



**Annual Report
2010 - 2011**

NOAH's year 2010/11

- The process to review the European Veterinary Medicines Directive started. NOAH met the Commission's consultants, supporting IFAH-Europe on the '1-1-1' proposal to bring about a single market for medicines. The regulatory review is a major focus and has the potential to impact on the way medicines are classified and distributed in the UK.
- The 2010 draft Veterinary Medicines Regulation included a proposal to ban direct communications to farmers on antimicrobials through promotions. NOAH worked alongside the farming unions and agricultural media to explain how this could impact negatively on health and welfare, and the proposal was removed. NOAH will be taking steps to further tighten its Code of Practice for the Promotion of Animal Medicines in relation to these products.
- The AMTRA Marketing Authorisation Holders' qualification was rebranded as the NOAH Certificate of Animal Health, with NOAH taking over the administration duties.
- NOAH's "Feeding the World" project culminated in a conference which included a number of expert speakers presenting around a paper from Prof Andy Peters that set out the industry's role in helping to meet this challenge. In addition NOAH featured in special supplements in the Financial Times and Sunday Times which highlighted the important role of animal medicines in the provision of safe food from healthy animals. NOAH continued to work with the RUMA (Responsible Use of Medicines in Agriculture) Alliance.
- NOAH's pet website www.pethealthinfo.org.uk gained popularity, its visibility supported by Pet Factor and a specific search engine optimisation programme. Exhibiting at both BSAVA (British Small Animal Veterinary Association) and BVNA (British Veterinary Nursing Association) Congresses helped promote the site to vets to recommend to clients. National Pet Month 2010 was also successful, with a record number of events being held.
- NOAH's 4th Pet Event was held in the House of Lords hosted by Lord Soulsby, with the theme 'Our hero pets and why we must be good to them' (www.petevent.org.uk). Other political work included circulating a NOAH manifesto to prospective parliamentary candidates before the General Election.
- The online Compendium of Datasheets was updated to facilitate the availability of information for veterinary practice management systems, to assist accurate dispensing and the responsible use of medicines. The book was again sent free to each practice premises – in a silver cover marking NOAH's 25th anniversary in 2011.

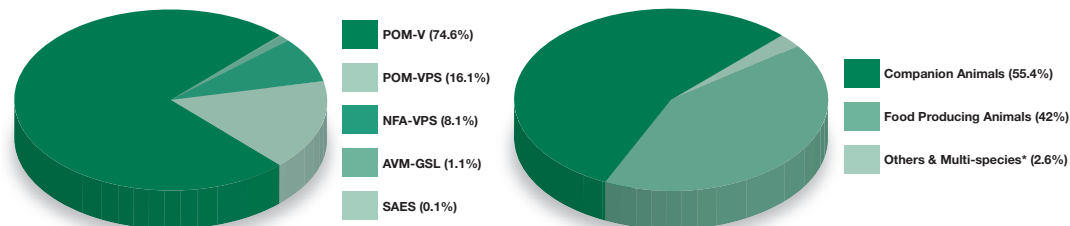


NOAH Survey Participants 2010

It is estimated that the survey represents approximately 90% of the UK market for authorised animal medicines. Survey participants include the following companies:-

- Alpharma
- Bayer plc
- Bimeda UK
- Boehringer Ingelheim Limited
- Ceva Animal Health Limited
- Chanelle Animal Health
- Dechra Veterinary Products
- Elanco Animal Health
- Forum Products Limited
- Genitrix Ltd
- Intervet/Schering-Plough Animal Health
- Janssen Animal Health
- Merial Animal Health Ltd
- Novartis Animal Health UK Ltd
- Pfizer Ltd
- Vétoquinol UK Ltd
- Virbac Limited

The overall market figure from the survey, based on sales for products net of all discounts, at ex-manufacturers prices, in categories POM-V, POM-VPS, SAES, AVM-GSL and NFA-VPS for 2010 is £469M



**Many products are licensed to be used in different species, and some for both food producing animals and pets. Manufacturers do not always know exactly where they will be used. If greater than 90% of sales are estimated to fall within one of the three summary categories, products are allocated to that category. If less than 90%, they are allocated to the multi category in the survey.*

Legal Category Definitions

AVM-GSL Authorised Veterinary Medicine – general sales list.

This may be sold by anyone.

NFA-VPS Non-food animal medicines – veterinarian, pharmacist, Suitably Qualified Person.

A medicine for companion animals which must be supplied by a veterinarian, pharmacist or Suitably Qualified Person.

POM-VPS Prescription-only medicine – veterinarian, pharmacist, Suitably Qualified Person.

A medicine for food-producing animals (including horses), to be supplied only on veterinary prescription, which must be prescribed by a veterinarian, pharmacist or SQP (either orally or in writing) and which must be supplied by one of those groups of people in accordance with the prescription.

POM-V Prescription only medicine – veterinarian.

A medicine, to be supplied only on veterinary prescription, which must be prescribed (either orally or in writing) by a veterinarian to animals under his care following a clinical assessment, and which may be supplied by a veterinarian or pharmacist in accordance with the prescription.

SAES

These are medicines for use in certain pet species (aquarium fish, cage birds, ferrets, homing pigeons, rabbits, small rodents, and terrarium animals) the active ingredient of which has been declared by the Secretary of State as not requiring veterinary control. These medicines are exempt from the requirement for a marketing authorization and not therefore required to prove safety, quality or efficacy, but must be manufactured to the same standards as authorized medicines and are subject to pharmacovigilance reporting.

Corporate Members

As at April 2011

- Abbott Animal Health
- Alpharma
- Alstoe Ltd
- Animalcare Ltd
- Animax Ltd
- Bayer plc
- Beaphar UK Ltd
- Boehringer Ingelheim Vetmedica
- Ceva Animal Health Ltd
- Chanelle Animal Health
- Dechra Veterinary Products
(includes Genitrix Animal Health & Nutrition)
- Dorwest Herbs
- ECO Animal Health Ltd
- Elanco Animal Health
- Eurovet Animal Health
- Forum Animal Health
- HIPRA UK Ltd
- Huvepharma
- Intervet/Schering-Plough Animal Health
- Janssen Cilag Ltd
- Johnsons Veterinary Products Ltd
- Merial Animal Health Ltd
- Novartis Animal Health Ltd
- Pfizer Ltd (includes Fort Dodge Animal Health)
- Vetoquinol UK Ltd
- Virbac Ltd

Associate Members

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

- ADAS
- Don Whitley Scientific Ltd
- GfK Kynetec (formerly DMR Kynetec Group)
- Noesis Market Intelligence
- PMC
- Probiotics International
- Triveritas
- Veterinary Insights
- Veterinary Laboratories Agency



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