Worthwhile Operational Guidelines & Suggestions

One Health Certified Program Label for Meat and Poultry Products

The use of Raised Without Antibiotics production has been steadily increasing within the US poultry industry. When personnel with RWA experience were asked how RWA broiler production impacts animal health and welfare, 69% indicated a negative impact. When asked if there are times that maintaining an RWA label has priority over animal health and welfare, 52% agreed that this could be true.

The One Health Certified Program provides a systems-based approach where responsible antibiotic use is certified. This program has five core principles:

1. Biosecurity program to keep disease out
2. Animal health plan including treatment protocols for sick animals
3. Responsible antibiotic stewardship
4. Third party audited animal welfare program
5. Environmental measurements

This program is aimed to provide a retail label for Certified Responsible Antibiotic Use where poultry and meat products do not have to be diverted if antibiotic use for flock health was needed. This will allow for a predictable supply chain with benchmarking requirements for the label mark while reassuring customers buying meat and poultry of responsible antibiotic use while maintaining animal health and welfare. This program will have open public certification audited by USDA-AMS Process Verified Program. This certification program has excellent potential for improving animal welfare while maintaining good antibiotic stewardship.

Information on the One Health Certified Program was presented by Dr. Don Ritter, Mountaire Farms, Inc. at the Delmarva Poultry Industry National Meeting on Poultry Health, Processing, and Live Production meeting October 7-9, 2018.