



**Coop project BREEDING HEALTH**

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# ALLEVIAMO LA SALUTE

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**Viewpoint of an Italian leading retailers on the reduction of the antibiotic use**

06/04/18 Perugia

Farming strategies to reduce the antibiotic use in poultry production

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Resp. for Sustainability and Values Innovation

## Coop Figures 2016

## The largest italian supply chain



86 Cooperatives



54.000 Employees



8,4 Mln Members



12,37 Billion euros Turnover

18,7% Market share Super+Iper



16 Regions

760 Towns



1.168 Stores (111 Iper)

1,7 Mln Sqm Area of Sale



# Coop Mission



*To defend people's  
interests, health and  
safety*



*To safeguard the  
environment*



*To promote an aware  
consumption*



*To contribute to the  
development of  
Cooperation*



# COOP PRIVATE LABEL PRODUCT



One of the major field of actions is Coop Private Label



THE CONCRETE EXPRESSION OF COOP MISSION



# COOP PRIVATE LABEL PRODUCT



✓ **SAFE**



✓ **GOOD VALUE**



✓ **GOOD**

**COOP  
VALUES**



✓ **ETHICAL**



✓ **TRANSPARENT**

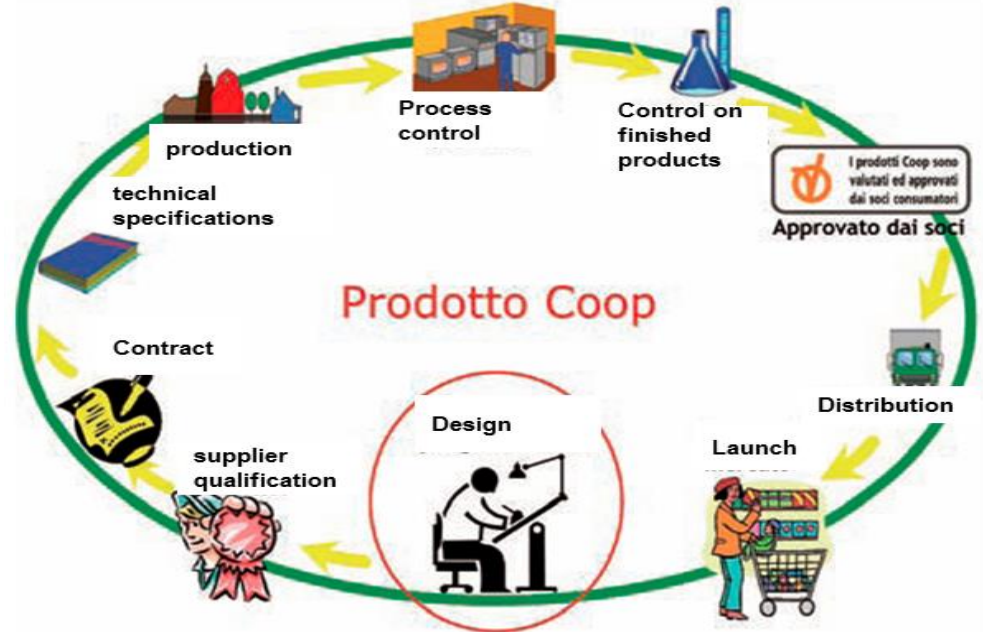


✓ **ECOLOGICAL**

# 360° ACTION

Coop policy does not consist of “spot” or “cosmetic” actions ; it is instead applied to all possible areas of intervention **THROUGHOUT THE PRODUCTION CHAIN** :

- ❑ **Agricultural production and breeding methods**
- ❑ **Products**
- ❑ **Production Plants**
- ❑ **Packaging**
- ❑ **Facilities (Warehouse, Retail Store ...)**
- ❑ **Transport**
- ❑ **Information to Members and Consumers**





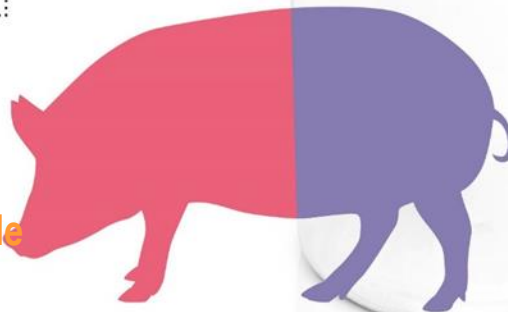
# BACKGROUND



WHO, EFSA and the Ministry of Health have launched an alarm on antibiotic resistance of pathogenic microorganisms that may affect men and cause infections that sometimes cannot be cured

In recent years the AIFA (Italian Agency for Pharmaceuticals) has launched several campaigns on the correct use of antibiotics (tv ads and radio), aimed at discouraging the use of antibiotic when it is not necessary; more campaigns are planned for the future

The path to be followed : reduction in use of antibiotics already available to prolong their effectiveness in fighting against infections that may affect people and animal



1

It is estimated that every year in Europe 25.000 people die due to infections caused by bacteria resistant to antibiotics (EFSA-Ecdc). In Italy, the victims of antibiotic resistance are over 5.000 every year (Simit)

2

From here to 2050 infections from resistant microbes may be the major cause of death, with over 10 million victims (Review on Antimicrobial Resistance - 2016)

3

January 2018 published the 1st report of the «Global Antimicrobial Surveillance System (GLASS)» At least 500,000 people/year affected by antibiotic-resistant infections

# MEDIA

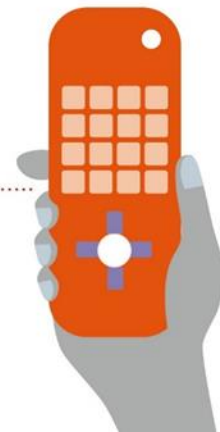
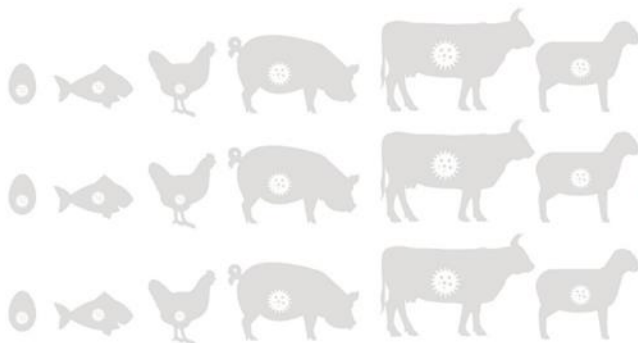
In terms of **media exposure** this issue that until some month ago was strictly scientific is reaching a wider audience, including specific references to food of animal origin and intensive farming



## What is being said?

<<At intensive farms animals are loaded up with drugs>>...

<<Meat containing antibiotic resistant germs that are transferred to people>>...

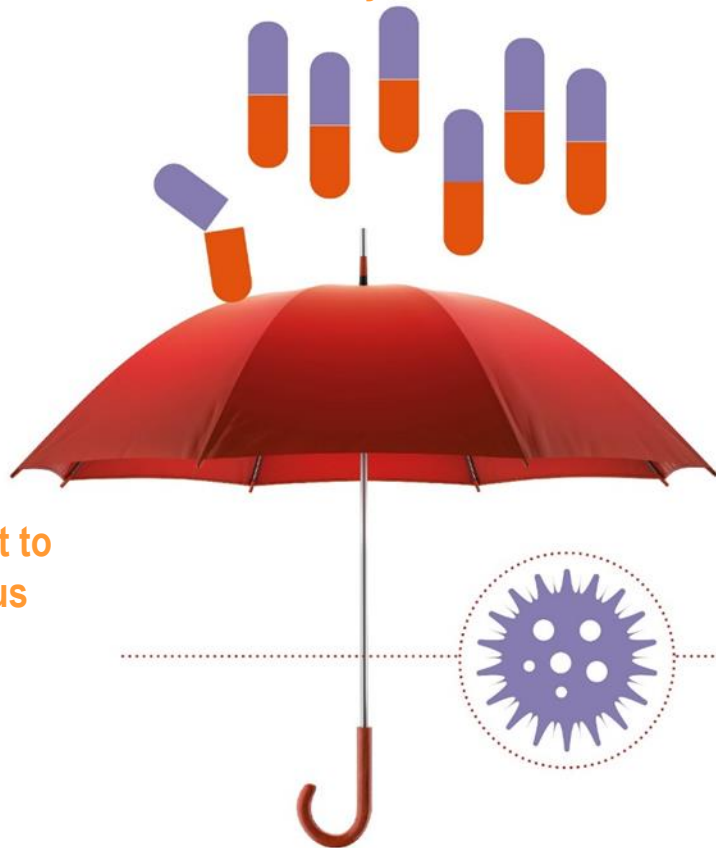




# TO PREVENT ANTIBIOTIC RESISTANCE

Antibiotic resistance is not a food safety issue , IT IS A PUBLIC AND HEALTH TOPIC !

It's bacteria able to resist to antibiotic treatments, thus compromising the pharmaceutical therapy



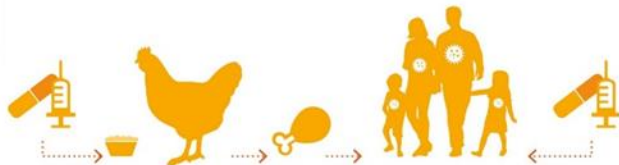
Antibiotic resistance is caused by :

1

Excessive and improper use of antibiotics in human medicine

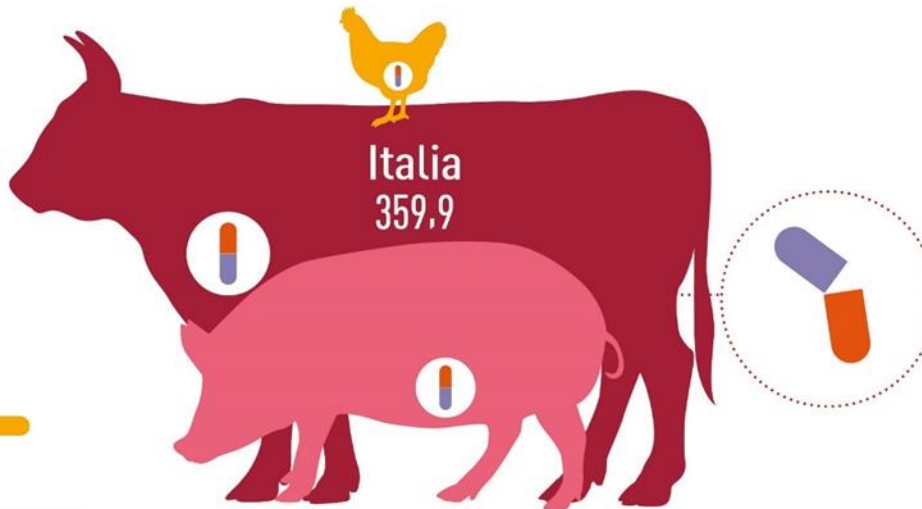
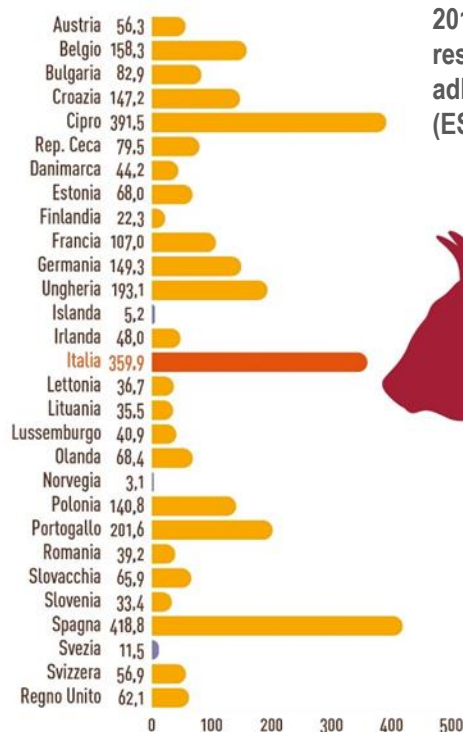
2

Excessive and improper use of antibiotics in zootechnic and transmission to man also (potentially) through food of animal origin or direct contact



# ANTIBIOTICS USE IN FARM ANIMAL PRODUCTION

Italy is the third largest user in Europe



1

Italy is the third Country in Europe in terms of sale of antimicrobials for veterinary use with respect to livestock units (mg/PCU)

2

The multi-year sale trend in our Country is stable and probably will stay the same in the next report

# SCIENTIFIC REPORT

A Coop report has been made to support the campaign, which includes the scientific positions on:

1

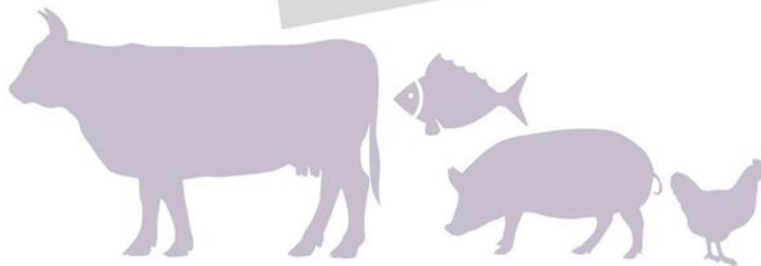
The necessary change of approach on the farming method to reduce the abuse of antibiotics

2

The necessary good practices

3

A list of antibiotics that can be used while the goal is achieved



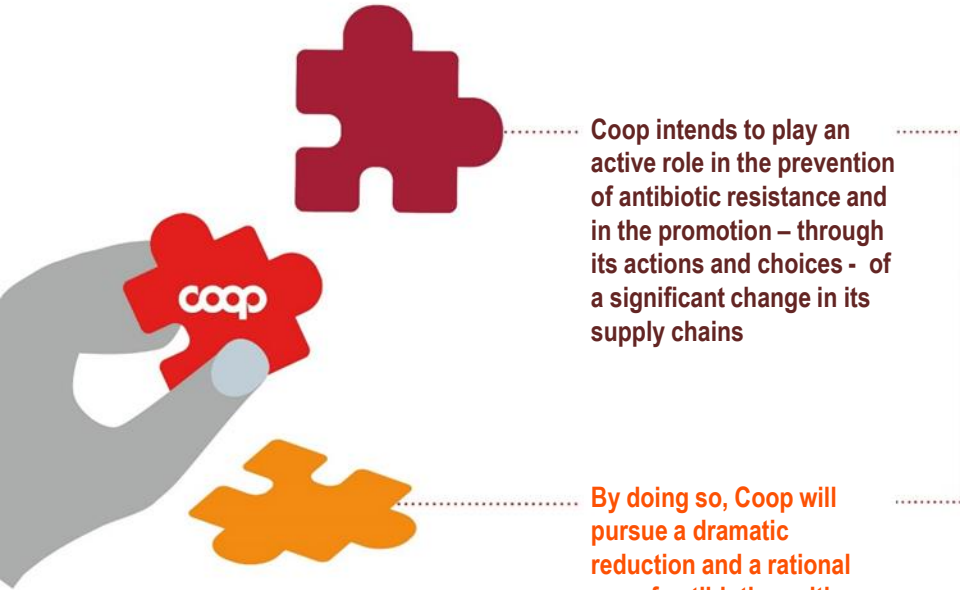
## The report was drawn up by :

- **Biolatti B.** Ordinary Professor of General Pathology and Pathological Veterinary Anatomy – Dept. of Veterinary Sciences of Turin
- **Intorre L.** Ordinary Professor of Pharmacology and Veterinary Toxicology - Dept. of Veterinary Sciences University of Pisa
- **Meucci V.** Researcher of Pharmacology and Veterinary Toxicology - Dept. of Veterinary Sciences University of Pisa
- **Cannizzo FT.** Associate Professor of General Pathology and Pathological Veterinary Anatomy – Dept. of Veterinary Sciences of Turin

## With the contribution of :

- **Alborali L.** Head of Diagnostic Division - Experimental Zooprophyllactic Institute of Lombardy and Emilia Romagna
- **Bonizzi L.** Ordinary Professor of Infectious Pet Diseases - Dip. Veterinary Medicine University of Milan
- **Cinotti S.** General Director - Experimental Zooprophyllactic Institute of Lombardy and Emilia Romagna

# COOP POLICY AND GOALS



**Increasing animal welfare and developing the best farming management practices are the basic conditions to achieve our goal: animals who live better will need less treatments; a better health corresponds to better welfare and thus better quality of finished products**

# PROJECT GOALS

1. To avoid mass treatments or, in any case, to limit them to strictly necessary cases, following a focused diagnose and veterinary prescription
2. To select antibiotics avoiding those that are particularly important for human medicine so as to prolong their effectiveness
3. To ask for and to favour good farming practices, based on the principles of animal welfare and biosafety, so that the responsible and aware use of drugs in zootechnics may become an established practice, with a multifactor and integrated approach by all the stakeholders



## COOP ACTIONS



We have selected the best partners, able to provide farms with adequate facilities; partners able to guarantee a change of approach in farming methods, with the use of the new good practices, the proper attention to animals and the possibility to identify each to monitor the supply chain in every step

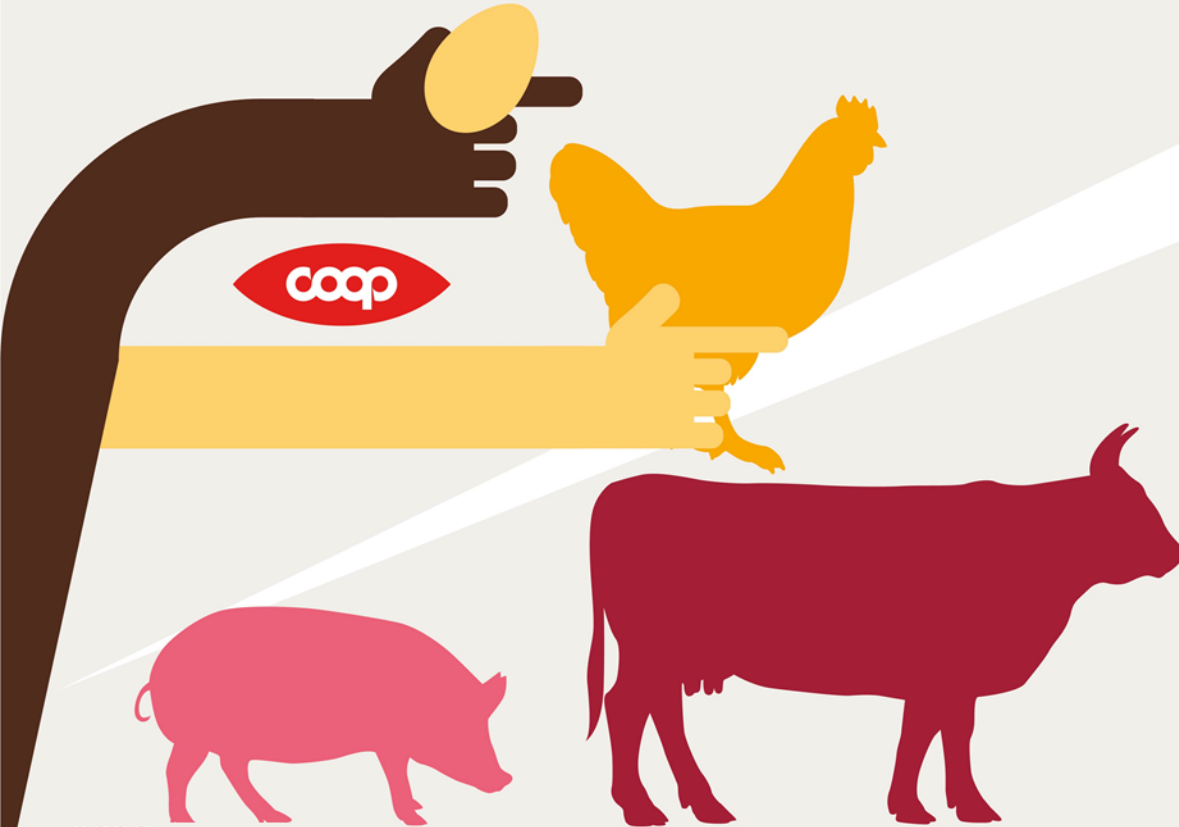


Coop has defined new technical agreement including new goals



Coop has defined a new control plan including antibiotics and animal welfare in the issues

# COOP CONCRETE ACTIONS



Coop has already launched all the action through the main supply chains of its private label : we were able to start in May 2017 with the sale of the first products on which the best practices have been applied **to reduce antibiotics or even have animals bred without them.** The first supply chains were poultry and eggs, and then beef and pork



# OUR ACTIONS: over 1600 livestock and more than 26 mio animals

PL: Meat and products of animal origins from farming without antibiotics

From May and June 2017...



100%

«FIOR FIORE» POULTRY

No use of antibiotics



100%

CHICKEN

No use of antibiotics



100%

«FIOR FIORE» ROTISSERIE CHICKEN

No use of antibiotics



2 references

EGGS

From hens bred without using antibiotics



No use of antibiotics last 4 months

PIGS



No use of antibiotics last 4 months

SCOTTONA



No use of antibiotics last 4 months

BEEF

In progress ...



VEAL



PIGS FOR CURED MEAT

MEAT BASED PRODUCTS

From September ham from Danish pig with no use of antibiotics

# POULTRY SECTOR



## Coop requires to each supplier:

- To change the management approach of farms in terms of infrastructure requirements for the different life stages of animals and the management in terms of animal welfare and biosecurity .
- To manage the use of antibiotics by aiming at the rationalization, reduction and eventually non-use of the same
- To produce a technical Dossier of the modalities through which it is expected to reach (or have been reached) the target Antibiotic-free



**Coop has updated its analytical and auditing control plans focusing also on antibiotics**

- Hygienic-sanitary audit and verification of the analysis plan defined in technical specs
- Analysis on slaughterhouse matrices using external laboratories;
- Coop analysis on biological matrices at Università of Milan related to the research of residues of pharmacological substances;
- Control on farms management regarding antibiotics (storage, number fo treatment.....)
- Audits at feed mill.

**fiorfiore**  
coop

Il Meglio della Cultura Gastronomica

# Pollo

allevato all'aperto

**100% ITALIANA**

**alimentazione**  
• NO OGM •

**allevata**  
**senza uso di antibiotici**

**QUALITÀ SICURA COOP**  
1  
2  
3  
4

Prodotto per Coop Italia S.C.,  
Casalecchio di Reno (BO), Via del Lavoro 6-8,  
da: vedi etichetta peso prezzo.

**pollo**  
ITALIANO

**Origine**  
coop

**TRACCIABILITÀ TOTALE**  
**FILIERA DI QUALITÀ**

**ALLEVATO**  
**SENZA USO**  
**DI ANTIBIOTICI**

**ALIMENTAZIONE**  
**NO OGM**

Prodotto per Coop Italia S.C., Casalecchio di Reno (BO),  
via del Lavoro 6-8, da: vedi etichetta peso prezzo.

[www.e-coop.it](http://www.e-coop.it) Numero Verde gratuito  
800 80 55 80

**Origine**  
coop

**TRACCIABILITÀ TOTALE**  
**FILIERA DI QUALITÀ**

**4 uova**  
**fresche**  
ITALIANE

- Il colore più chiaro del tuorlo è dovuto all'alimentazione delle galline esclusivamente vegetale.
- Una specifica alimentazione delle galline con l'esclusione degli O.G.M.
- Accurata selezione degli allevamenti con conoscenza e controllo di tutta la filiera dal pulcino alla vendita.

Il sistema dei controlli Coop è certificato da Bureau Veritas Italia cert. n° 1043001 e CISA (art. n° 4507-215-001)

**DA GALLINE ALLEVATE A TERRA SENZA USO DI ANTIBIOTICI**

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Letto: Da consumare preferibilmente entro il

**4 uova**  
**fresche**  
ITALIANE

**DA GALLINE ALLEVATE A TERRA SENZA USO DI ANTIBIOTICI**

**suino**  
ITALIANO



**Origine**  
coop

**TRACCIABILITÀ TOTALE  
FILIERA DI QUALITÀ**

ALLEVATO  
**SENZA USO  
DI ANTIBIOTICI**  
NEGLI ULTIMI  
4 MESI

• ALIMENTAZIONE  
**NO OGM**  
• CONFEZIONATO IN  
ATMOSFERA PROTETTIVA.  
CONSERVA PER PIÙ GIORNI  
LA QUALITÀ DELLA CARNE.  
NON FORARE LA CONFEZIONE

Prodotto per Coop Italia S.C., Casalecchio di Reno (BO),  
via del Lavoro 6-8, da: vedi etichetta peso prezzo.

[www.e-coop.it](http://www.e-coop.it) Numero Verde gratuito  
800 80 55 80

**vitellone**  
bovino adulto



**Origine**  
coop

**TRACCIABILITÀ TOTALE  
FILIERA DI QUALITÀ**

ALLEVATO  
**SENZA USO  
DI ANTIBIOTICI**  
NEGLI ULTIMI  
4 MESI

ALIMENTAZIONE  
**NO OGM** | BENESSERE ANIMALE  
**CRenBA**

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800 80 55 80

# COMMUNICATION GOALS

## Goals

To communicate the evolution of Coop commitment on the reduction of antibiotics used in farming: an opportunity to emphasise Coop distinctiveness



**Animal Welfare:** the choice on antibiotics is aimed at improve farming conditions and animal's health



**Taking responsibility** : Coop commits to reduce or zero the treatment with antibiotics on farm animals on all its Coop private label products - meat and by-products (such as eggs)



**Commitment to supply chain innovation:** Coop commitment implies a significant transformation of farming methods, with higher and more evolved quality and safety standards



**Protecting people health and safety** : to be able to contribute to the issue of antibiotic resistance it is necessary to go through the offer of products derived from supply chain managed with high welfare and biosafety standards and with a responsible use of antibiotics





## **IL NOSTRO IMPEGNO PER IL BENESSERE ANIMALE NON È SOLO SULLA CARTA.**



Coop si impegna a migliorare le condizioni di allevamento degli animali per eliminare o ridurre l'uso degli antibiotici. Così si può contrastare l'aumento di batteri resistenti e dare alle persone una garanzia in più per la loro salute. Per questo, il benessere animale è nell'interesse di tutti.

**Scopri di più su [e-coop.it/alleviamolasalute](https://www.e-coop.it/alleviamolasalute)**



**THANK YOU VERY MUCH**

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**ALLEVIAMO LA SALUTE**

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