Challenges Facing the Meat Industry at Home and Abroad
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IN THE SCIENCE ARENA...
2016-17 Key Priorities

• Dietary Guidance
• IARC’s Evaluation of Red and Processed Meats
• Antibiotic Use and Resistance
• Pathogen Control
Dietary Guidance

• Champion attainable and achievable dietary guidance
• Provide scientific support for the role of meat and poultry in the diet
• Favorably position the role of red and processed meats in a healthy, well-balanced diet that is science-based and achievable in the current food supply
IARC’s Evaluation of Red and Processed Meat

- Develop scientific response to the IARC *Monograph Report*.
- Report Expected late 2016 or early 2017
Pathogen Control

• Provide scientific foundation for industry to respond to any regulatory policies

• Research Activities
  – Research Foundation Funding $200K in 2016
  – Beef Board Funding $400K in 2016

• Whole Genome Sequencing Working Group
Whole Genome Sequencing (WGS)

• CDC
  — Greater confidence matching food and isolates
  — Allows for narrower/more specific identification of outbreaks

• USDA
  — 5,000 Isolates to be sequenced and uploaded in data base
  — Completed phase in as the primary method by 2023
Antibiotic Use and Resistance

• Support the prudent and judicious use of antibiotics in food animal production
• Support maintaining the ability to medically treat animals to maintain the highest standard of animal welfare practices
Antibiotic Use and Resistance

• Oppose legislative or administrative actions that would ban the use of antibiotics for the treatment of animal diseases or that would restrict medical decisions by veterinarians to treat animals

• Support ongoing and future research for therapeutic options and further understanding on how resistance is developed and transmitted among humans, animals, and other living organisms
Antibiotic Use and Resistance

• Upmost importance to the President who established by Executive Order an Advisory Committee to address the public health concerns of antibiotic resistance

• Producers should consider ways to proactively address this issue and be a leader of developing solutions vs. being mandated, which will likely happen through Regulation or at worse Legislation
Residue Violation Prevention

- Supported the successful combined efforts of producers, Livestock Marketing Association, and sales barns across the US to identify animals, prior to sale, originating from known repeat violator producers
  - Has limited the overall numbers of violations being identified at harvest facilities
  - Has prevented USDA from taking the position that more regulation is necessary (so far*)
IN THE REGULATORY ARENA
2016-17 Key Priorities

- *Salmonella* Policy
- Labeling
- Proposition 65
- Humane Slaughter/Animal Handling
Salmonella Policy

- FSIS focused on Salmonella – poultry and pork
- *Salmonella* as an adulterant
  - CSPI amended petition: Litigation?
  - Test method and whole genome sequencing
  - Science based with positive impact on human health
Labeling

• Genetically modified claims
• “Natural”
• Alternatively cured products
• Proposition 65
GMO Labeling

• Vermont
  – July 1, 2016

• Congress Reacts
  – Passed Federal legislation
    • Mandatory – Regulations to be written by USDA
    • Animal Feed exempted
    • Most meat products exempted
Natural Labeling

• FDA request for information

• Alternatively cured petition
Proposition 65

• Nitrites – proposed listing referred to OEHHA Carcinogen Identification Committee (CIC)
  – CIC Hearing November 17
  – NAMI filed comments on October 16

• IARC monograph on red and processed meat

• National Toxicology Program Reviewing for Carcinogen and other Health Issues
  – Red Meat
  – Processed Meats
  – Cooking at High Temperatures
IN THE LEGISLATIVE ARENA...
Legislative Priorities for 2016 -17

- GIPSA Regulation
- Trans-Pacific Partnership (TPP) Approval
GIPSA Regulation

• Administration announcements confirm rulemaking scope includes competitive injury
• House Ag Appropriations contains language barring action on rule
• Working in concert with the Barnyard Coalition to protect that language if/when appropriations is considered in the Senate
• Working with OMB on rulemaking process
Trans-Pacific Partnership (TPP) Approval

• National political conditions make it unlikely vote takes place this year

• However, conditions can change rapidly – perhaps lame duck opportunity

• Therefore, it is important to continue ongoing education process in Congress
IN THE INTERNATIONAL ARENA...
NAMI International Affairs
2016-17 Key Objectives

• China – Beef Access
• EU NHTC Quota
• Japan and TPP
• Trans-Atlantic Trade and Investment Partnership
CHINA Market Access Beef

– China announces market open to US beef

• Scope of products (e.g. bone-in, offal, etc.)
• Production practices (hormones, beta agonist, etc.)
• Inspection Protocols
EU Market Access

• EU NHTC Quota: U.S. continuing to lose market share to Australia and Uruguay. Decision pending on potential Section 301 case against the EU; cancelling the MOU and reapplying $116 million in tariffs on EU products
Japan and the TPP

**Beef:** Fr/Ch/Frzn Beef: 38.5% down to 9% in 16 years; Parity with Australia at entry into force

Australia currently enjoys an 11 percent tariff advantage over the U.S. Gap will widen by 1 percent each year until TPP is in force
Japan and TPP

• Pork
  – Eliminates 65% of tariffs in 11 years
  – 80% in 16 years
  – Specific duty reduced over 10 years to 50 yen/Kilo
Trans Atlantic Trade and Investment Partnership (TTIP) Negotiations

• Not moving anytime soon
• EU NHTC Program/beef import quota – U.S. must have preferential access as a result of winning the hormone case
• Geographic Indications (Consortium for Common Food Names)
ON THE PUBLIC IMAGE FRONT....
Reaching Millennials

- Using OutBrain to market site
- More than 34,000 views
- ‘App’ now under development
Reaching Our Customers In Unique and Meaningful Ways

• Continued content stream on Twitter, Facebook, YouTube
• Advertise to promote existing materials
• Now using Periscope, Instagram
• Build blogger relationships – BlogHerFood Participation
Industry Image – ‘Glass Walls’

• Current views on slaughter videos: 1.62 million
• Current views on meat processing glass walls: 200,000+
  – Include how we sanitize, how we make hot dogs and how we make burgers
• New lamb video outpacing all others
• Future plans
  – Food safety interventions
  – Sausage
Meat MythCrushers Continues

• MythCrusher videos with nutrition messages released
• Advertising to promote videos
• Updated MythCrusher print piece released
• 50 Total Videos
Communicating Meat’s Nutrition Value

- MeatPoultryNutrition.org promotion, optimization
- Social media engagement around good news
- Infographic distribution via placement service
Infographic Distribution

- 600 Online Placements
- Major Media Sites: LA Times, SF Chronicle, Houston Chronicle, Chicago Tribune
- 53,032,914 Online Site Audience
Earned Media and Paid Placements

- MAT Release “Ten Good Reasons to Eat Meat”
- 2900 articles
- 30 million impressions
Conveying Antibiotic Facts

• Continued MythBusting and correction efforts
• New video: how and why abx are administered
• Deskside briefings planned
• Coordinated March briefing for CBS This Morning
Thank you!

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