



**Water Treatment Systems
For the Food Industry**

meatingplace

INDUSTRY NEWS - PM

Consumers want antibiotic-free meat: poll



By [Tom Johnston](#) on 6/20/2012

A majority of Americans want their supermarkets to sell antibiotic-free meat, according to a new national poll conducted by *Consumer Reports*. The poll is included in a report, "Meat On Drugs: The Overuse of Antibiotics in Food Animals and What Supermarkets and Consumers Can Do to Stop It," released today at www.ConsumerReports.org.



Consumers Union, the public policy and advocacy arm of *Consumer Reports*, is using the report to support a new advocacy campaign urging supermarkets to sell only meat raised without antibiotics. The organization's first stop is Trader Joe's, considered to be a likely candidate to make that type of switch. Meanwhile, the group sent a letter to USDA asking the agency to tighten labeling standards for meat raised without antibiotics.

As part of its "[Meat Without Drugs](#)" campaign, the union sent shoppers to 136 supermarkets in 23 states, including at least five stores belonging to each of the 13 largest (by sales) supermarket chains in the nation and collected data on more than 1,100 different "no antibiotics" poultry and meat items. They found wide differences among stores from Whole Foods, where all

poultry and meat sold is raised without antibiotics, to Sam's Club, Food 4 Less, Food Lion and Save-A-Lot, where they couldn't find such products.

The poll found that 86 percent of consumers indicated that antibiotic-free meat should be available in their local supermarket; more than 60 percent said they'd be willing to pay at least 5 cents per pound more for

such product; more than a third (37 percent) would pay a dollar or more extra per pound; the majority (72 percent) was extremely or very concerned about overuse of antibiotics in animal feed, including the potential to create antibiotic-resistant "superbugs"; and more than 60 percent were as concerned with overuse of antibiotics in animal feed on farms raising animals in crowded conditions.

The poll involved a nationally representative telephone survey about antibiotics in meat products in March 2012. The poll surveyed 1,000 U.S. residents 18 and older. The margin of error is plus/minus 3.1 percentage points at a 95 percent confidence level.

 **Post a comment**

Name

Humane Research

Subject

Comment

Submit Cancel

Comments are limited to 2000 characters.

Note: Promotional messages or sales solicitations are not appropriate. Messages containing racist, sexist or vulgar language will be removed and can be cause for membership cancellation. For more information see [Terms of Use](#).

 **Comments**

Hormones

Blows me away when meat companies advertise hormone free. You can not add hormones to livestock it is against the law. Suppose we could all add this to our labels like a few of the big boy's. I just could not because it is deceiving. ABF is a choice just like grass feed beef. You are going to pay more because weight gain and mortality needs to be adjusted. As we find more and more holistic (natural drugs) for our animals the cost will come down. If a animal is sick like a child it must have antibiotics if the infection is severe enough, it is simply the humane thing to do. Most companies will not elect to produce antibiotic free as it is simply to expensive. This market will be left to the smaller regional guys who find a niche market or area that can afford or will pay the additional money. Just my opinion....

WEDNESDAY, JUNE 20, 2012 | CA. GROWN

[Reply](#)

Antibiotic-free meat

I must admit, I would "prefer" anti-biotic-free meat. However, I also know it will be more expensive to produce. Looks like we just might find out how much more expensive it is to produce. John Munsell

WEDNESDAY, JUNE 20, 2012 | JOHN MUNSELL

[Reply](#)

read the CU report

I know this is a radical notion, but I actually read the CU report (http://notinmyfood.org/wp-content/uploads/2012/06/CR_Meat_On_Drugs_Report_06-12.pdf). Doesn't look like commenters so far have done that, but seem to have an opinion on what it says anyhow.

WEDNESDAY, JUNE 20, 2012 | GAIL HANSEN

[Reply](#)

Which antibiotics we humans use survive USDA recommended cooking temperatures?

WEDNESDAY, JUNE 20, 2012 | DOUGLAS CRAVEN

[Reply](#)

Hummm... Let's see... Let's cook us up some antibiotics!

WEDNESDAY, JUNE 20, 2012 | JET LYNX IN CAPTIVITY

[Reply](#)

Jet, how much safer could it be if all antibiotics and pathogens are killed? Would not "just cooking properly" make meats antibiotic free?

WEDNESDAY, JUNE 20, 2012 | DOUGLAS CRAVEN

[Reply](#)**No Win Situation**

I agree that the consumer most likely does not understand what it means by no antibiotics being used and being free of antibiotic residue. Do they understand that not using antibiotics means standing by and watching our cattle suffer through sickness and most likely dying from it? Wouldn't it be more cruel and inhumane to not to help a dying animal? I'm shocked Consumer Reports would give out misleading information such as this.

WEDNESDAY, JUNE 20, 2012 | ROSE

[Reply](#)**And the price is????**

All for labeling and consumers having a choice in the market place. Howevah! I have the prices from a local farm that raises all their livestock minus antibiotics/hormones. The price of Bacon from free range hogs with no-nitrates added (.75-1#) is priced at \$6.95 per pkg. Hamburger is \$4.75lb which is a far cry from the stuff I purchased yesterday at \$1.89lb. I can't even afford their soup bones at \$3.50lb to give to my dogs to keep their teeth clean.

WEDNESDAY, JUNE 20, 2012 | SUSAN TRAYNOR

[Reply](#)

This all goes hand in hand with this administrations ambition to turn our great country into socialism. Ask people from other countries if these actions are familiar.

WEDNESDAY, JUNE 20, 2012 | DOUG KOGEL

[Reply](#)**No antibiotics means what**

No antibiotic residue in meat is one thing. No antibiotic use during production is another. I think a short time ago Tyson was challanged on an antibiotic free chicken claim because the eggs going to the hatchery were injected. Does this really make a difference in the meat? I don't believe so. I don't think science can support the implied threat today. Maybe 25 years ago? Do any of you have current studies documenting antibiotics in meat today? I don't believe consumers are getting any increased value for their money. It's imaginary.

WEDNESDAY, JUNE 20, 2012 | VEREL BENSON

[Reply](#)

how about no antibiotics for humans ? do you think that would work? i doubt it very much.....

WEDNESDAY, JUNE 20, 2012 | WALTER KANIA

[Reply](#)

Let the free market decide. People may say they are willing to pay X amount more, but when it comes time to purchase, I doubt they stand behind it.

WEDNESDAY, JUNE 20, 2012 | MEATHEAD

[Reply](#)

I agree with EJ. Consumers don't know what they want.

Consumers just choose what sounds the most intelligent from the two choices they are provided by the poll taker. . . . "Are you for or against your beef being laden with antibiotics?"

WEDNESDAY, JUNE 20, 2012 | TH

[Reply](#)

Lots of people claim lots of things in polls. Actually doing what they claim they're willing to do, now that's a different story.

WEDNESDAY, JUNE 20, 2012 | EJ

[Reply](#)

23 percent of all statistics are entirely made up. **this statistic is made up.

WEDNESDAY, JUNE 20, 2012 | SO TRUE

[Reply](#)

Agreed...let them walk into a Whole Foods store where meat is raised without antibiotics and see their jaw drop at the price increase. People are all talk...otherwise I'd see more than 3 or 4 cars outside a large Whole Foods store.

WEDNESDAY, JUNE 20, 2012 | M

[Reply](#)

Poll:

I vote people should be antibiotic free

WEDNESDAY, JUNE 20, 2012 | DOCTOR FEEL GOOD

[Reply](#)

There sure would be alot less of them!

WEDNESDAY, JUNE 20, 2012 | JET LYNX IN CAPTIVITY

[Reply](#)

why not give consumers the choice. if some are willing to pay the extra 17% - 20% (assuming you are correct), why give up this market?

WEDNESDAY, JUNE 20, 2012 | PROUD HEATHEN

[Reply](#)

They already have the choice

WEDNESDAY, JUNE 20, 2012 | PERRI DOUTRE

[Reply](#)

This artical

The usda has very specific labeling controls on "antibiotic and hormone free beef. Sorry folks It raises prices as much as 17% to as much as 20% to produce this livestock-----most families will not pay this overage. Organically raised animals much more expensive to bring to market.Just me

WEDNESDAY, JUNE 20, 2012 | BILL ISENMANN

[Reply](#)**anti anti biotics**

tail wagging the dog

WEDNESDAY, JUNE 20, 2012 | DR MEAT

[Reply](#)