



Making a Difference

2015 – 2016

Livestock Program Focus Team Veterinary Feed Directive

Grand Challenges

K-State Research and Extension: providing education you can trust to help people, businesses, and communities solve problems, develop skills, and build a better future.

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Situation

Preventing the development of antimicrobial resistance in both animals and humans is vitally important to the food supply and health of a growing population. To ensure judicious use of medically important antimicrobials, they will be placed under veterinary oversight. Producers will be required to obtain authorization before using these products in the feed of livestock to treat or prevent disease. This will be accomplished through new regulation known as the Veterinary Feed Directive that begins January 1, 2017. The new regulations change how producers access these products as well as record-keeping requirements. Producers, veterinarians and feed distributors must learn how to comply with the new laws.

What We Did

In cooperation with the K-State College of Veterinary Medicine, Kansas Livestock Association, and Kansas Department of Agriculture, K-State Research and Extension provided producers with a variety of opportunities to learn about the upcoming changes. Statewide, this included 30 meetings (1,741 attendees), 39 newspaper articles, 38 radio and TV spots, 29 newsletter articles and 29 social media releases. A listing on the Kingman County Facebook page was shared more than 30 times with more than 4,000 views. Team members engaged in numerous informal, one-on-one conversations at the grocery store, church and other community gatherings. The website VFDinfo.org was developed to provide access to new publications, video resources, and other reference material on one site.

Outcomes

Producers were provided with basic information about Veterinary Feed Directives and given an opportunity to ask questions about implementing this regulation in their unique operations. Producers gained respect for proper and judicious use of antibiotics. Survey data from a subset of meeting attendees indicated that as a result of attending educational sessions, 88% increased their understanding of the regulations associated with the Veterinary Feed Directive. A significant change in understanding of what constitutes a valid patient-client relationship was noted by 42% of attendees.

Success Stories

Several producers made comments similar to this one:

- Very good information, well presented.
- I appreciate all extension does for the producer.
- Veterinary (feed) directive was explained very clearly.