**ESRC AMR Project: Phase I Interview Questions for Retailers Template**

Overview of our project and introductions. Contact details.

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. Our questions fall into 5 key areas*:* 1. How AMR has emerged / is emerging as relevant to business practices in different supply chains and at different nodes across supply chains. 2. What standards, programmes and targets are being worked with and why. 3. Implementation of Antibiotic Stewardship Programmes. 4. International Supply Chains. 5. Public engagement.

Consent form – consent to participate, consent to be recorded, consent to take photographs (if appropriate), consent for transcript (if appropriate) to be placed in UK Data Archive, consent to anonymise and publish. Right to withdraw up to publication. Arrangements for data security.

A. UNDERSTANDINGS OF AMR AND HOW IT’S TACKLED IN THE RETAIL FIRM AND ITS SUPPLY CHAINS

A1. Tell me about how AMR is relevant to your business practices?

[Probe: understandings of AMR, the challenges it presents to the company and how the roles and responsibilities for tackling it are organised in the firm]

A2. In terms of the emerging AMR problem, how has this presented itself to the company? So, legislative changes, beasts not responding to treatment, consumer pressure, monitoring and surveillance…

A3. To what extent do you feel AMR is a scientific problem or a socio-political one?

A4. How do the roles and responsibilities for tackling AMR relate to the structure and organisation of supply chains for pork and poultry?

[Probe/clarify: supply chain organisation for poultry and pork, including geographies, company names of processors where possible, and differences for fresh versus processed meat and then link to how AMR is tackled at these different points, and with what kind/level of retailer involvement. Could possibly ask about feed at this point, if time]

A5. In what ways do you feel retailers are well-placed to tackle AMR and which less so?

A6. How do you organise / meet as an AMR team?

A7. Do you expect to see changes in your supply chains for poultry and pork as a result of Brexit? What might be the challenges of this for tackling AMR?

[This question could come later if time is getting tighter]

B. INFLUENTIAL REPORTS, INITIATIVES AND ORGANISATIONS

B1. What key reports, policies and guidelines on AMR have been influencing your company, and how?

[Probe: See what the interviewee raises, but could probe on O’Neill report, as well as FAO/WHO/OIE ‘One Health’. Also probe on their views of whatever is mentioned].

B2. What (if any) training / information is in place for staff in different departments of the company regarding AMR?

[May need to ask this question later and in connection with more specific aspects of standards].

C. STANDARDS, PROGRAMMES AND INITIATIVES

C1. What standards and programmes (e.g. antibiotic stewardship programmes linked to the British Poultry Council and National Pig Association, Red Tractor and RUMA) is your company working with?

[Probe: possibly on the targets, e.g. 50mg/kg target, Critically Important Antibiotics (CIAs), or withdrawal times, depending on interviewee awareness of these].

C2. Has your company been involved in the development of these initiatives, programmes and standards? If so, how and who?

C3. How are these standards and programmes implemented in practice, and with what kind and level of retailer involvement?

[Probe: sensitive issues of implementation costs and who carries these]

C4. What difference does supply chain integration make to managing standards and responsibility?

[Probe: pork/poultry differences and similarities]

C5. What data is generated from the above standards and programmes, and what access does the retailer have to this? (This provides a potential connection point to a later question about our potential access to data)

C6. What are your views on how far these standards and programmes are going in tackling AMR, and what would you like to see in terms of developments?

C7. Have you encountered problems in AMR awareness or commitment at any points in the chains?

D. CHALLENGES OF IMPLEMENTING STANDARDS AND PROGRAMMES OF ANTIBIOTIC STEWARDSHIP

[THESE QUESTIONS MAY BE MORE SUITABLE FOR SUPPLIERS, GOVERNMENT DEPARTMENTS AND POLICY-MAKERS, SO THEY SHOULD ONLY BE RAISED IF THE INTERVIEWEE HAS DIRECT INVOLVEMENT IN THESE SPHRES, AND ONLY IN SO FAR AS THE QUESITONS GET AT RETAILER INVOLVEMENT AND PERSPECTIVES]

D1a. Who was involved in writing your AMR policy? When was it written? Are any updates planned? C

[Can we have a copy?]

D1b. How has the policy influenced on the ground practices?

D2a. How useful have you found interventions to be on the husbandry side of things to be in reducing the need for AMU? For example, where stock is sourced from, stocking densities, housing materials, all-in-all-out, cleaning routines, slurry management… Where does responsibility sit for making / financing these changes?

D2b. 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?

D3. Are there different benefits and challenges between the different food chains in implementing these practices?

D4. In terms of prescription antimicrobials there seems to be multiple factors to be balanced including total amounts, the proportion of animals treated, and the types prescribed. What do you see as the balance in importance between these?

D5. What needs to change in terms of knowledges, or technologies within the system as a whole to help implementation of the standards?

D6. Do you have specific policies for metaphylactics or prophylactics, and how do you monitor this?

D7. Do you monitor AMU in the population as a whole or track individual animals?

D8. Where do you feel it would be most effective for responsibility for such monitoring to lie?

D9. Thinking about AMU residues, what procedures do you have around withdrawal periods following treatment?

D10. Policies around disposal of bedding, slurry, unused medicines etc.?

D11. Do you also have policies on non-prescription AMU whether that is in feed and water, or things like anti-bacterial soaps?

D12. Thinking beyond the farm, in terms of reducing the spread of AMR, what other ‘nodes’ do you think are key? I’m thinking of spaces like slaughterhouses, shipping, processing plants or butchery?

[Probe: this question about their awareness of ‘environmental reservoirs of AMR and responsibilities, including retailer role, in tackling this challenge].

E. SUPPLY CHAINS & INTERNAL MONITORING & DATA COLLECTION / MODELLING

E1. Do you map/model AMR risk in your supply chains?

E2a. How many farms are you working with directly / indirectly in each sector?

E2b. How are they audited?

E2c. What is the scale of turnover UK / EU / global?

E2. What sorts of data are you collecting (or asking suppliers to collect) at each of the nodes that is relevant to AMR and why? (This may go back to answers to previous questions)

E3. What kinds of data does the firm collect through monitoring and surveillance:

i. AMU Quantity / Types / Proportion of Animals Treated / What for

ii. Biosecurity Mixing Stock, Movement of Staff, Visitors & Equipment, Wildlife…

iii. Hygiene Routines & Schedules

iv. Environment Streams, Soil etc.

v. Feedstuffs Supply, Storage

vi. Abattoirs Separation of stock, cleaning practices,

vii. Shipping Separation of products, storage conditions, cleaning practices.

viii. Processing and Packing

E4. Have these practices and procedures changed in recent years as a result of AMR or other legislation or guidelines? (e.g. horsemeat scandal; campylobacter…)

E5. How important do you feel this kind of surveillance is relative to other approaches to understanding and tackling the AMR problem?

E6. Is there data you would like to i. have access to but don’t? ii. be collected but isn’t?

F. WIDER ENGAGEMENT, AWARENESS AND RESPONSIBSILITY

F1a. What are you aware that your consumers know about AMR and antibiotic stewardship? Give examples, if appropriate.

[Probe: Have consumers been in touch with you about AMR (demographics of these consumers, if that is the case? How relevant is their understanding of the issues and risks? What are they saying / asking?]

F1b. How about your shareholders, is pressure / questions coming from them?

F2. Do you feel there is a role for retailers in raising awareness of the AMR challenge?

F3. What might be the potential role of consumer education in raising standards and developing ‘best practice’ for the responsible management of antibiotic use in food supply chains?

F4. Do you think assurance schemes (such as Red Tractor) are helpful in the context of AMR?

F5. Have you used things like your website or store magazines to communicate the AMR challenge to consumers and other ‘stakeholders’?

[Probe: who and how has responsibility been taken for communicating AMR issues of the corporate website]