

- Epolitix runs awards for 'Charity Champions'. NOAH was delighted to nominate Ian Cawsey MP, then the Chairman of the Associate Parliamentary Group for Animal Welfare for the animal welfare section of this award, in particular for his support for a 2004 event hosted by Lord Soulsby that NOAH coordinated in the House of Lords to raise awareness of the positive role of animals in society. The association was very proud that he won the award, for the second year running.

- National Pet Week, which takes place in the first week in May, goes from strength to strength, with many events pushing the charity's aims of promoting responsible pet ownership and the benefits of pets for people being held by vet practices, pet shops, schools and animal charities. NOAH is a trustee of National Pet Week (along with Pet Food Manufacturers' Association and Pet Care Trust). NPW 2005 had the theme 'Best of Friends – Best of Health', while the 2006 week focussed on 'Your Pet - One of the Family'. NPW was pleased to be supported by Asda sponsorship for both years.

- During National Pet Week, NOAH coordinated an event in the House of Commons. This reception for MPs and peers, themed 'Animals are good for us - be good to them' was hosted by Eric Martlew MP, chairman of the Associate Parliamentary Group for Animal Welfare. It built on the success of the similar event held in 2004 at the House of Lords, raising awareness about animals helping people. There were displays by charities training and working with assistance animals to help people with long term illness and disabilities lead more fulfilling lives. Charities involved with animals who help people get better and others that show how animals help keep people well also featured. Underpinning these were the charities and organisations who develop, through science, the means to keep these animals healthy.

- A campaign to raise public awareness of companion animal health and how diseases might be prevented is in its infancy.

- The Annual Dinner and NOAH Conference were both successful events with record numbers of members attending at both.

- For the second year, NOAH sponsored a Guild of Agricultural Journalists prize for the best article on animal health and welfare. This was won by Nancy Nicolson for a feature on the programme 'Landward'.

- At the end of 2005 the use of antibiotic growth promoters stopped in Europe. During the phase-out NOAH members and RUMA have been working with farmers to prepare for the change with as little impact as possible on animal health and welfare. NOAH's information documents have been updated to reflect these changed rules.

- That phase-out was planned: in contrast, NOAH is very concerned by a decision taken by the VMD to suspend the use of SP (synthetic pyrethroid) sheep dips while a consultation period on reducing environmental impact was ongoing, and in the absence of new data. There are concerns over the health of sheep, as these products are an important tool for farmers in the control of sheep scab and other parasites, and more generally concern about the way this decision was taken, which raises important questions about the predictability of the regulatory process. Many NOAH members, including those with competing products who could benefit financially, expressed significant concerns about the way in which this decision was taken. Talks with the VMD and Environment Agency continue.

- To aid the identification of animal medicines, animal medicines companies across the world have agreed to implement a standardised 2D bar coding system for product identification. This will include information such as batch number and expiry date. NOAH has been paving the way in the UK with briefings to wholesalers, veterinary software suppliers, veterinary surgeons and animal health merchants, all of whom are supporting this project.

- The industry's sales survey is also being standardised across the world. Consistent data from this system will enable companies to serve their customers better and plan new medicine research and development. Total UK animal medicine market sales data are not available at present, as NOAH is mid-way through changing to this new process and we do not, at the time of writing this report, have a full year's sales history to enable any meaningful comparisons to previous years'. When the data are available for the new legal categories and core species it will be released on the NOAH website www.noah.co.uk

NOAH Membership 2005-06

Corporate Members as at 1 May 2006

Abbott Animal Health
 Alpharma
 Animalcare Ltd
 Animax Ltd
 Arnolds Veterinary Products Ltd
 Bayer plc
 Beaphar UK Ltd
 Boehringer Ingelheim Vetmedica
 Ceva Animal Health Ltd
 Chanelle Animal Health
 Cross VetPharm Group UK Ltd
 Dorwest Herbs
 Elanco Animal Health
 Fort Dodge Animal Health
 Forum Products Ltd
 Genitrix Animal Health and Nutrition
 Huvepharma
 Intervet UK Ltd
 Janssen Cilag Ltd
 J M Loveridge
 Johnsons Veterinary Products Ltd
 Masterfoods (Complementary Petcare)
 Merial Animal Health Ltd
 Novartis Animal Health Ltd
 Pfizer Ltd
 Schering-Plough Animal Health
 Seven Seas Ltd
 Sinclair Animal & Household Care Ltd
 Vetoquinol UK Ltd
 VetXX (formerly Leo Animal Health)
 Virbac Ltd

Associate Members as at 1 May 2006

These are companies that at present do not hold a UK marketing authorisation for animal medicines but are otherwise involved in the industry.

ADAS
 Brixham Environmental Laboratory
 Covance
 CSI-Europe
 Don Whitley Scientific Ltd
 GfK Group (formerly IMS Health)
 Meridian Scientific Consulting
 Phytopharm plc
 Provimi Ltd
 Veterinary Laboratories Agency



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Annual Review

05/06

The National Office of Animal Health (NOAH) represents the UK animal medicines industry: its aim is to promote the benefits of safe, effective, quality medicines for the health and welfare of all animals.



Chairman and Chief Executive's Report

As in most of NOAH's years of activities, regulations have stood out as the primary area for our attention in 2005 and as we mark our 20th Anniversary, the future years will no doubt be the same!

The time and effort NOAH focused on the final stages of the regulatory consultations engaged the association in numerous meetings and discussions with all other stakeholder groups involved directly and indirectly with animal medicines. The end result was a set of new regulations which NOAH believes are, on the whole, pragmatic and much easier to understand than the Medicine Act and 100 Statutory Instruments they replaced. Whilst it is only a few months since they were introduced they have been generally well accepted by our members. If there are any 'grey' areas NOAH is confident the current review and consultations in place for the 2006 regulations will allow them to be clarified.

Whilst regulations have been the primary focus NOAH has also invested lot of time and effort in two other key area – Food Chain and Image for the industry.

All too often we find matters relating to livestock production at the forefront of issues relating to medicines but this has been consciously balanced by increased activity in the companion animal sector. We have worked very closely with our fellow trustees for the charity National Pet Week – the Pet Food Manufacturers Association and the Pet Care Trust – in order to make it a success.

NOAH is also embarking on a major new initiative – a Companion Animal Disease Awareness and Prevention campaign. This will focus on educating the pet owning public on the importance of preventative health care for their pets.



Philip Sketchley,
Chief Executive



Graham Dick,
Chairman

The NOAH Board have invested a lot of time in conducting a detailed review of our Code of Practice. This illustrated that it was already a robust self-regulatory Code which provided the regulators with the assurance that the industry was already conducting itself responsibly. But following recently implemented amendments the code is even more in tune with the needs of industry and the professionals it supplies.

NOAH continues to be closely engaged with our colleagues in Europe through strong representation on all key IFAH Europe committees – the Technical and Regulatory Committee, IFAH Europe Council, Food Chain Committee, the Communications Committee and the chair of the Committee of National Associations. This helps NOAH to keep abreast of regulatory implementation in other member states and provides the means to contribute to industry's common goals. One such initiative is the European Technology Platform for Global Animal Health which is closely engaged with the European Commission to identify and promote a research agenda capable of fostering the effective tools for the control of animal diseases

The threat posed by avian influenza shows that our industry has an important contributory role to play in helping animal health and possibly even human health as well. In order that we can develop new products to cope with new diseases and disease systems, our industry needs a sensible, predictable yet flexible regulatory system to encourage innovation. NOAH remains ready to rise to future challenges to support animal health and welfare.

NOAH's Year

The new UK Veterinary Medicines Regulations, which control how animal medicines are authorised and sold, came into being at the end of October 2005. Following on from their effective and open informal consultation on which we reported last year, the Veterinary Medicines Directorate (VMD) conducted a very open formal consultation on the draft legal text, with good dialogue with stakeholders. There were a number of key points which NOAH was very pleased to see in the new Regulations.

The classification structure ensures animal health merchants can continue in their important role in making animal medicines available for the health and welfare of UK's animals. NOAH welcomes the continued role of SQPs. The *quid pro quo* is changed structure in AMTRA, upgrading of SQPs' qualifications, and changes to the detail of their role, to reflect their professional status as medicines prescribers.

Appropriate and responsible advertising of POM-V medicines to professional animal keepers continues to be allowed, so this important route of communication continues. Also pet owners will be able to see advertisements about animal medicines in the new controlled distribution category NFA-VPS, which replaces the old PML for companion animals. GSL medicines were given the important prefix AVM (Authorised Veterinary Medicine), which should help to differentiate them from unlicensed products which have shown neither efficacy nor safety.

The cascade system for prescribing animal medicines has been strengthened by a ban on the advertising and promotion of human medicines. This works to ensure that animals receive a medicine licensed for their own particular

species or indication if one exists, but also provides the means to enable their vet to prescribe appropriate treatment for their health and welfare if there is not an existing animal medicine.

Throughout the consultation period in the run up to the introduction of the new Regulations, NOAH liaised closely with the VMD and other stakeholders to determine how our well-established Code of Practice for the Promotion of Animal Medicines needed to be changed to reflect the new regulatory requirements on promotion and the ever-changing expectations of our customers, and during the year these changes were made and implemented very quickly after the launch of the new Regulations. The VMD has said: *"We welcome the industry's self-regulation in this area and the recent tightening of the Code. Veterinary medicines are special products (they are not commodities!) that should be marketed and used responsibly and professionally. The Code is designed to achieve this."*

Now the Regulations are in place, NOAH has been keen to help explain to those who prescribe, supply and use animal medicines that there is a stringent system of control, and how the changes in these new Regulations will affect them. The association held two very well attended press briefings, and also was asked to provide a number of articles to the veterinary, farming and pet press. NOAH also produced a short guide called 'The Veterinary Medicines Regulations - and you'. This was sent, along with the Compendium of Data Sheets for Animal Medicines, to every veterinary practice in the UK and to all SQPs.

A major project was the publication of the NOAH Compendium of Data Sheets for Animal Medicines online, at www.noahcompendium.co.uk. Launched at the British Veterinary Association congress in October, this free-to-view site has quickly been adopted as an important information source by users, with increasing numbers of visitors to the site. The Compendium book is still very strongly supported by the NOAH Board and continues to be published, even though the new Regulations do not now insist that data sheets are produced and circulated. Special editions were also commissioned by AMTRA this year for merchant and saddler SQPs.

Coupled with the online output of the information has been a new system for companies to submit their information for both the website and the book. An online editing system is now in use, and as the site is republished regularly, this means that those who prescribe, supply or use animal medicines now have access to the most up-to-date information, to help ensure the correct use of medicines.

NOAH has continued to speak directly to those organisations involved with animal medicines, in particular on the new Regulations and also the online Compendium as an information source. The association sponsored a session on the new Regulations at the British Veterinary Association congress in London: a number of presentations have been made to veterinary dispensing courses organised by BVA divisions. Presentations have been made to animal health distributors (at the AHDA conference); to AMTRA (Animal Medicines Training Regulatory Authority) SQPs; to the Veterinary Pharmacists Group; to several Veterinary Practice Management Association meetings and to the pet trade at the Pet Care Trust conference.

The association has remained a member of the RUMA (Responsible Use of Medicines in Agriculture) Alliance; the Pet Health Council; Pet Advisory Committee and FACE (Farming and Countryside Education). Being a part of these groups has enabled NOAH to work alongside others on topics such as the Animal Welfare Bill. RUMA itself updated its detailed guidelines on antibiotics, and NOAH is very involved in the establishment of an EU version called EPRUMA (European Platform for the Responsible Use of Animal Medicines).

NOAH has been pleased to continue to play a part in progressing the Animal Health and Welfare Strategy for Great Britain, in particular through the Farm Health Planning Group, and cattle health initiatives. RUMA (the Responsible Use of Medicines in Agriculture Alliance), of which NOAH is a member, acts as one of the keys to bringing together stakeholders in this area. However NOAH will continue to seek to ensure that companion animals are not forgotten in this push to improve the health of the nation's animals.

Acting as an information source on animal medicine topics for politicians, their researchers and journalists remains a key priority. NOAH continued with its microsites on www.epoliticx.co.uk and www.politics.co.uk. The association also took the opportunity to place articles in the political magazines 'House Magazine' and 'Parliamentary Monitor'. NOAH has been in discussion with the Science Media Centre, the independent science resource for the press and offers to the Centre experts from its membership and beyond on topics of interest to the national media, such as bird flu and antibiotics.