1986, the use of antibiotics in the future will be allowed only for preventing or curing animal diseases. The ban will not, however, apply to imported meat.

The Swedish association said keeping animals contented and improving their environment was a more effective way of promoting growth than the use of antibiotics.

"Sweden is ahead in this area and we expect that the antibiotics ban will promote both the internal market and Swedish meat exports," an association spokesman said.

The association said consumers' concern was one of the main factors behind its sponsoring of the ban. The organization represents

# ***Swedish EU-membership 1995***

- **Sweden decides to try to convince the EU to follow the Swedish ban on using of growth promoters in feed.**
- **Consensus among all stakeholders; ministry, producers, consumers and other NGO:s and authorities**
- **Commitment to act on our respective arena**

# Arguments used by Swedish Farmers 1996 -



# ***Consumers actions to convince EU***

- **Swedish Consumer Organisation – arranged a seminar together with Swedish Farmers March 1996 in Brussels**
- **Euro Coop position 1998**
- **Swedish Consumers conference with European consumers organisations in Stockholm Oct 1997**
- **ECOSOC report on initiative from Swedish Consumers Council 1998. Resistance to antibiotics as a threat to public health (Otto Cars)**

## **BEUC position-paper on the use of antimicrobials in animals, 1998**

The use of antimicrobials in feed as growth promoters should not be allowed. Their use should be restricted to treatment and - under special circumstances- prevention of disease



# Vi Konsumenter

- 2010 Vi Konsumenters proposal to Swedish Consumer Organisation, october 2010

## ***AIM***

Consumer Organisations play an active role in prevention of increased risk of antibiotic resistance

- We have a responsibility as
  - consumer of food
  - consumers of health care/patients
  - consumers of health care of pets/animal owners

# Consumers actions 2010 -

- 2010, october Vi Konsumenter together with Eurogroup for Animals met BEUC and proposed action
- 2011, january Swedish Consumers arranged seminar about the use of Antibiotics in Stockholm
- 2013 BEUC demands it's member organisations to look for campylobacter and ESBL in chicken. In Sweden Consumer Paper Råd & Rön

# **Meeting with BEUC 2010**

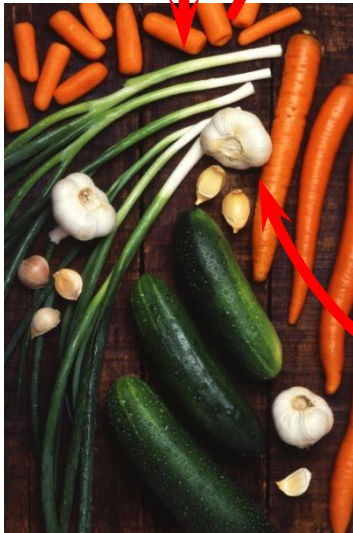
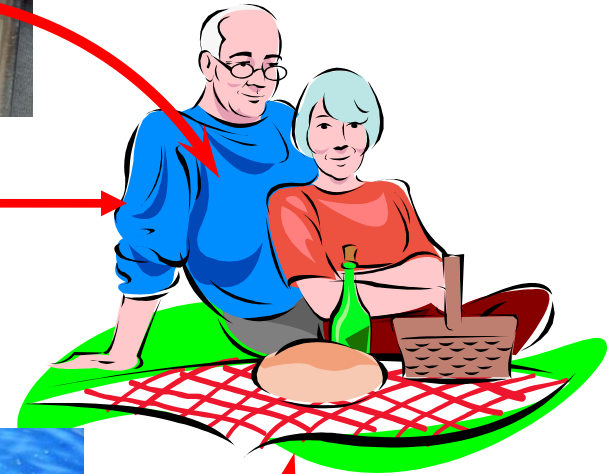
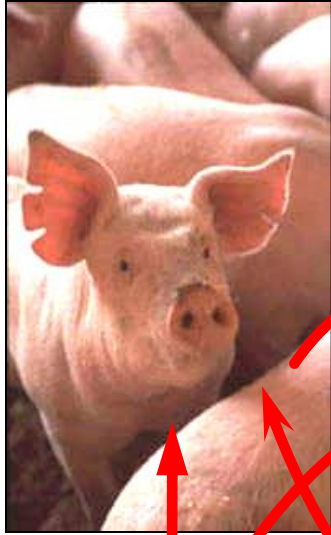
- **Prudent, restrictive and controlled, use of antibacterial drugs is absolutely necessary**
- **Restrictions on medicinal and veterinary prescription must be implemented**
- **Information to motivate all stakeholders including the general public and agricultural societies – it is everybody's responsibility**

# **Vi Konsumenter**

**Almedalen, seminars together with Swedish  
Animal Health Scheme**

**2013 "Antibiotics and your choice of Meat"**

**2014 "Antibiotic Foot print – consumers' choice of meat  
and the effect of raw material on the development of  
antibiotic resistance"**



***” As consumers it is not acceptable  
that we should solve the problems  
with food contaminated with  
antimicrobial resistant bacteria in the  
kitchen”***

Gunnela Ståhle, Vi Konsumenter

***La Presse , Canada 22april 2013***

***Marie Allard***

**”La connexion est claire: plus on utilise  
d’antibiotique, plus on a de problemes de  
resistance” dit d ’agronome Gunnela  
Ståhle, qui a fait de cette lutte son principal  
cheval de bataille**

# BEUC conclusion on test of chicken and meat 2013

- **In 6 EU countries, more than 70% of the meat products tested were contaminated with antibiotic-resistant bacteria.**



# ***BEUC campaigning***

- 2014 June Antibiotic Use in Livestock: Time to act
- 2014 November Prescription- Action
- 2015 BEUC wants member organisations to claim action from retailers to contribute to fight against antibiotic resistance by not buying meat produced with antibiotics used routinely

# Antibiotics use in livestock:

## Time to act

...



# **Antibiotics use in livestock:**

## **Time to act**

- **Restrict the use to therapeutic use**
- **Individual treatment as norm - herd treatment as exception**
- **Improving animal health**
- **Decoupling veterinarians' right to both prescribe and sell antibiotics**
- **Restricting the use of beta-lactam antibiotics, including cephalosporins, and other critically important antibiotics**
- **Implementing strict restrictions on '*off-label use*'**
- **Testing meat products**
- **Collecting data on the use of antibiotics at farm level**

## BEUC statement

- **Full responsibility should not fall on consumers who should be provided with safe food.**

# BEUC prescription campaign 2014

- **Prescription**
- **Prescriber's name:** The European Consumer Organisation ( BEUC)
- **Date:** 18/11/2014
- Tough remedies are needed to tackle antibiotic resistance.
- Below are recommended ways of boosting the European Commission's proposal on veterinary medicines as it is being discussed in the Council and European Parliament.
- The health of consumers' is in your hands.
  
- 1. Limit
- the use of antibiotics to sick animals.
  
- 2. Safeguard
- antibiotics critically important for treating people by: - ending use in farm animals of modern cephalosporins and fluoroquinolones -resistance to which is already high; - limiting use of others.
  
- 3. Reduce
- the need for antibiotics by improving farming practices such as hygiene and animal care.
- Prescriber signature:
- More info
- Co-funded by the European Union

# Sveriges konsumenter 26 november 2015

## Press release

- *Snabbmatskedjor uppmanas bidra i kampen mot antibiotikaresistens*
- Ökad antibiotikaresistens ses som ett av de största hoten mot mänskligheten och en hållbar utveckling. Nu uppmanar konsumentorganisationer över hela världen de stora snabbmatskedjorna att sluta servera kött från djur som rutinmässigt ges antibiotika.

# Swedish Retailers agreement

## February 2016

- Ban on growth promoting
- Veterinary prescription
- Documentation on consumption on farm
- Investigation by vet and action in case of repeated use to certain categories of animals

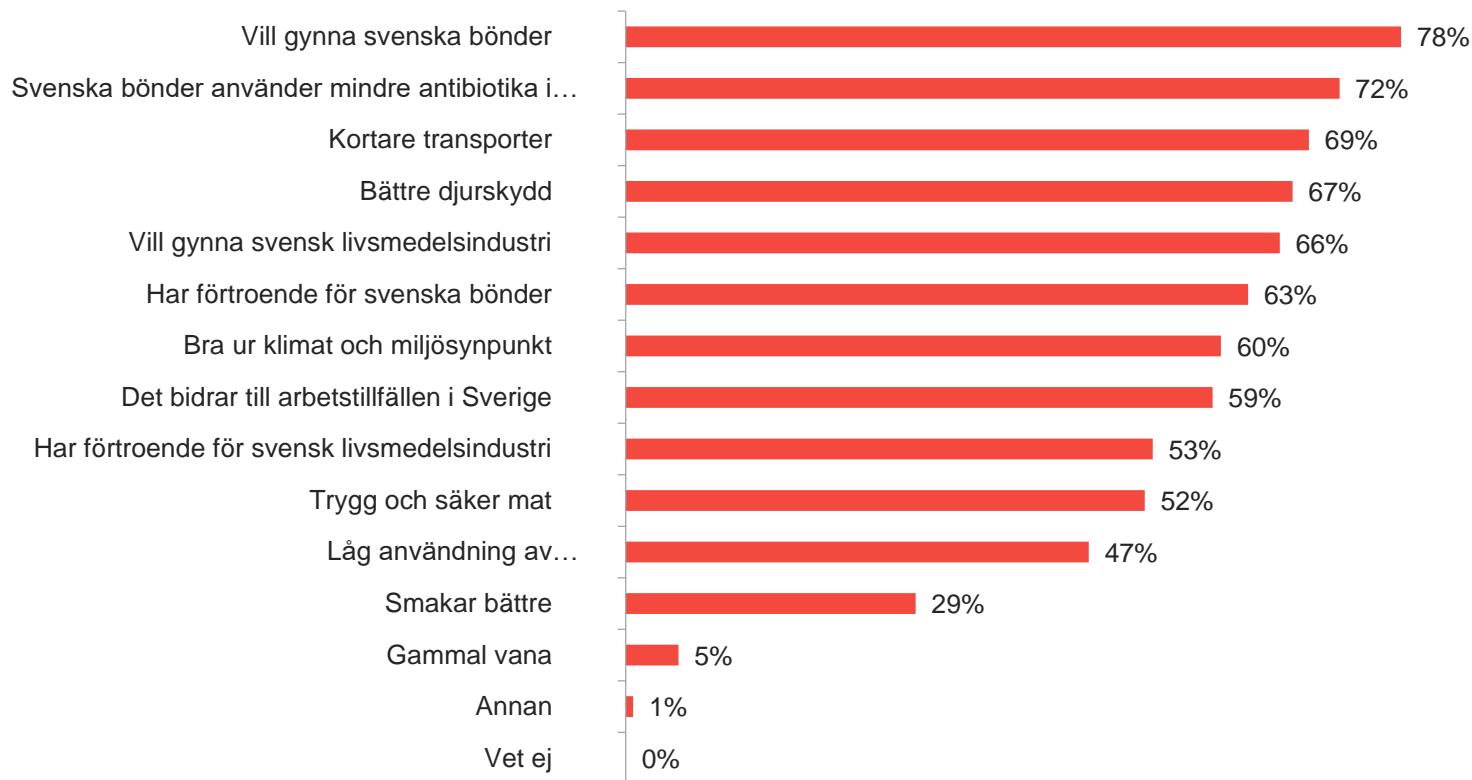
# Referendum EU-parliament

## 26 May 2019

- 2014
  - Focus on animal welfare – pig tails
  - Antibiotics MRSA - Denmark
  - Party candidates present themselves as animal welfare freindly and care for a strict use of antibiotics
- 2019
  - MP, Green party and Centerparty focus animal welfare and antibiotic use and resistance. Other parties?



## Attitydmätning ursprung 2018 – Orsaker till att välja svenskt ursprung, You gov ~~Svenskmärking~~ AB nov2018



Av vilka orsaker väljer du mat och dryck av svenskt ursprung? Du kan ange flera svar. Kryssa även i dem som du angett i förra frågan

Bas: Köper mat och dryck av svenskt ursprung (378)

# *The fight against antibiotic resistance - everybody's responsibility!*

What can I do as

- **Consumer**
- Decision maker
- Doctor/veterinarian
- producer/retailer/restaurarant
- Animal owner
- Public procurer

Seminar Vi Konsumenter Almedalen 2014



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