P: Understand more about your organisation, key successes and challenges, roles of retailers and policy tensions.

INTRODUCE ORG: How see role in tackling AMR?

How role evolved?

Useful/less so, info, advice, models or research?

Usefulness of ‘One Health’?

Key Challenges? Policy changes etc needed?

RETAILERS: In what ways ‘well placed’? Differences?

Successes, blockages, differences between them?

What are / should be their responsibilities?

What key thing could they do to make a difference?

ROLE OF ORG: Policies and guidelines poultry and pigs?

Animals/ animal products crossing borders?

Data collected / like to collect / have access to?

eg total amounts used, what used and why, % treated?

AMR awareness / commitment problems in any part of chain

STANDARDS: Effectiveness & implementation? Create problems elsewhere?

Usefulness or otherwise? Examples red tractor etc.

Your org involved in developing these? How?

Retailers role in effectiveness of implementation?

Are there other models we should look to?

Brexit – opportunities and risks?

Is focus on amounts prescribed most appropriate? CIAs?

Other areas of food chains being missed?

Retailers roles re. husbandry, targets, data collection etc.

Data & practices re. eg. biosecurity, welfare, hygiene, feed...

CONSUMERS: Their role and responsibilities of retailers

Helpfulness & understanding of assurance schemes?

Communicate on issue? Materials?

Changes needed eg carcass balance?

FOCUS: AMR: treatment, biosecurity, wellness

Usefulness of ABU focus…

One Health – what does this mean, impt?

On farm, processing, hygiene, food safety, welfare

Farmer/vet/animal relationships

Challenges to making a difference re. AMR?

Differences in diff food chains? Good/Bad practice?

R: The project focusses on chicken and pig supply chains (within the UK and internationally) to begin to explore the roles and responsibilities of retailers in tackling AMR. This is an emerging field and we are interested not only to learn what retailers are doing in this area but to understand the expectations (realistic or otherwise) that are being placed upon them. In order to deepen our understanding of the challenges we are looking across supply chains to find out how the multiple actors from farm to shelf negotiate and communicate to enact change across food systems. To this end although we are interested in antibiotic usage / animal welfare, we are also keen to learn how other factors such as consumer expectations and carcase balance, or the demands of processors or government agencies influence and interact with possibilities for change

INTROS: Relevance of AMR to business? How presents? Diff nodes?

Roles & responsibilities across supply chains within company.

How organise / meet as AMR team? Communicate with buyers? Where, well-placed as a retailer? Bridge?

RESOURCES: Useful / otherwise: policy, guidelines, reports etc. frictions?

Education and Training materials? Focus AMR? Health/welfare? BioSec?

Standards and assurance schemes. Working with? Helped develop?

Involvement in policy / resource development?

SUPPLY CHAIN: Diffs between supply chains. Integration? Good/Bad practice?

Advantages and negatives re tackling AMR?

Map/Model risk in supply chains?

Cope with shifts in demand?

Manage carcass balance? Markets feed into /buy from?

Proportions moved in this way? Role of consumer ed?

How many farms? UK / overseas? Scale of turnover?

Nodal diffs in awareness / commitment?

Challenges /Opps post-Brexit? (FSA: re. focussing their resources).

What needs to change to implement meaningful standards & practices at different nodes?

Policies re. farmer / vet relations / responsibilities?

DATA: What collecting? Sharing? Access? Compatibility?

AMR specific? ie beyond biosecurity, welfare & AMR impact on them

Importance of data v other approaches to tackling AMR?

What data would like to have access to?

(FSA: Supply chain also ABU, resistant genes, environmental…)

Who wrote policy? When? Updates? Impacts on daily practices?

Send us their policies?

CONSUMERS: What awareness do your consumers have? Demographics? Concern?

Communicate on the issue? How? Direct on AMR? Hygiene? Welfare?

Helpfulness of assurance schemes eg Red Tractor?

Shareholder concerns and communication

FOCUS: Usefulness of ABU focus…

One Health – what does this mean, impt?

Challenges to making a difference re. AMR?