

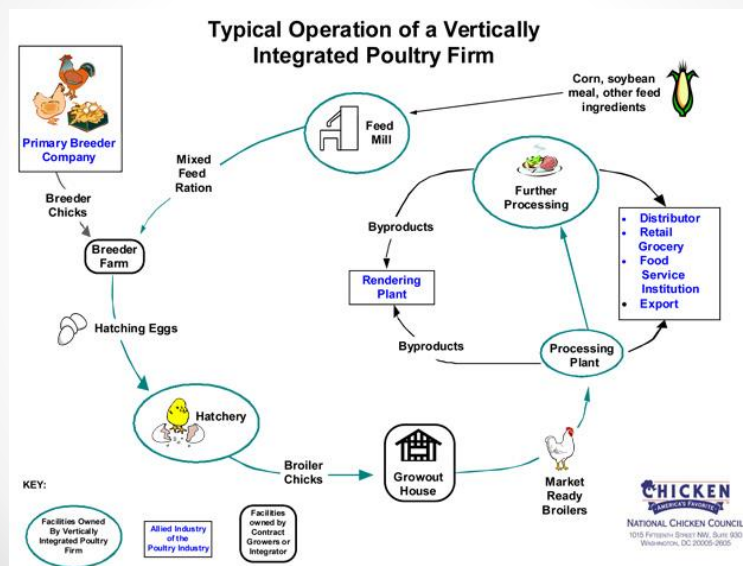


# Chicken Industry Update

FMI Foundation  
Retail Food Safety Forum

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June 11, 2015

## Vertical Integration



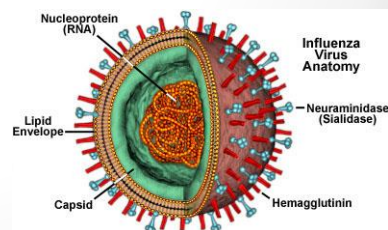
# Outline

- Avian Influenza
- Antibiotics
- Chicken Parts Performance Standard
- Resources



## Avian Influenza

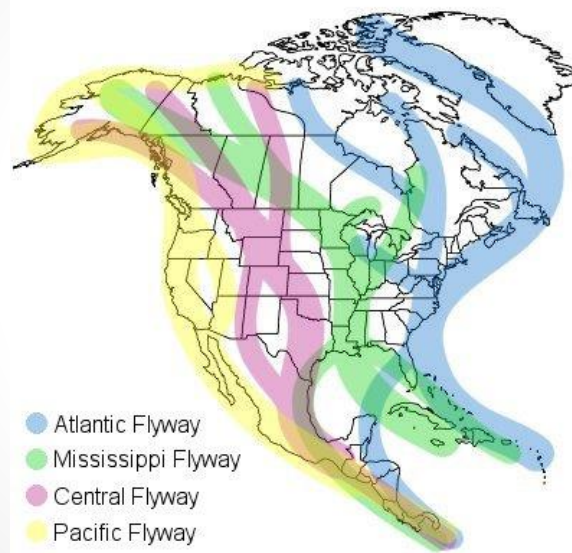
- First Detection: 12/19/14
- Most Recent Detection: 6/09/2015
- Number of Detections: 222
- Birds Affected: 47,091,293
- States Impacted: Minnesota, Iowa, North Dakota, South Dakota, Wisconsin
- Others: Nebraska, Arkansas, Missouri, Kansas, Oregon, California, Washington



# Avian Influenza

- Given the geographic location of the HPAI cases, the impact on the broiler industry has been relatively small
- Chicken exports are down since last year
- Some of this was likely due to HPAI induced bans, especially the loss of China and South Korea
- Recent HPAI bans include:
  - Russia - no transit, impacts exports to Kazakhstan
  - Cuba
- However we need to prepare for the worst.....

# Avian Influenza



# Avian Influenza

- APHIS proposed a vaccination strategy on May 6, 2015 for turkeys
- OIE and Vaccinations
- US Import Restrictions
- Industry Response:
  - All poultry industries need to improve biosecurity measures
  - Fully understand the ramifications of the proposed vaccination strategy on international trade
    - Interested in Japan, Taiwan (2), and Hong Kong (4)
  - Understand the effectiveness of the vaccine and the plan for administration of the proposed vaccination strategy
- Surplus Hatching Egg Issue



# Antibiotics

- Various trends on the industry, QSR, and retail
- Much confusion about “antibiotic free,” “raised without antibiotics,” “raised without antibiotics of human significance”
- In the industry, clearly some movement away from shared-class antibiotics for growth promotion (subtherapeutic, FDA Guidance 209/213)
- Have access to all tools available to treat an animal if it is sick – shared-class or not.

# Antibiotics

- Industry's biggest challenge is ionophores
- Important tool used to control coccidiosis and maintain gut health
- US vs. EU
- Label Issues
- Vaccinations
- Alternatives



## Chicken Parts Performance Standard

- Jan – Aug 2012, FSIS collected chicken parts to establish a baseline
- Results published in May 2013
- Primarily sampled breasts. Did not collect enough samples to set a performance standard for each part.
- Proposed January 26, 2015 – Comments due May 26, 2015

Table 12. *Salmonella* and *Campylobacter* Percent Positive by Specific Chicken Part for Samples in the RCPBS

Chicken Part by Type	Number of Samples	Number of <i>Salmonella</i> Positives	Number of <i>Campylobacter</i> Positives	Percent <i>Salmonella</i> Positives	Percent <i>Campylobacter</i> Positives
A - Breast	776	210	125	27.06%	16.11%
B - Neck	22	12	12	54.55%	54.55%
C - Leg	584	141	119	24.14%	20.38%
D - Wing	321	107	75	33.33%	23.36%
E - Half Carcass	149	33	29	22.15%	19.46%
F - Quarter Carcass	330	68	92	20.61%	27.88%
G - Giblets	57	23	25	40.35%	43.86%
H - Other	248	59	55	23.79%	22.18%
NP*	9	4	2	44.44%	22.22%
<b>Totals</b>	<b>2,496</b>	<b>657</b>	<b>534</b>		

## Chicken Parts Performance Standard

Product	Salmonella Prevalence	Campylobacter Prevalence	Max. Acceptable Percent Positive		Performance standard	
			Salmonella	Campylobacter	Salmonella	Campylobacter
Broiler Carcasses	7.5%	10.4%	9.8%	15.7%	5 of 51	8 of 51
Turkey Carcasses	1.7%	0.79%	7.1%	5.4%	4 of 56	3 of 56
Comminuted Chicken	49% <sup>^</sup>	3.4% <sup>^</sup>	25.0%	1.9%	13 of 52	1 of 52
Comminuted Turkey	19.9% <sup>^</sup>	1.2% <sup>^</sup>	13.5%	1.9%	7 of 52	1 of 52
Chicken Parts	28% <sup>^</sup>	15.5% <sup>^</sup>	15.4%	7.7%	8 of 52	4 of 52

<sup>^</sup>volume-weighted percent positive  
<sup>\*</sup>based on eight months of data



## Chicken Parts Performance Standard

- Challenges
  - Live production, first processing, and second processing may have impacts on *Salmonella* prevalence on chicken parts
  - Not all reduction practices are effective in all establishments
  - Just because a practice has been successful does not mean it can be used as a sole method in reducing *Salmonella*
  - Even if a practice has been successful it may not be able to be validated as a technique to reduce *Salmonella*
  - A multi-step approach throughout production and processing is necessary to reduce *Salmonella* contamination
  - Ensure complete coverage of product
  - Ensure worker safety
  - Must be cautious of organoleptic and quality impacts

## Resources

- **Animal Welfare**
  - An Inside Look at Poultry Processing: [video](#).
  - Raising Chickens for Today and Tomorrow: [video](#).
  - Issue Brief about Animal Welfare: [here](#).
- **Avian Influenza**
  - Consumer info: [here](#).
- **Antibiotics**
  - Detailed Q&A about antibiotic use in raising chickens: [here](#).
  - Infographic about raising healthy chickens: [here](#).
- **Contract Farming**
  - [Here](#) is our official response to the John Oliver episode.
  - [Here](#) is a video about contract poultry farming.
  - Info and an infographic about vertical integration [here](#).
  - Issue Brief on the "Tournament System" [here](#).





