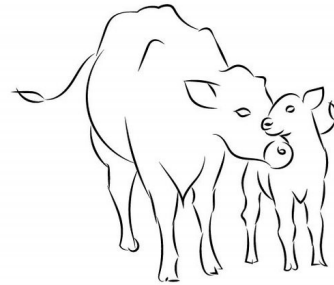


# Do you work in the Canadian beef cattle industry?



## We want to hear from you!

We are looking for participants to help provide insight into the beef cattle industry and help us understand the system complexities from a "boots on the ground" perspective.

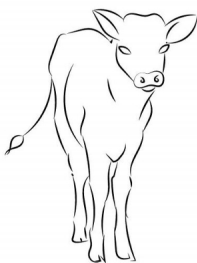
### WHO CAN PARTICIPATE:

- Ranchers
- Feedlot Operators
- Auction Owners
- Transporters
- Veterinarians
- Waste Removal Services
- Beef Consumers
- Meat Packers
- Wholesalers
- Other Related Professions

### WHAT IS INVOLVED:

You will be asked to participate in an online interview at a time that is convenient to you.

We will ask you to describe the technology and systems that you use in your daily work to help us identify and visualize the barriers and facilitators to decreased antimicrobial use in beef cattle.



**IMPACT:** Your insights will be used to develop an online tool that will be shared publicly and is intended to help inform decisions made by technology developers, researchers, consumers, producers, and/or policy makers to promote innovative solutions and technologies to help slow the transmission of antimicrobial resistance.

If you are interested in participating, or know other individuals who would be interested, please contact Courtney MacDonald to learn more:

[courtney.macdonald@ucalgary.ca](mailto:courtney.macdonald@ucalgary.ca)

This study has received ethics approval through the Conjoint Health Research Ethics Board (CHREB) Ethics ID: REB20-0156