



PROTECTING ANTIBIOTICS

*Margaret Brown, Senior Attorney
Natural Resources Defense Council*

Antibiotic Resistance Takes a Toll

EVERY YEAR IN THE UNITED STATES:

AT LEAST

2 MILLION

PEOPLE CONTRACT
INFECTIONS RESISTANT TO
MULTIPLE ANTIBIOTICS.¹

UP TO

162,000

PEOPLE DIE
AS A RESULT OF
THE INFECTIONS.²

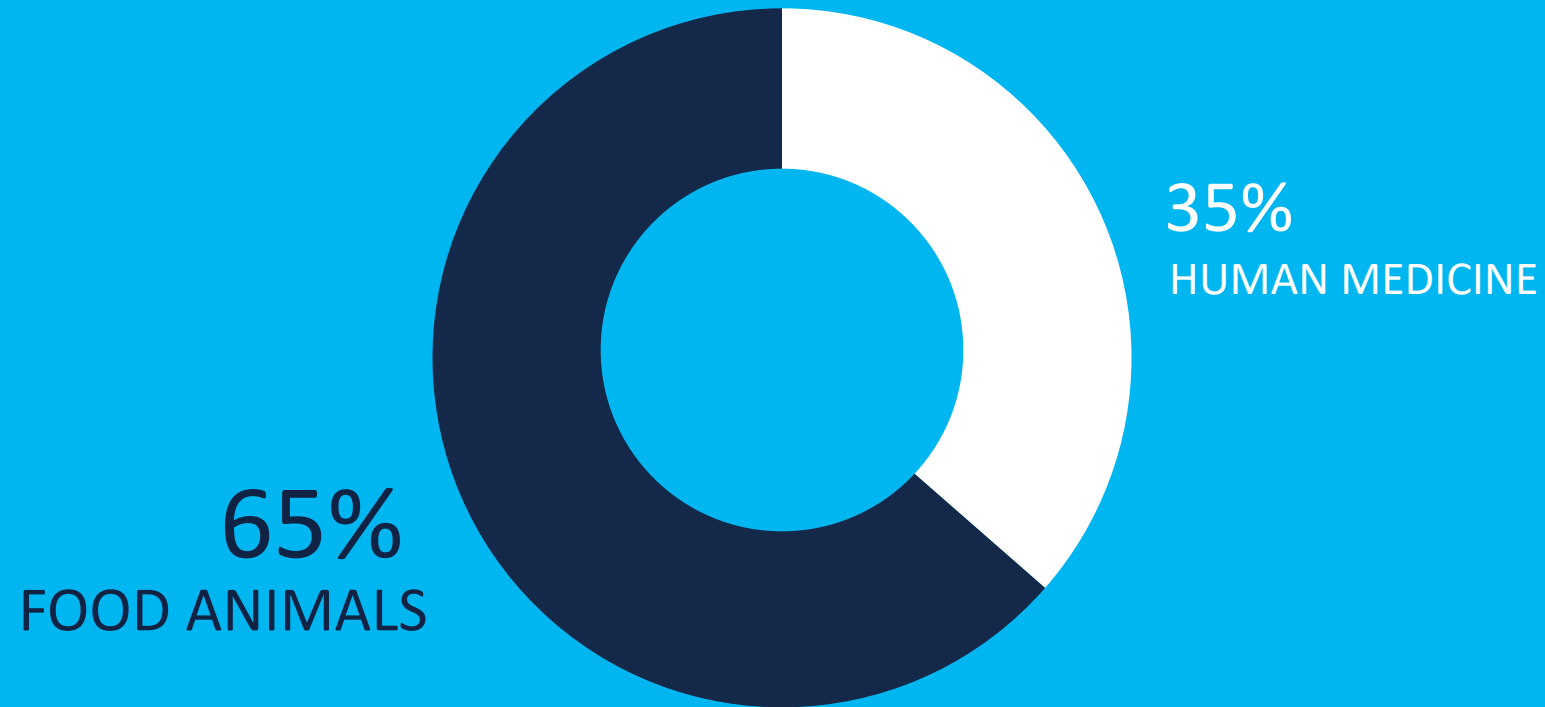
AT LEAST

\$55 BILLION

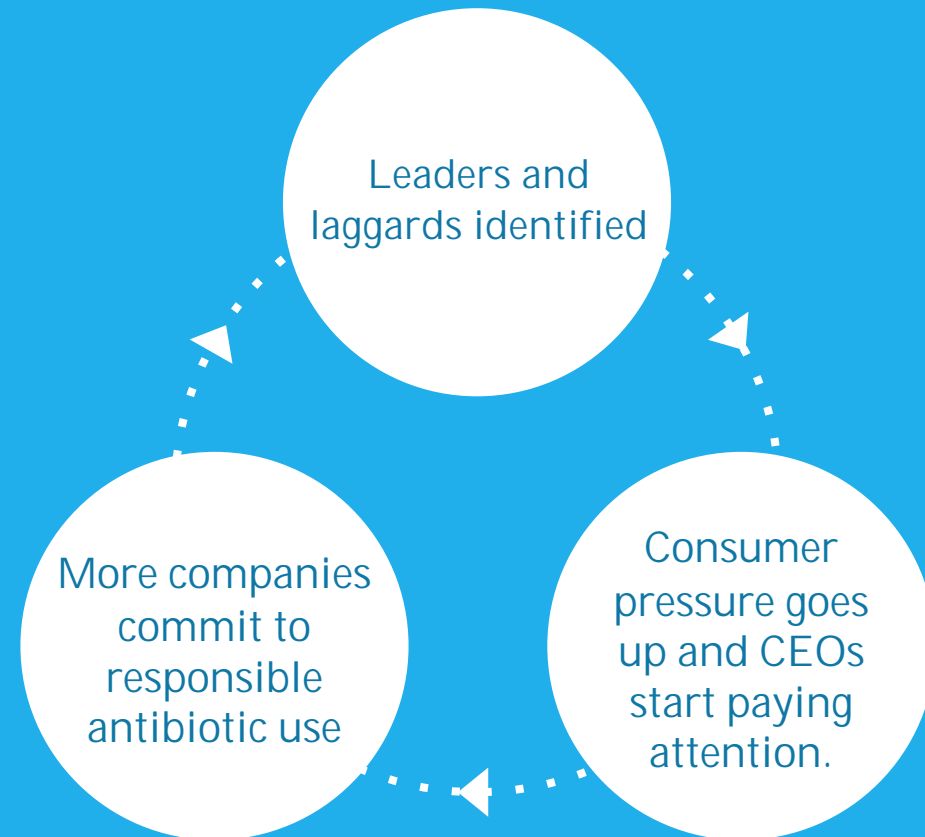
LOST DUE TO EXCESS
HOSPITAL COSTS AND LOST
PRODUCTIVITY.¹

LIVESTOCK ANTIBIOTIC OVERUSE A BIG PART OF THE PROBLEM

Medically Important Antibiotics:
Where Are They Consumed

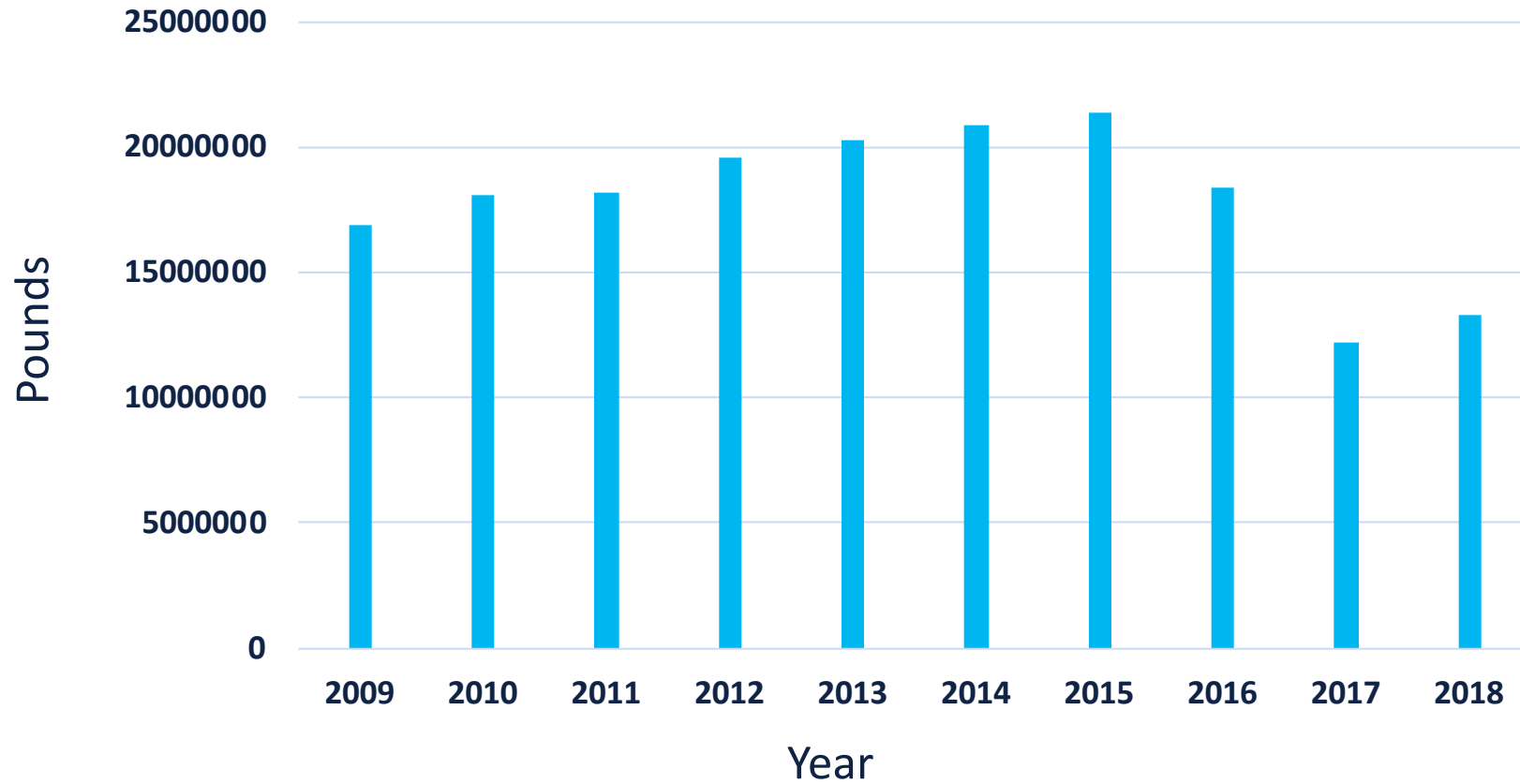


Our Goal: Race to the Top in Restaurant Industry



INDUSTRY NEEDS PRESSURE TO CHANGE

U.S. Sales of Medically Important Antibiotics for Use in Animals
2009-2018*



*Source: FDA ADUFA Drug Sales Data

FEDERAL LAW IS INADEQUATE

FDA GUIDANCE #213

No antibiotic use for
growth promotion

Veterinary oversight
of antibiotics use

HOWEVER

Use still allowed for
disease prevention

No tracking or
reduction targets



KFC PHASED OUT ANTIBIOTICS

KFC ended medically important antibiotic use in chicken by the end of 2018

AFFECTED

More than 4100 KFC restaurants

HOW WE DID IT






















Investor advocacy, social media, shareable videos, mobile billboard, earned media, direct engagement, over 300,000 signed petitions



**KFC: GET YOUR
CHICKENS OFF DRUGS**

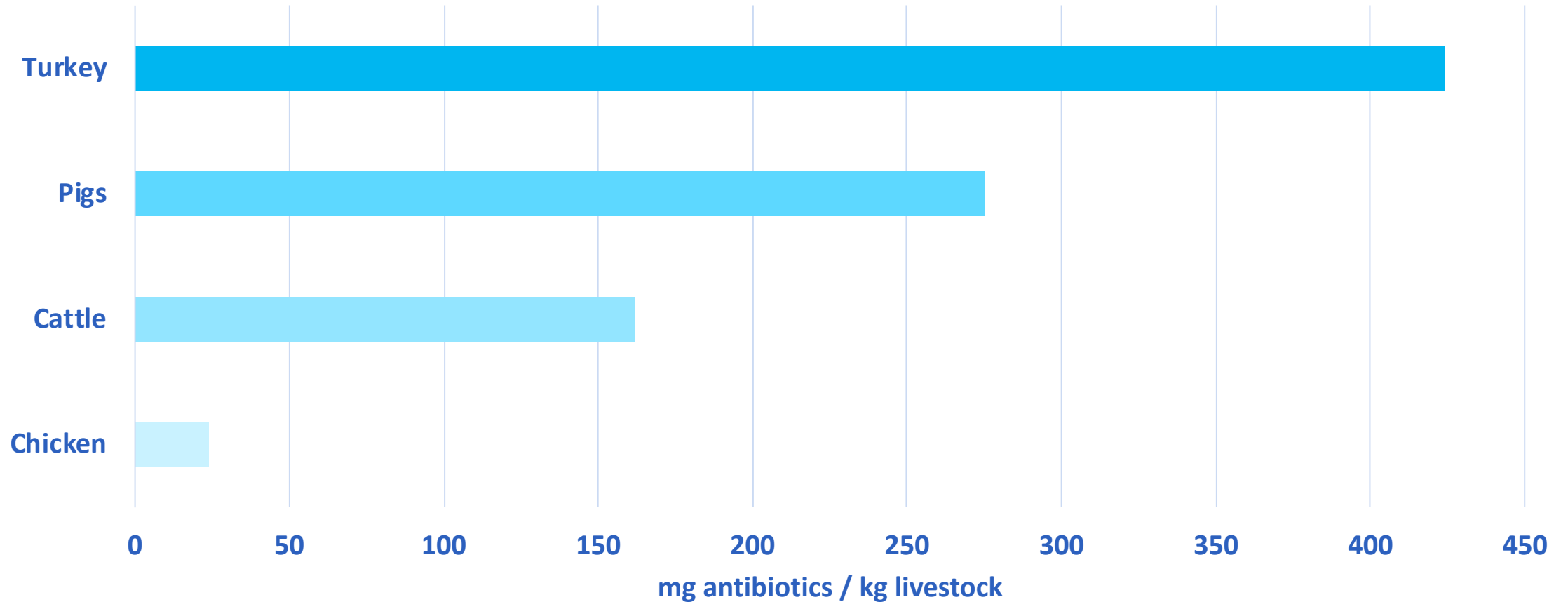
nrdc.org/tellKFC

BEEF: NEEDS PRESSURE TO MOVE

2019 Chain Reaction V Beef Scorecard	
A	
A-	
C	 
D+	
D	
F	              

TURKEY: MOST INTENSE USER

INTENSITY OF ANTIBIOTIC CONSUMPTION, BY U.S. FOOD ANIMAL SECTOR (2018)



SOURCING OPTIONS FOR TURKEY

**RAISED WITHOUT ANTIBIOTICS
USDA ORGANIC**

No antibiotics ever

**CERTIFIED RESPONSIBLE
ANTIBIOTIC USE (CRAU)**

Use still allowed for TREATMENT