BUILD TRUST / ADD VALUE

US Swine Industry Perspective on the Novel H1N1 Influenza A virus Pandemic

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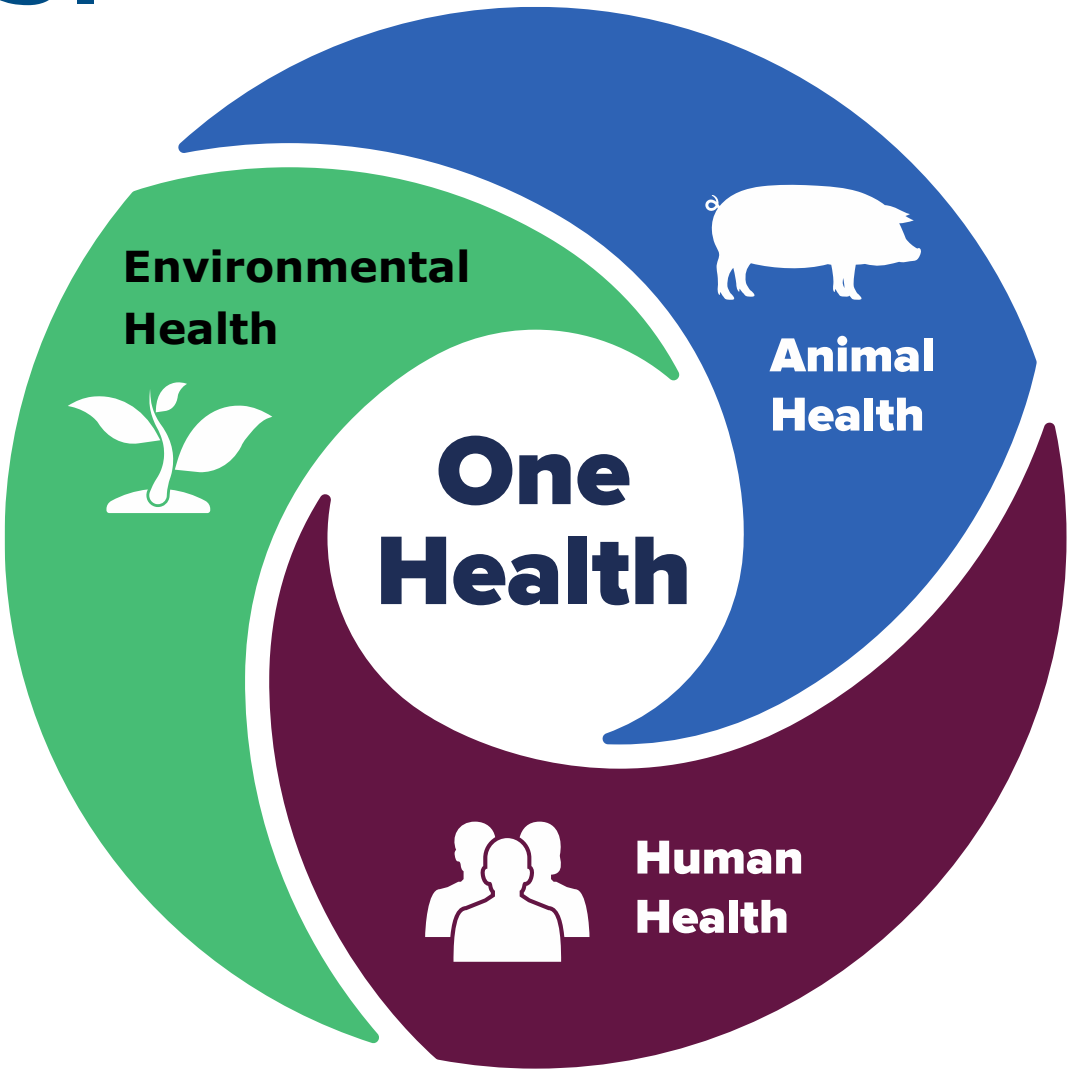
Background

- Public Health Veterinarian
- Occupational Safety and Health Researcher
- One Health Champion
- National Pork Board, Director of Producer and Public Health

2009 H1N1 in the U.S.

- Pig Health
- Worker Safety and Health
- Addressing Concerns of the Public



https://www.onehealthcommission.org/en/why_one_health/what_is_one_health/

Our Ethical Principles

Environment

Food Safety

Animal Well-being

Our People

Community

Public Health

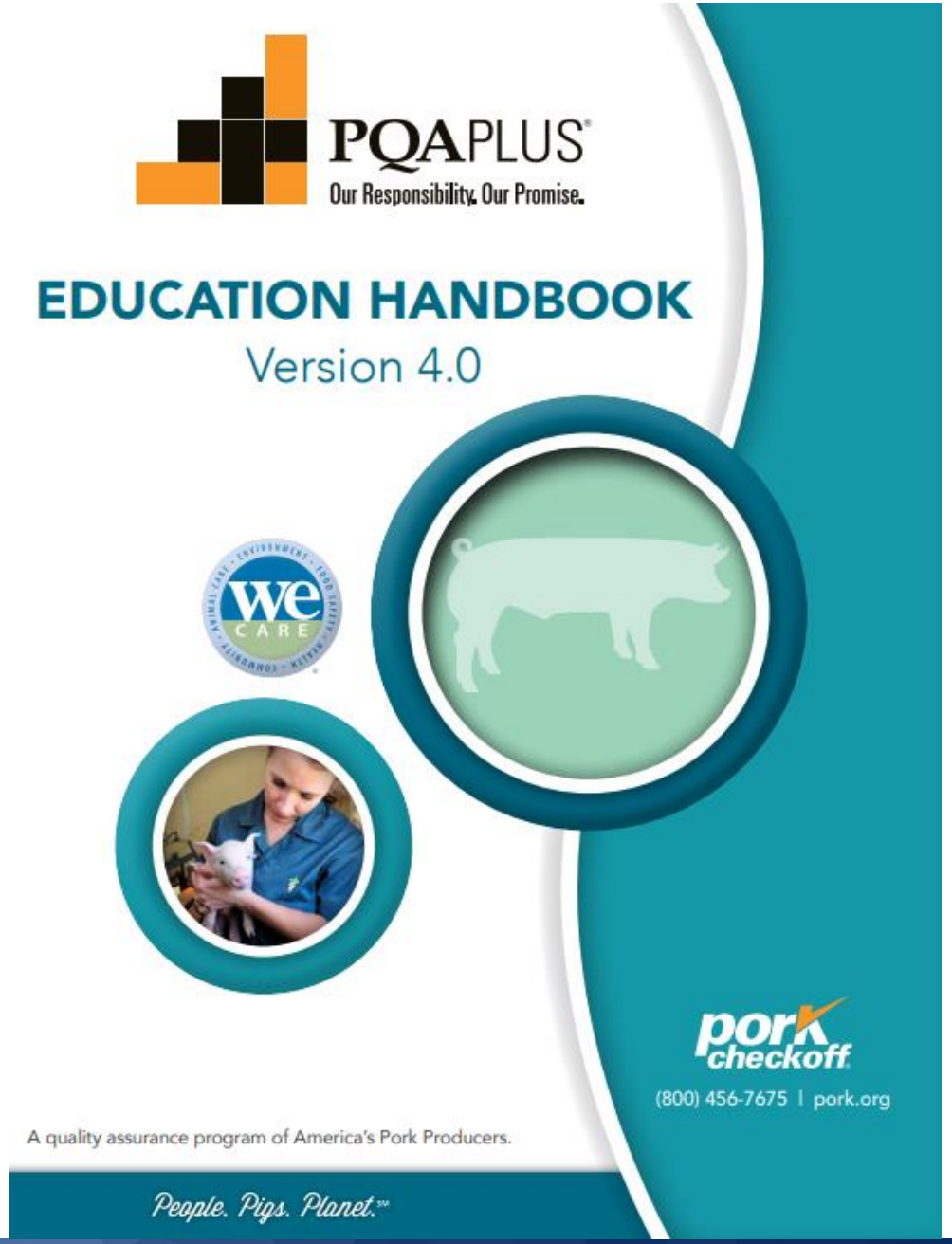
People.

Pigs.

Planet.

Practices and Proof

- Quality Assurance Leadership
  - Pork Quality Assurance® Plus
  - Transport Quality Assurance®
- Common Swine Industry Audit



https://porkcheckoff.org/certification-tools/training-certification/pqa-plus/

Industry Issues Management

- Influenza Working Group
- Implement response plan
- H1N1 Crisis Response Team
  - National Pork Board
  - National Pork Producers Council
  - American Association of Swine Veterinarians
  - United States Meat Export Federation
- Collaboration with State and Federal Partners
  - Surveillance Plan
  - Response Guidance
  - Just in Time Research

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Global transmission of influenza viruses from humans to swine

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Response Team Goals and Objectives

- Objective 1 – Reassure U.S. consumers and international trading partners that **Pork is Safe** (when properly handled and cooked)

- Objective 2 -- **Protect the U.S. swine herd** from becoming infected with the virus by encouraging producers to increase biosecurity above and beyond existing measures
- Objective 3 -- **Monitor** communications to identify emerging issues or trends related to the public discussion of this issue
  - Swine Flu vs. H1N1pdm09 virus
- Objective 4 –Transparently share information regarding **modern swine production practices** to stakeholders unfamiliar with the industry

Addressing Misinformation

- Three Audiences
- Producers and Industry partners
  - 90-minute Webinar featuring speakers from the CDC, National Animal Disease Center and National Pork Board and NPPC experts
  - Industry conferences
- Consumers
  - Facts About Pork webpage
  - Social media (NPB-produced YouTube videos, Twitter)
- International Partners and Consumers

The whole truth

- **Pork is Safe.** It is safe to eat properly handled and cooked pork or pork products.
  - According to the Centers for Disease Control and Prevention (CDC), H1N1 flu virus is not transmitted by food. You cannot get H1N1 from eating or from handling pork or pork products.

- Much like people, pigs can get the flu. It is important to note that **no sick pigs enter the food supply.**

- **U.S. pork producers are prepared** to act in the best interest of the public, the animals in their care, their employees and their communities

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Closing the chapter on 2009 H1N1 outbreak

- Pig Health
  - Biosecurity
  - Surveillance
  - Diagnostics
- Worker Safety and Health
  - PPE use
  - Worker vaccination
- Monitor human cases
- Monitor pork consumption

Economic Impacts

- Loss of equity
- Irregular seasonal dips
- Export disruptions
- Revenue reduction of over $2 billion

Maintaining One Health Relationships

- USDA-National swine influenza virus surveillance program
  - Multiagency communication and collaboration
- Influenza research
  - Viral evolution
  - Diagnostic and vaccine development
- Federal partnerships and information sharing
- Education and outreach

People. Pigs. Planet.SM


What Questions
Do You Have?

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This message funded by America's Pork Producers