

## Introduction

In September 2006 the National Office of Animal Health commissioned the Institute of Grocery Distribution (IGD) to conduct research into consumer attitudes towards the use of animal medicines in farm animals. The key objectives were to:

- Explore consumer attitudes in the use of medicines and vaccination to treat and prevent disease.
- Establish the level of concern, if any, about the use of animal medicines.
- Understand the demand for information about animal medicines.
- Identify sources of consumer trust within the food chain.

## Key findings

The key findings were presented at the NOAH conference – “Healthy Animals Safe Food” in November 2007 and were:

- Animal medicines and vaccinations are not of great concern to consumers – main concerns are centred on hygiene in the factories and animal living conditions.
- Consumers have confused attitudes towards vaccination.

- The information most shoppers want is what feed animals receive (33%) and what hygiene standards exist (30%).
- There is a demand amongst 23% of respondents to know if animals have been fed or injected with anything to make the grow.
- The most trusted sources are independent bodies; the Food Standards Agency scored 29%. Other high scoring sources trusted for information include supermarkets and farmers.

## Conclusion

Animal medicines and vaccinations are not of great concern to consumers, although three quarters claim to be aware of their use.

Demand for information is limited; reassurance rather than detail is needed.

## What is NOAH?

The National Office of Animal Health (NOAH) represents the UK animal medicine industry: its aim is to promote safe, effective, quality medicines for the health and welfare of all animals. Its members supply over 90% of the UK licensed animal medicines market for pets, working and farm animals. NOAH members abide by the NOAH Code of Practice for the promotion of their products.

August 2007