

Antibiotic monitoring and reduction programme earns Kite Consulting national award

A programme, developed by Kite Consulting and Solway Vets, and in conjunction with NMR, to help dairy farmers monitor and reduce antibiotic usage, has won the Animal Health, Agriculture and Food Supply Award at the 2019 Antibiotic Guardian Awards.

The Antibiotic Guardian Awards ceremony took place in Birmingham on the 27th June and paid tribute to the work of healthcare professionals in tackling antimicrobial resistance, as part of the ongoing Antibiotic Guardian campaign led by Public Health England, in collaboration with UK devolved administrations and professional bodies.

The Kite programme has a collaborative, processor-led approach, whereby processors engage in discussion with their dairy farmer suppliers and their vets to identify which type of antibiotics should be used for treating common disorders, and when.

“The programme has resulted in demonstrable reduction in all antibiotic usage amongst participating farmers,” says Kite Consulting’s John Allen. “It has helped eliminate the use of prophylactics and has greatly contributed to a reduction in the usage of HP CIAs. Farmers have used benchmarking datasets, as well as discussions within groups.

The award was sponsored by AB Agri

How the Antibiotic Monitoring and Reduction Programme works:

- Antibiotic purchase history is collected from the participating farmer’s veterinary surgeon, following a data release consent form being completed.
- Analysis of this data is completed by comparing against RUMA 2020 targets and the group’s averages.
- Total usage is broken down into a large variety of subcategories, primarily to identify High Priority Critically Important Antibiotic (HP CIA) usage and the treatment routes.
- Farmers receive individual feedback that highlights their performance and anonymously benchmarks against the group. This information is also shared with the farm vet.
- Facilitated workshops allow discussion and engagement between farmer members. As farmers and their vets are involved from the start, both are able to learn from each other’s perspective during these discussions.
- Farm management changes are discussed with vets and the farm team.



Picture: John Allen, Victoria Hicks and Chloe Cross from Kite Consulting (third, fourth and fifth from the right) receiving their award at the ceremony on June 27th 2019.

ANTIBIOTIC MONITORING AND REDUCTION PROGRAMME



Why was AMRP Established?

- This is a *collaborative* approach led by processors to engage their dairy farm suppliers, using Kite Consulting as independent facilitators.
- Kite has worked with a large range of UK dairy processors, including both the largest and smallest businesses.
- The workshops and data collection have contributed to progress towards meeting RUMA's 2020 Dairy Sector Targets and monitoring that progress.
- This project has been supporting a positive image for British dairy farmers, producing demonstrable reductions in antibiotic usage across the country.

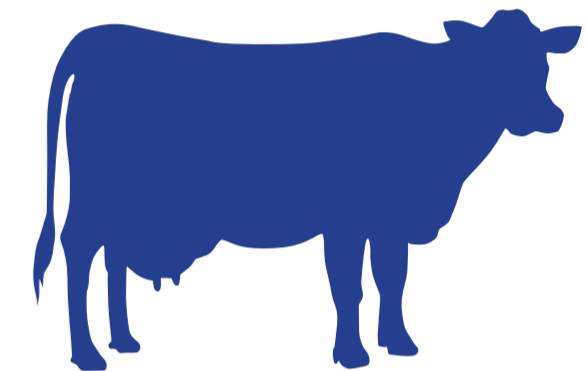
Success Stories

Challenging the 'norm'

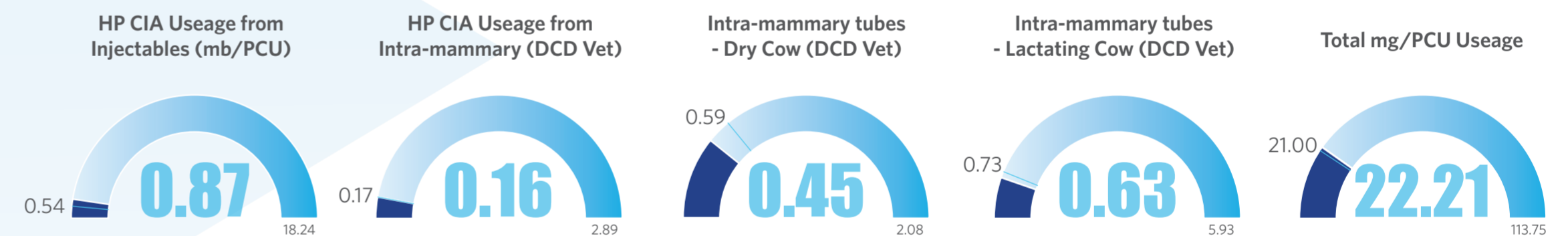
- **Engaging both farmers** and their vets in the discussion on which antibiotics to use for treating common disorders. Prophylactic use has been eliminated.
- **Reducing HP CIA usage** - supported by the change in Red Tractor standards, we've been able to reduce HP CIA usage and highlight the difference in active ingredients concentration in certain antibiotics so that

farmers can make informed decisions when it comes to choosing the correct antibiotic to use.

- **Benchmark farm use** - through the development of a dataset of 1,230 farms covering 278,000 cows, benchmarks have been developed and "action quartiles" established to highlight those farms with higher than expected AB usage.



Progress Toward RUMA Targets



1. Antibiotic purchase history is collected from the farmer's veterinary surgeon following a data release consent form being completed.
2. Analysis is completed by comparing towards RUMA 2020 targets and the against that group's average.
3. Total usage is broken down into a large variety of subcategories, primarily to identify High Priority Critically Important Antibiotic usage and the treatment routes.
4. Farmers receive individual feedback that highlights their performance and anonymously benchmarks against the group. This information is also shared with the farm vet.
5. Facilitated workshops allow discussion and true engagement from all members. As farmers and their vets are involved from the start, both are able to learn from each other's perspective during these discussions.
6. Farm management changes are discussed with vets and the farm team. The reports are compliant with Red Tractor Farm Assurance Standards.

