



The role of vaccination in animal health

- future technology and societal acceptance

Wednesday 25th February 2009
The Royal Society,
Kohn Centre,
6-9 Carlton House Terrace,
London SW1Y 5AG



NOAH
National Office of Animal Health



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Why you should attend:

In 2006 the National Office of Animal Health held its second successful conference in its food chain series. Held in London, the conference was built on the theme of "Healthy Animals – Safe Food". As part of the conference NOAH carried out extensive consumer research into attitudes towards the use of animal medicines.

NOAH is now organising its third conference. It will examine the role of vaccination in animal health – future technology and societal acceptance. To support the conference NOAH will again be conducting consumer research into consumer attitudes to animal medicines, in particular the use of vaccination.

Since 2006 we have seen the emergence of bluetongue, a further outbreak of foot and mouth and numerous cases of avian influenza. These diseases have all brought the use of vaccination into sharp focus.

This conference will examine not only changing attitudes towards the use of vaccination but also the role that vaccination and the use of new technologies can play in mitigating these new and emerging diseases.

Who should attend:

The conference will cover current issues affecting healthy animals and it will be of relevance to those involved in:

- | | |
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| <ul style="list-style-type: none">• Food processing• Food retailing• Food development and marketing• The media | <p>As well as:</p> <ul style="list-style-type: none">• Producers• Legislators• Scientists and academics |
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Conference details

The conference is being held in The Kohn Room in The Royal Society, London. The Royal Society was founded in 1660 and is the independent scientific academy of the UK, dedicated to promoting excellence in science. The stunning Grade 1 listed building based in the heart of London and overlooking The Mall offers wonderful views over St James's Park and along to Buckingham Palace. The Society's unique collection of paintings, sculpture and archives are displayed throughout and cover almost 350 years of scientific achievement.

The conference will begin at 10.30am on Wednesday 25th February.
Tickets: £110 each plus VAT.

**Further information can be obtained from Alison Glennon: NOAH,
3 Crossfield Chambers, Gladbeck Way, Enfield, Middlesex, EN2 7HF,
telephone: 020 8367 3131 or a.glennon@noah.co.uk or www.noah.co.uk**

Programme:

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10.30am	Arrival and registration
11am	Welcome and opening comments from Chairman – Fred Landeg CBE
11.10am	The conference in context – Phil Sketchley, Chief Executive, NOAH
11.15am – 11.40am	New dynamics – emerging diseases, food prices and security Cedric Porter, Supply Intelligence Ltd
11.40am – 12.05pm	What does the future hold? – new diseases/new vaccines Professor Peter Mertens, Institute for Animal Health (IAH)
12.05pm – 12.30pm	Food and consumer trends Ruth Griffiths, Vion Food Group Ltd
12.30pm – 1.00pm	Consumer attitudes to vaccination Gerardine Padbury, IGD
1.00pm – 2.00pm	Lunch
2.00pm – 2.30pm	The European technology platform for global animal health Steve Dean, Veterinary Medicines Directorate (VMD)
2.30pm – 3.00pm	Role and benefits of vaccination – case studies Case Study 1: Bluetongue vaccine – the race against time Alasdair King, Intervet/Schering Plough Case Study 2: The Licence is just the beginning Andrew Buglass, Merial
3.00pm – 3.30pm	Societal and regulatory interactions in vaccine development Professor Joyce Tait, University of Edinburgh
3.30pm – 4.00pm	Discussion
4pm	Chairman's closing remarks

Short biographies of some of the contributors

Fred Landeg CBE

Veterinary surgeon Fred Landeg, has held various public service posts since 1975. In 2001 he was made acting Assistant Chief Veterinary Officer, responsible for management of the Foot and Mouth Disease National Disease Control Centre. Fred was appointed UK Deputy Chief Veterinary Officer and Director in Food and Farming Group in 2004, providing veterinary advice to, amongst others, Ministers and the Chief Veterinary Officer. In 2007 he became acting Director General and Chief Veterinary Officer, before retirement from public service in 2008 when he also received a CBE.

Cedric Porter

Cedric Porter is the managing director of Supply Intelligence Ltd. It is an agricultural supply chain consultancy that provides information, advice and support to retailers and food processors seeking to develop their agricultural supply relationships and arrangements. Supply Intelligence also works with investors interested in the opportunities that agriculture presents. Cedric was the Editor of Farm Business for six years from its launch in 2002.

Professor Peter Mertens

Professor Peter Mertens is now Head of the Arbovirus Research Group (ARG) at Pirbright where he has determined the atomic structure of bluetongue virus by x-ray crystallography, as well as developing molecular epidemiology and diagnostic systems. The group is currently helping to combat the UK outbreak of bluetongue. Professor Mertens is chair of the Reoviridae Study Group of the International Committee for the Taxonomy of Viruses and is Visiting Professor of Biological Sciences at the University of Manchester, he is also part of the 'expert group' that advises the UK government regarding these viruses. He has published over 130 papers on the dsRNA viruses.

Gerardine Padbury

Gerardine joined IGD in 2003. She is a senior consumer analyst conducting regular consumer and shopper research. Prior to joining IGD, Gerardine worked at Taylor Nelson Sofres (TNS), where she was responsible for the supply of market research services to some of the largest grocery, drinks and personal care companies in the UK. Gerardine has a BSc. in Food Science and M.Phil in Agricultural and Food Economics from Queens University Belfast, and is a member of the Market Research Society.

Professor Steve Dean

Veterinary surgeon Steve Dean, the Chief Executive of the Veterinary Medicines Directorate, was previously Director of Licensing for the VMD. From 2001 to 2002, Steve was the Chairman of the Committee for Veterinary Medicinal Products, and is a past Chairman of the Veterinary Mutual Recognition Facilitation Group. Steve has also worked as a Royal Veterinary College lecturer in anatomy and assistant in mixed veterinary practice. Steve is a Professor in Veterinary Pharmacy at the University of Nottingham and at the Royal Veterinary College.

Alasdair King

After qualifying from Glasgow University Veterinary School in 1990, Alasdair King spent 11 years in practice before joining Intervet as a livestock veterinary adviser. He is currently Veterinary Manager for the Ruminant Business Unit, Intervet/Schering-Plough Animal Health and the Government Liaison Officer, working closely on the bluetongue control programme with Defra.

Ruth Griffiths

Ruth Griffiths has been marketing controller at Grampian Food Group for seven years working across all proteins, but mainly chicken. A graduate with a degree in English Literature Ruth has worked in retail and food marketing all of her career including Asda, and Baxter's Food Group.

Professor Joyce Tait

Professor Joyce Tait (CBE) is Scientific Adviser of the ESRC Innogen Centre, and a professor at the University of Edinburgh. She has an interdisciplinary background in natural and social sciences covering: technology development strategies in the chemical and life science industries, translational medicine; governance, risk assessment and regulation; policy analysis; stakeholder attitudes and influences; science and risk communication. She is a Fellow of the Royal Society of Edinburgh and also of the Society for Risk Analysis.

Andrew Buglass

Andrew Buglass, is a Senior Product Manager for a number of Merial ruminant and pig brands. Before moving into marketing in 2003, he was a Sales Territory Manager in his native Scotland. During his 10 year career at Merial, Andrew has gained wide-ranging experience across the marketing/sales mix. Andrew graduated from the University of Edinburgh with an honours degree in Agricultural Science and is currently well into an MBA with the Edinburgh Business School.

Booking Form

PRINT CLEARLY IN BLOCK CAPITALS (please photocopy this form for additional delegates)

Name: _____

Company: _____

Position: _____

Address: _____

Postcode: _____

Country: _____

Telephone: _____

Email: _____

£126.50 each including VAT @15% (£110 plus VAT),

includes lunch & refreshments

Payment Details:

I enclose a cheque:

Please make cheques payable to NOAH Ltd.

I wish to pay by Debit/credit card:

(NB We accept Switch, Visa, Mastercard and Eurocard)

Card Number:

Name (as printed on the card)

Expiry Date

/

Security No.

Total (Inc VAT)

£

Please return (with your payment details) to:

NOAH Ltd., 3 Crossfield Chambers,

Gladbeck Way, Enfield,

Middlesex, EN2 7HF



Location



Transport and Car Parking

Several underground stations and Charing Cross railway station are within easy walking distance. If travelling by car there are many metered bays and car parks within a short walk.

No Smoking

Please note that the Royal Society operates a strict no smoking policy throughout the building.