



Confidence raised.

***Salmonella* is an industry concern, but who is responsible?**

Several factors make controlling *Salmonella* in live poultry a difficult task. Chief among them is the long-standing perception that solutions implemented later in the production cycle, such as processing plant interventions, can eliminate most of the risk associated with any potential threat.

Processing has traditionally been viewed as the last line of defense for safeguarding consumers from food-borne disease. But, as an integrated company, it's important that every person in your organization understands the role they play in helping the plant deliver the safest product possible.

What's unclear is who in the poultry production chain is responsible for controlling *Salmonella*, and how all roles in the industry can work together to further reduce its presence in poultry products.

To help the poultry industry better understand perceptions about controlling *Salmonella*, Elanco Animal Health partnered with WATT Publishing and Meatingplace® to field a blind industry survey to outline the steps being taken to control *Salmonella* and identify who the poultry production chain believes is ultimately responsible for its control. The survey was distributed to live-side production, food safety and quality assurance professionals.

Salmonella reduction is a shared responsibility.

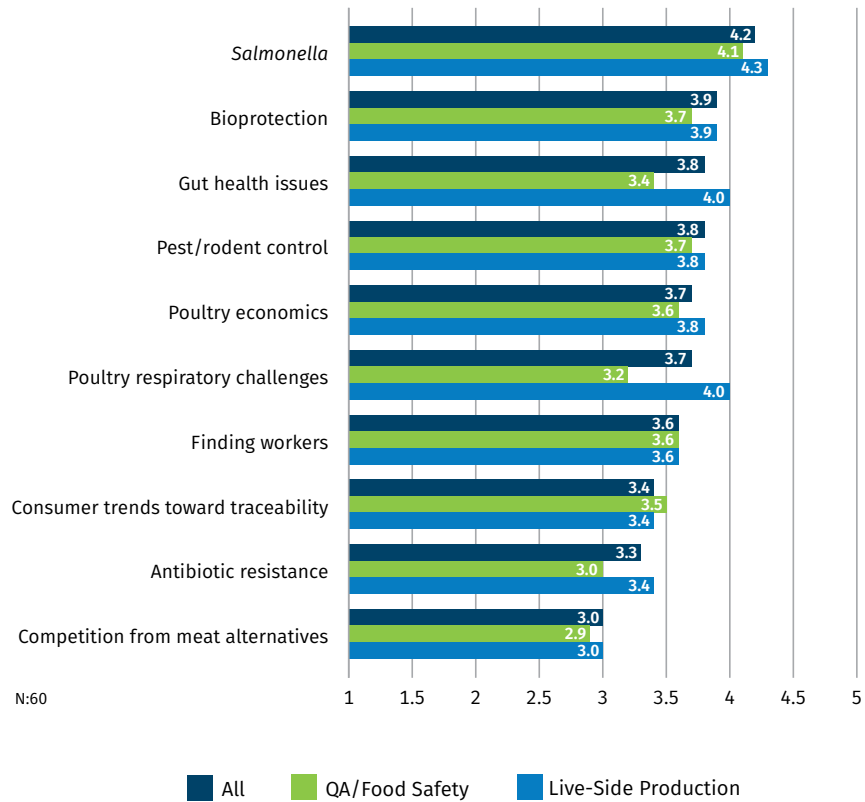
Salmonella is clearly the top industry production and processing concern among survey respondents. Yet there is a clear gap in who the respondents believe is ultimately responsible for its control. All respondents agree that Salmonella reduction is a shared responsibility across every production stage.

Respondents with QA/food safety roles completely agree that live-side production is the first step to Salmonella control and more emphasis needs to be placed on the pre-harvest prevention of Salmonella. However, those in live-side production roles agree to a far lesser extent.

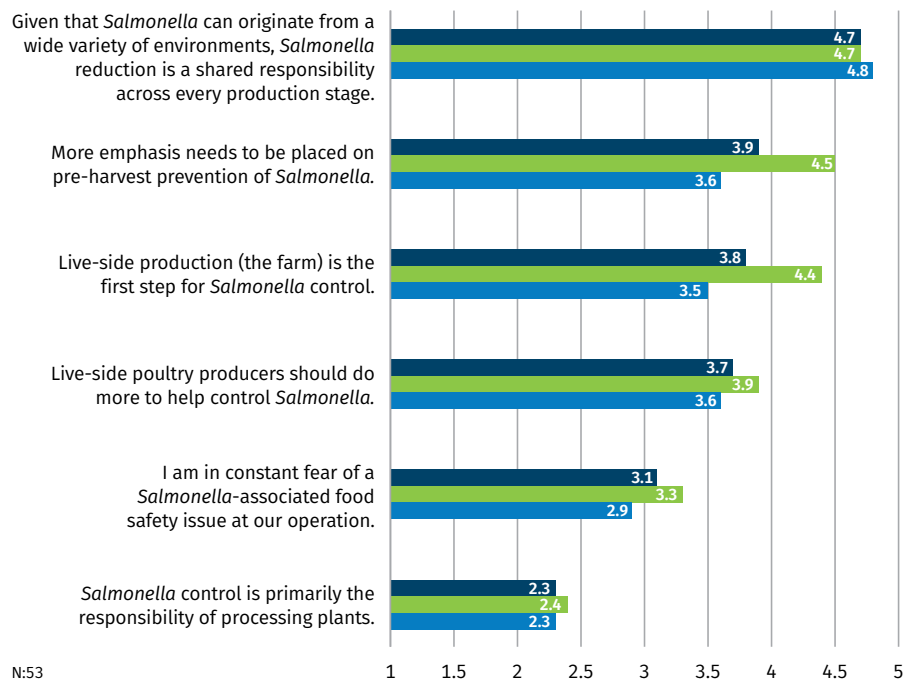
“The plants do a tremendous job as our last line of defense, but too much Salmonella can definitely stress the effectiveness of their interventions. Live-side solutions can help us reduce that load earlier in the process, so the entire burden doesn’t fall on in-plant interventions.”

— **Scott Gustin, D.V.M.,**
Director of Veterinary Services, Tyson Foods

How concerned are you about the following issues related to the poultry production and processing supply chain?
 (1 - not at all concerned, 5 - extremely concerned)



How much do you agree or disagree with the following statements?
 (1 - completely disagree, 5 - completely agree)



Who is responsible for *Salmonella* control?

Salmonella has historically been viewed as a processing plant issue because it doesn't present health or performance concerns for the bird. Unfortunately, what we don't see in one stage can create significant issues in another. Listen to food safety professionals discuss how on-farm practices and interventions, such as *Salmonella* vaccines, can help reduce *Salmonella* loads entering the processing plant.

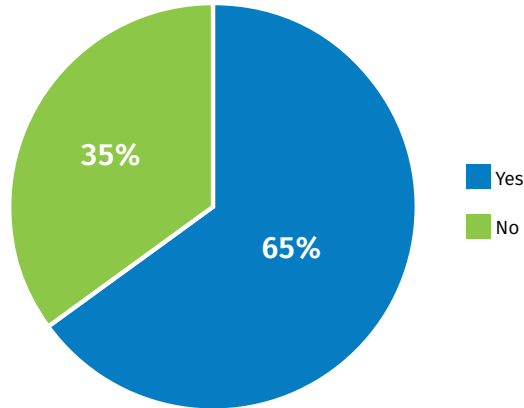
"I think the biggest misconception is that processing can solve everything. In reality, what we need to do to make sure in-plant interventions have the best opportunity to work is send the processing plant lower levels of *Salmonella* in the first place."

— Sara Steinlage, D.V.M.

Financial loss major outcome of *Salmonella* issues.

A majority of the QA/food safety respondents stated that they have dealt with a *Salmonella*-related food safety issue and that financial loss was the most severe consequence of a *Salmonella* food safety issue.

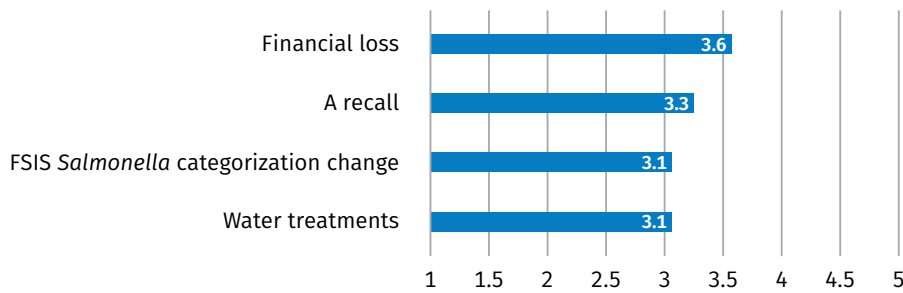
Have you had to deal with a *Salmonella* food safety issue with your operation?



A product recall or FSIS *Salmonella* category change can impact brand image, create unwanted liability and slow processing line speed – all negatively impacting poultry processor financials.

If yes ... How severe were each of the following items you faced as a result of *Salmonella*?

(1 – not at all severe, 5 – extremely severe)



More dialogue is needed between live-side production and QA/food safety.

“Sometimes we have to slow down to speed up. It’s going to take a cooperative effort to pull in the right people at the right time to make sure we’re making the best decisions for the entire operation.”

— Patrick Pilkington, D.V.M., Elanco

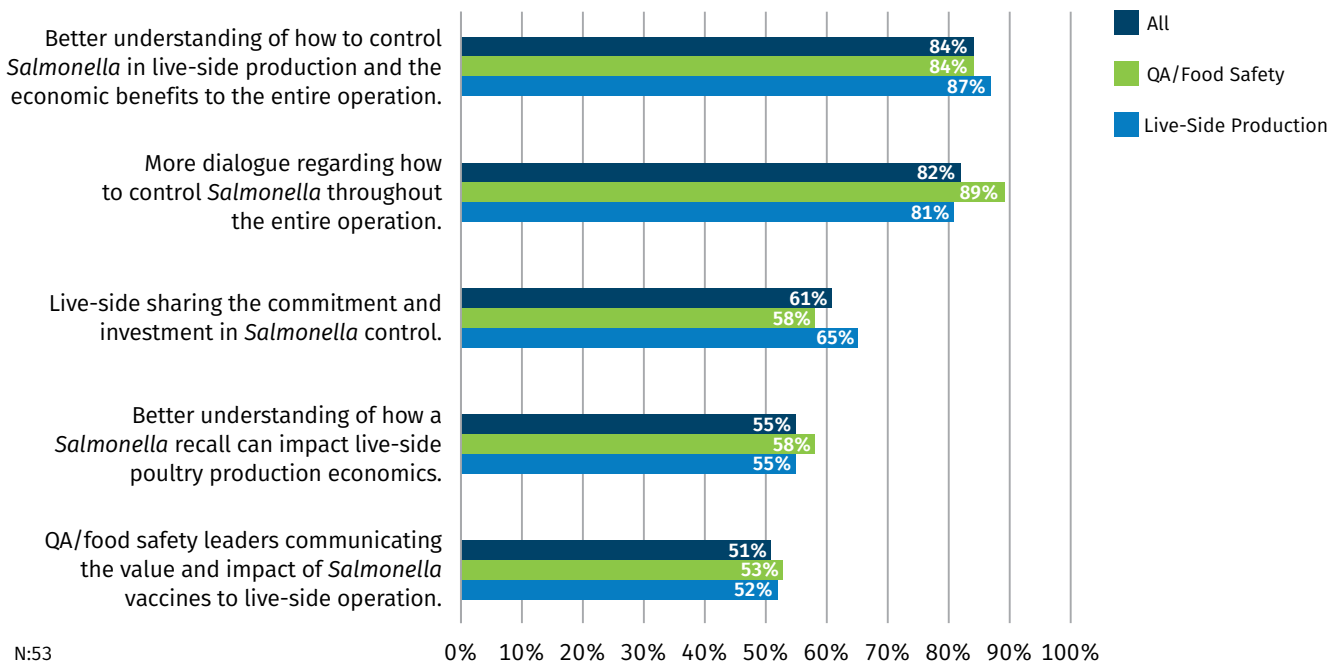
A vast majority of the respondents agree that more dialogue regarding how to control *Salmonella* throughout the poultry production chain is vitally important. However, those with QA/food safety roles feel more strongly about this statement than do their live-side production counterparts.

Survey respondents also feel that live-side production and processing plants need to better understand how to control *Salmonella* in live-side production and how live-side interventions can economically benefit the entire poultry operation.

Overall, 65% of live-side production respondents feel they should be sharing the commitment and investment in *Salmonella* control and feel they need to do more to help their QA/food safety counterparts control *Salmonella*.

In your view, how could live-side production and processing plants collaborate better, particularly to manage food safety?

(Check all that apply)



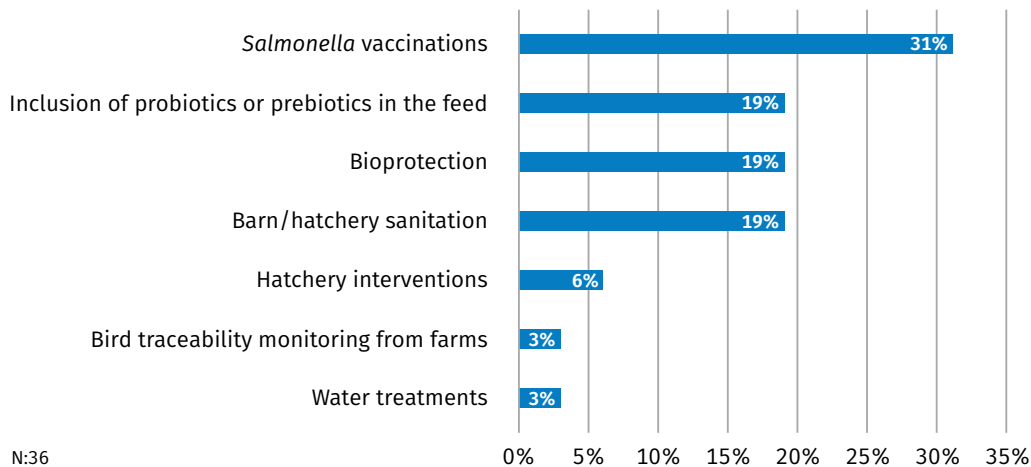
Salmonella vaccine awareness is low.

It's important to understand what is holding back the industry from utilizing all available live intervention tools, including live, inactivated and autogenous *Salmonella* vaccines in broiler production. Learn how live production interventions, such as *Salmonella* vaccines, can help reduce *Salmonella* loads and the burden of controlling *Salmonella* in the processing plant.

When those in live-side production roles were asked which one method is the most effective in the control of *Salmonella* in live production, 31% of the respondents stated *Salmonella* vaccinations are the most effective. This was the highest-ranking live-side intervention.

Which is the MOST EFFECTIVE in helping to control *Salmonella* in live production?

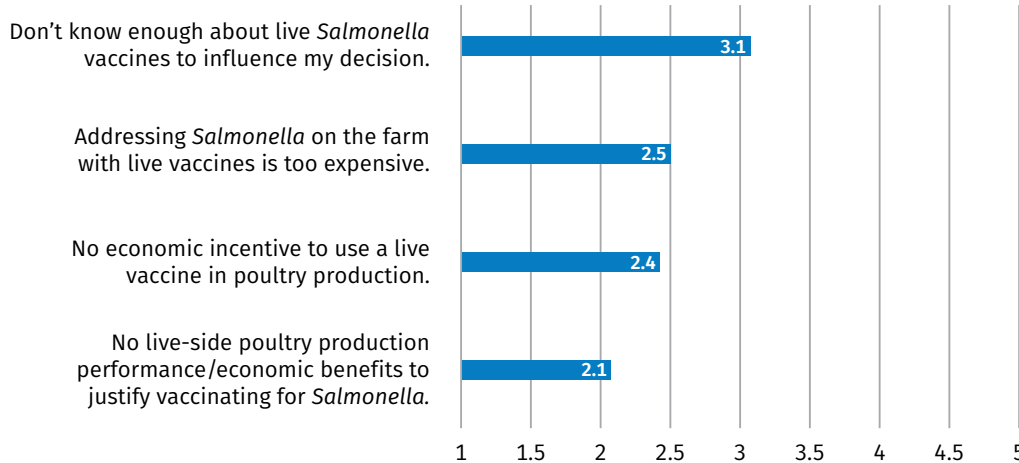
(Choose only one)



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Lack of education or awareness is a barrier when it comes to why respondents are not using a live *Salmonella* vaccine. Interestingly, economic cost and performance are not large factors in why live *Salmonella* vaccines are not used by the respondents.

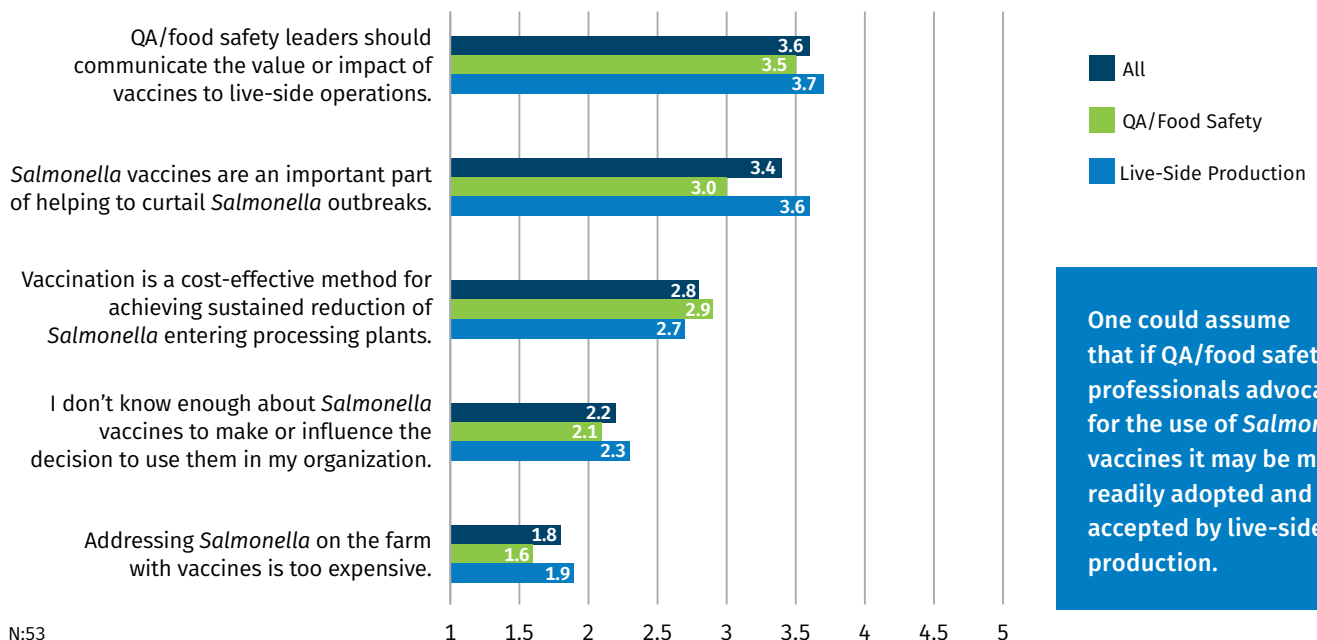
How much of a factor is each statement on why you aren't using a live vaccine?
(1 – not a factor at all, 5 – large factor)



Respondents mostly disagree that addressing *Salmonella* on the farm with vaccines is too expensive, and when those in live-side production roles were asked which one method is the most effective for controlling of *Salmonella* in live production, respondents stated *Salmonella* vaccinations are the most effective.

It is interesting to note that all respondents agree that QA/food safety leaders should communicate the value or impact vaccines have on live-side operations. However, those with live-side production roles feel more strongly about this than their QA/food safety counterparts.

How much do you agree or disagree with the following statements regarding *Salmonella* vaccines?
(1 – completely disagree, 5 – completely agree)



One could assume that if QA/food safety professionals advocate for the use of *Salmonella* vaccines it may be more readily adopted and accepted by live-side production.

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Conclusions

Understanding what is holding the industry back from utilizing all available live-side intervention tools, including live, inactivated and autogenous *Salmonella* vaccines in broiler production is important to the industry.

The Elanco commitment

Industry awareness is needed to demonstrate how the entire poultry production chain benefits from improved collaboration and implementation of live-side interventions. Elanco Animal Health is introducing initiatives to help bring the poultry industry together to discuss the role everyone plays in the control of *Salmonella*. The findings from these initiatives will be shared with the industry to help educate the poultry production chain about live-side interventions that can effectively reduce *Salmonella* loads.

Ultimately, it's about protecting our industry and providing the safest poultry products to consumers.

To learn more about these initiatives and *Salmonella* vaccines, visit Salmonella360.us.



Poultry