Consumer Attitudes About Antibiotics

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American Meat Institute
Consumer Attitude Data

- AMI ‘Myth Polling,’ 2010
- Consumer Reports, 2012
- Midan Marketing Polling, 2014
- AMI Omnibus Polling, 2014
Common Themes

- Consumers don’t like the idea of antibiotic use in livestock and poultry production
- Hormones and antibiotics are mushed together into one big negative
- Consumers think they should be concerned about antibiotics because of residues in meat
- Many NGOs actively fuel the notion that we can have a livestock production system that doesn’t use antibiotics and that some systems negate the need for antibiotics
Myth Polling 2010
Methodology

• **Background/Objectives:**
  – The objective of the research was to understand the public’s current beliefs surrounding the U.S. Meat and Poultry Industry to provide information that will help structure and support a campaign to address common misperceptions surrounding the industry. More specifically the research will provide:
    • Current public agreement levels with publicized myths such as the fat content in meat, livestock abuse, meat plant inspection, antibiotics and food borne illnesses, etc;
    • A prioritization of which myths have been most widely accepted by the public;
    • An understanding of attitudinal differences between urban, suburban, and rural populations; and
    • Data points for potential public release (Top 10 Myths).

• **Respondents:**
  – 2,127 U.S. Adults (18+)

• **Field Dates:**
  – March 16 – March 22, 2010
**Engagement on U.S. Meat and Poultry Industry**

Q. There are a lot of issues in the news, and it can be hard to keep track of all of them. **How actively do you follow** information related to the U.S. Meat and Poultry Industry?

<table>
<thead>
<tr>
<th>Actively Follow U.S. Meat and Poultry Industry</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 2 Box – More Actively</strong></td>
<td>13%</td>
</tr>
<tr>
<td>Very Actively</td>
<td>4%</td>
</tr>
<tr>
<td>Actively</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Bottom 2 Box – Less Actively</strong></td>
<td>87%</td>
</tr>
<tr>
<td>Somewhat Actively</td>
<td>42%</td>
</tr>
<tr>
<td>Not at all Actively</td>
<td>45%</td>
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</tbody>
</table>

Q. How **informed do you consider yourself** to be regarding the U.S. Meat and Poultry Industry?

<table>
<thead>
<tr>
<th>Informed Regarding U.S. Meat and Poultry Industry</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Top 2 Box – More Informed</strong></td>
<td>15%</td>
</tr>
<tr>
<td>Very Informed</td>
<td>4%</td>
</tr>
<tr>
<td>Informed</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Bottom 2 Box – Less Informed</strong></td>
<td>85%</td>
</tr>
<tr>
<td>Somewhat Informed</td>
<td>53%</td>
</tr>
<tr>
<td>Not at all Informed</td>
<td>32%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Most Actively Follow</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Those who do not eat meat: 26%</td>
<td></td>
</tr>
<tr>
<td>Anti-Meat Industry: 21%</td>
<td></td>
</tr>
<tr>
<td>Residents of urban areas: 18%</td>
<td></td>
</tr>
<tr>
<td>Independents: 16%</td>
<td></td>
</tr>
<tr>
<td>Food shopping decision makers: 15%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Most Informed</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-Meat Industry: 24%</td>
<td></td>
</tr>
<tr>
<td>Post graduates: 24%</td>
<td></td>
</tr>
<tr>
<td>Independents: 20%</td>
<td></td>
</tr>
<tr>
<td>Liberals: 20%</td>
<td></td>
</tr>
<tr>
<td>Residents of urban areas: 18%</td>
<td></td>
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<tr>
<td>Food shopping decision makers: 17%</td>
<td></td>
</tr>
</tbody>
</table>
Industry Favorability Subgroups: Demographic/Dietary Differences

**Pro-Industry (23%)**
- Male
- Republican
- Conservative
- Married
- More likely to eat all meat

**Swing (48%)**
- Female
- Younger (18-34)
- Single/never married
- Middle-of-the-road
- More likely to eat all meat

**Anti-Industry (29%)**
- Female
- Liberal
- Post graduates
- More likely to be on some vegetarian diet

Mean 48.7
Importance of Factors When Purchasing Meat and Poultry

Q. Please indicate how important the following factors are to you when purchasing meat and poultry, where 1 is “not at all important” and 10 is “extremely important”.

**Mean Scores**

- Freshness: 9.1
- Quality: 9.0
- Safety: 8.9
- Price: 8.3
- Nutrition: 8.2
- Convenience: 7.5
- County of origin: 7.4
- Humane treatment of animals: 7.0
- Natural: 6.5
- Local: 6.1
- Organic: 4.8

**Most Likely to Consider Important**

- Females
- Democrats
- Liberals
- Anti-Meat Industry

Adults: 2,127
Opinion of Organic, Natural, or Locally Produced Meat Purchases

Q. Please read the following hypothetical opinions about food purchases. One statement will represent the opinion of a person named [ROTATE Smith/JONES] and the other statement will represent the opinion of a person named [ROTATE SMITH/Jones]. After you’ve read each statement, please indicate which opinion comes closest to your own.

Smith typically relies on the nearest supermarket to his home for his meat and poultry purchases. He does not feel the need to shop at a store that specializes in organic, natural, or locally produced meat and poultry products because it is too expensive and he is confident that the nationally branded meat and poultry he buys is safe and nutritious.

Jones buys organic, natural, or locally produced meat and poultry as much as possible. He believes meat and poultry produced by national brands is less safe and nutritious than organic, natural, or locally produced meat and poultry. Because of this, he is willing to pay a premium for the quality of meat and poultry and peace of mind he feels when buying organic, natural, or local.

© Harris Interactive
## Top 10 Meat Myths – High Traction

<table>
<thead>
<tr>
<th>% Strongly/Somewhat Agree</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hormone use in poultry production is a health concern</td>
<td>65%</td>
</tr>
<tr>
<td>Eating too much red meat can increase the risk of heart disease because it contains saturated fat</td>
<td>64%</td>
</tr>
<tr>
<td>Hormone use in beef production is a health concern</td>
<td>64%</td>
</tr>
<tr>
<td>Americans today are eating more meat and poultry; more than the 5 to 7 ounces recommended for adults each day</td>
<td>64%</td>
</tr>
<tr>
<td>Hormone use in pork production is a health concern</td>
<td>60%</td>
</tr>
<tr>
<td>Antibiotic use in livestock production is a health and safety concern for meat and poultry consumers</td>
<td>60%</td>
</tr>
<tr>
<td>Antibiotics use in livestock production is increasing</td>
<td>58%</td>
</tr>
<tr>
<td>Americans are getting the most sodium nitrite, a chemical used to make cured meats, from products like ham, hot dogs and bacon</td>
<td>55%</td>
</tr>
<tr>
<td>Inspectors only visit meat and poultry plants occasionally</td>
<td>54%</td>
</tr>
<tr>
<td>A lack of federal oversight on the U.S. Meat and Poultry Industry makes livestock abuse common</td>
<td>51%</td>
</tr>
</tbody>
</table>
## Bottom Meat Myths – Lower Traction

<table>
<thead>
<tr>
<th>% Strongly/Somewhat Agree</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Meat from regular livestock and poultry is less safe than meat from organic livestock and poultry</td>
<td>25%</td>
</tr>
<tr>
<td>Meat and poultry raised in regular farms is less safe than meat and poultry raised in organic farms</td>
<td>22%</td>
</tr>
<tr>
<td>Meat produced from corn or grain fed cattle is less safe than meat produced from grass fed cattle</td>
<td>22%</td>
</tr>
<tr>
<td>Meat and poultry produced through regular systems is less nutritious than organic or natural meat and poultry</td>
<td>23%</td>
</tr>
<tr>
<td>Livestock and poultry raised on regular farms produce less nutritious meat than livestock and poultry raised on organic farms</td>
<td>23%</td>
</tr>
<tr>
<td>Meat produced by corn or grain fed cattle is less nutritious than meat produced by grass fed cattle</td>
<td>22%</td>
</tr>
<tr>
<td>Feeding cattle corn or grain is less environmentally friendly than feeding cattle grass</td>
<td>23%</td>
</tr>
<tr>
<td>The meat and poultry industry on average only pays workers minimum wage</td>
<td>25%</td>
</tr>
<tr>
<td>The meat and poultry industry has a higher rate of worker injury than any other U.S. industry</td>
<td>16%</td>
</tr>
</tbody>
</table>
Most Accepted Food Safety Myths

Q. Please read the following statements about food safety and indicate the extent to which you agree or disagree.

<table>
<thead>
<tr>
<th>Myth</th>
<th>Total agree</th>
<th>Neither</th>
<th>Total disagree</th>
<th>Heard of Myth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Antibiotic use in livestock production is a health and safety concern for meat and poultry consumers</td>
<td>60%</td>
<td>29%</td>
<td>11%</td>
<td>54%</td>
</tr>
<tr>
<td>Antibiotics use in livestock production is increasing</td>
<td>58%</td>
<td>37%</td>
<td>5%</td>
<td>54%</td>
</tr>
<tr>
<td>Americans are getting the most sodium nitrite, a chemical used to make cured meats, from products like ham, hot dogs and bacon</td>
<td>55%</td>
<td>39%</td>
<td>6%</td>
<td>36%</td>
</tr>
<tr>
<td>Inspectors only visit meat and poultry plants occasionally</td>
<td>54%</td>
<td>32%</td>
<td>14%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Adults: 2,127
## Most Accepted Nutrition Myths

Q. Please read the following statements about nutrition and indicate the extent to which you agree or disagree.

<table>
<thead>
<tr>
<th>Myth</th>
<th>Total agree</th>
<th>Neither</th>
<th>Total disagree</th>
<th>Heard of Myth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hormone use in poultry production is a health concern</td>
<td>65%</td>
<td>28%</td>
<td>7%</td>
<td>53%</td>
</tr>
<tr>
<td>Eating too much red meat can increase the risk of heart disease</td>
<td>64%</td>
<td>25%</td>
<td>11%</td>
<td>58%</td>
</tr>
<tr>
<td>because it contains saturated fat</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hormone use in beef production is a health concern</td>
<td>64%</td>
<td>29%</td>
<td>7%</td>
<td>55%</td>
</tr>
<tr>
<td>Americans today are eating more meat and poultry; more than the 5 to</td>
<td>64%</td>
<td>30%</td>
<td>6%</td>
<td>42%</td>
</tr>
<tr>
<td>7 ounces recommended for adults each day</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hormone use in pork production is a health concern</td>
<td>60%</td>
<td>34%</td>
<td>6%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Adults: 2,127
Consumer Reports Polling 2012

Done by Consumer Reports National Research Center, March 2012, 1,000 consumers
Widespread Antibiotics Use...

Percent extremely concerned

- …Creating new superbugs that cause illness that antibiotics cannot cure • 72%
- …In livestock feed, allowing them to be raised in crowded and unsanitary conditions • 67%
- …Leaving residues in meat for human consumption • 65%
- …In feed leading to antibiotics polluting the environment through agricultural runoff • 61%
Other findings...

- 86% said consumers should be able to buy meat and poultry raised without antibiotics at their local supermarkets.
- 57% reported that “meat raised without antibiotics” is available in the meat section where they usually shop.
- More than 60% said that they would be willing to pay at least five cents a pound more for meat raised without antibiotics.
- Over a third (37%) would pay a dollar or more extra per pound.
- Respondents were less concerned that limits on the use of antibiotics would cause price increases. “Only 44 percent” were concerned about that issue.
Midan Marketing Research 2014

On line survey of 200 consumers sent January 14, 2014, completed by 201 consumers who were screened to be primary shoppers and meal preparers
88% had heard of antibiotics given to livestock
Comments from Consumers

- “Necessary but overdone. I wish that antibiotics were not given as part of a routine but more as necessary.”
- “I think it is unnatural and I worry about the sides effects especially when giving the food to children.”
- “I think it is dangerous for humans because it could make our bodies resistant to infections.”
- “I believe any chemically altered livestock product is potentially unhealthy for consumer consumption.”
- “Out of control.”
Relative Concern -- *Percent rating 8, 9 or 10*

- Where the product came from [75%]
- If there are any growth hormones in the meat you purchase [74%]
- That there are foreign substances in the meat you purchase [74%]
- If there are any fillers in the meat you buy [73%]
- Grade of meat you buy [70%]
- How well the government is monitors the meat you purchase [69%]
- How the animal was raised (fed, housed) [65%]
- The amount of processing the meat you buy went through [63%]
- If there are any antibiotics in the meat you purchase [60%]
- That the meat you purchase from a brand you know [57%]
Sources of Information About Antibiotics

- National news • 46%
- Local news • 34%
- Social Media • 27%
- Friends, colleagues, relatives • 27%
- TV Talk Shows • 26%
- Newspaper sources • 26%
- Internet sites dedicated to organic and natural news • 24%
- Product Packaging • 19%
- Internet sites dedicated to health and medical news • 18%
- Books/Magazines • 17%
- International news • 17%
- Advertisements on TV • 13%
- Store displays • 7%
- From a person related to food production, retail or foodservice • 6%
- At work and I work in healthcare • 6%
- My doctor or other healthcare provider • 6%
Important Facts That Consumers Don’t Know....

• By the time fresh meat is also at the grocery store, there are no longer antibiotics in it.
  • Only 14 percent said this was true

• The U.S. government monitors antibiotic resistance and mandates that meat entering the food supply have no signs of antibiotic use (residues) exceeding scientifically developed standards from Food and Drug Administration
  • 51 percent said this was false
Are unsafe levels of antibiotics commonly present in the meat and poultry found at the grocery store?

- Yes 39%
- No 31%
- Not sure 39%
According to the CDC, which of the following is the greatest contributing factor to human antibiotic resistance?

- Health professionals overprescribing to people 41%
- Use of antibiotics in livestock production 18%
- Antimicrobial hand sanitizers 7%
- Drinking water 5%
- Not sure 28%
How often do you think inspectors are present in meat plants where animals are processed?

- Continuously 9%
- Daily 5%
- Monthly 17%
- Annually 21%
- Every two years 4%
- Every three years 2%
- Net: At least annually 58%
Antibiotic Education, MythCrushing

- Antibiotic Brochure Released in May
- Antibiotic Media MythCrusher Document
- Five new MythCrushers
Newest Videos

Myth: 80 Percent of Antibiotics are Used in Animals

Myth: Denmark has Eliminated Antibiotic Resistance by Banning Use of Antibiotics for Growth Promotion

Myth: Antibiotics are Used in Animal Agriculture to Cover Up for Unsanitary Conditions

Myth: Antibiotics are Primarily Used for Growth Promotion

Myth: Animal Agriculture is the Biggest Contributor to Antibiotic Resistance

Myth: Livestock are Aware and Afraid They are Going to be Slaughtered
RADIO COVERAGE

NEWSPAPER COVERAGE

PR EXECUTIVE

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WASHINGTON DC 20036

RESULTS TO DATE

As of 10/08/2014 this release had been broadcast 132 times in 37 different states with an audience of 5,401,158. Value at ad rates for this release is $34,297.

Approved: 06/11/2014

Release was approved on 05/22/2014
What to do in face of these views and information sources?

- Media difficult to influence, but major sources of information
  - Educate, hold accountable
- Social media are frequently sought and often inaccurate source of information
  - Must be active with food, social media friendly information from good sources
- Talking to friends and family are commonly turned to for comments, opinion and information
  - Ag community must be active at personal level
- Doctors are underutilized source of information
  - Arm doctors with correct information