**ESRC AMR Project: Phase 1 Repeat Interview Questions Template**

A. THE EMERGENCE OF AMR AND RESPONSES TO IT IN THE RETAIL FIRM AND ITS SUPPLY CHAINS

A1. In what ways has the emerging AMR issue presented itself to the company?

A2. In terms of both organisation and practices, what have been your company’s responses to the AMR challenge?

A3. Whose knowledge was drawn on in producing your company’s AMR policy?

A4. How has the policy influenced on the ground practices?

A5. How do you organise / meet as an AMR team? What external networks are important here?

A6. How do the differing structures and organisation of supply chains for pork and poultry impact on the challenges of AMR, and the possible responses to it?

A7. How do the differing structures and organisation of supply chains for fresh and processed meats impact on the challenges of AMR, and the possible responses to it?

A8. What (if any) training / information is in place for staff in different departments of the company regarding AMR?

A9. In what ways do you feel retailers are well-placed to tackle AMR and which less so?

A10. Do you expect to see changes in your supply chains for poultry and pork as a result of Brexit? What might be the challenges (or advantages) of this for tackling AMR?

B. INFLUENTIAL REPORTS, STANDARDS, PROGRAMMES AND INITIATIVES

B11. What key reports, policies and guidelines on AMR have influenced your company, and how?

B12. What standards, programmes or assurance schemes is your company working with and why?

B13. Has your company been involved in the development of these initiatives, programmes and standards in the UK or internationally?

B14. How, and by, who are these standards and programmes implemented in practice?

B15. What are your views on how adequately these standards and programmes are in tackling AMR, and what would you like to see in terms of developments?

B16. What difference does supply chain integration make to managing standards and responsibility?

B17. Have you encountered problems in AMR awareness, commitment or investment at any points in the chains?

C. CHALLENGES OF IMPLEMENTING ANTIBIOTIC STEWARDSHIP PROGRAMMES

C18. How many farms/producers/processors are you working with in each sector for fresh/processed meats?

C19. Are there different benefits, challenges, and responsibilities between the different food chains in implementing these programmes?

C20. How useful are interventions on the husbandry side of things in reducing the need for ABU? (e.g. stocking densities, breeding, housing materials, cleaning routines, slurry management, vaccinations etc).

C21. How about interventions in other areas of the food chain such as changes in cleaning materials or routines, or changes in materials used in transportation or packaging?

C22. Do you have thoughts on other substances sometimes portrayed as playing a role in the development of resistance, such as wormers or zinc oxide given to animals, or anti-microbials in cleaning products?

C23. Are there structural changes, technologies or financing that would help system-wide implementation of the stewardship programmes?

C24. In terms of reducing environmental reservoirs of AMR, are there practices that are key either on or beyond the farm.

D. INTERNAL MONITORING & DATA COLLECTION / MODELLING ACROSS SUPPLY CHAINS

D25. Have monitoring and surveillance practices and procedures changed in recent years as a result of AMR either on its own or in combination with other legislation or guidelines? (e.g. horsemeat scare; campylobacter…)

D26. What are the advantages/challenges for monitoring of a. pig/poultry; b. British/international supply chains?

D27. How important do you feel monitoring is relative to other approaches to understanding and tackling the AMR problem?

D28. Do you map/model AMR risk in your supply chains?

D29. Where do you feel responsibility for different aspects of monitoring to lie?

D30. What sorts of data are you collecting (or asking suppliers to collect) that is relevant to AMR and why (e.g. life stage ABU, biosecurity, hygiene, waste flows, feed, transport..?)

D31. What data is generated by others in the chain (e.g. assurance schemes), and what access do you have to this?

D32. Is there data you would like to a. have access to but don’t? b. be collected but isn’t?

E. WIDER ENGAGEMENT, AWARENESS AND RESPONSIBILITY

E33. What are you aware that your consumers or shareholders know about AMR and / or antibiotic stewardship?

E34. What role (if any) do you feel retailers can/should play in raising public awareness of the AMR challenge?

E35. What role (if any) do you feel retailers can play in shifting consumer or producer practices to support antibiotic stewardship programmes?

E36. Have you used media such as your website or store magazines to communicate the AMR challenge to consumers and other stakeholders?