

Preparing for the Veterinary Feed Directive Producer Awareness for Antibiotic Stewardship

The Situation

Traditionally livestock producers have purchased feeds that include feed grade antibiotics without a prescription from a veterinarian at local feed outlets with no additional information needed or questions asked. Beginning January 1, 2017, changes to federal rules will require producers to obtain a written Veterinary Feed Directive (VFD) to purchase these products. This will limit how producers can purchase feed grade antibiotics that are labeled as a VFD product.

Extension Response

Producer awareness and education about the VFD and changes in how medicated feed is purchased and handled after implantation was essential for smoothly transitioning into 2017. Not only do animal owners need to understand VFDs and products covered, but the value and importance of a veterinary client patient relationships to utilize these animal health products. NDSU Extension Agent Penny Nester conducted producer education with a multifaceted approach. Presentations were incorporated into two producer programs. Local media outlets were utilized in publishing three newspaper articles, one press releases and one Extension ad, along with three live radio interviews. Web-based social media and video information was shared with online audiences. In-person evaluations were given to the attendants of producer programs. Newspaper publishing reached approximately 1200 readers. Thirteen people completed evaluations reflected below.

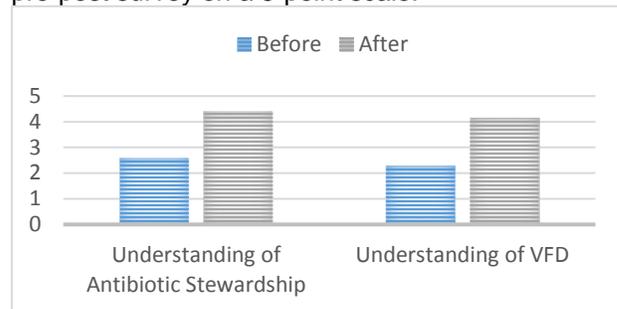
Impacts

85% of surveyed producers that currently do not keep antibiotic records for their herds intend to start keeping those records in the future.

100% of surveyed producers currently have a working relationship with their veterinarian, many

verbally stating that they will continue to develop this relationship in the future due to its value.

Evaluations were conducted using a retrospective pre-post survey on a 5-point scale.



Feedback

"I didn't realize that some common (medicated) feed uses are not on the label."

"That (VFD) doesn't sound so bad, we already work closely with our local vet, an extra phone call and planning shouldn't be an issue."

Public Value Statement

Producer education is essential to promote the appropriate use of antibiotics within the food chain to improve consumer end product and compliance with the VFD.

Primary Contact

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Collaborators

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Non-Extension Collaborators

Steele Veterinary Clinic