Annual Review
2015/2016

30 YEARS
NOAH
Supporting the future of animal health

NOAH's year 2015/16 – progress on key priorities

Veterinary Medicines Regulations

- The 2014 European Commission proposals to review the legal framework for veterinary medicinal products have been making progress through the EU consultation system. These include new Regulations for Veterinary Medicinal Products and Medicated Feed. As members of the European Federation IFAH-Europe, NOAH has been involved in working to help ensure they achieve the stated aim of increasing availability of animal medicines.
- As both draft Regulations go through the consultation process, NOAH has been working to ensure the UK animal medicine sector's views are considered in Brussels at the European Parliament and Council.

Dawn Howard, NOAH Chief Executive, at the IFAH-Europe Conference, Brussels.

Antimicrobials

- The publication in May 2016 of the O'Neill Report on Antimicrobial Resistance (Tackling Drug-resistant Infections Globally) was the culmination of a series of reports published during the year, including one specific to the use of antimicrobials in agriculture. NOAH, in conjunction with its global and European counterparts HealthforAnimals and IFAH-Europe, produced produced a critique of that report and put forward animal medicine sector concerns.
- NOAH became more active in its public communications on antimicrobials, which included issuing several press releases and putting forward our views on the importance of antimicrobials for animal health and welfare, including through letters in the national press.
- NOAH remains an active member of the RUMA (Responsible Use of Medicines in Agriculture) Alliance, which held a 'Responsible Use – Ideas into Action' conference in November. RUMA has appointed a PR consultant to help communicate its responsible use message. NOAH also again supported DEFRA and veterinary sector involvement in European Antibiotics Awareness Day in November with a social media pledge to become an 'Antibiotic Guardian'.

Letters to the Editor

THE TIMES SUNDAY TIMES

Farm medicines

Sir, The letter (Nov 23) from a number of medical experts reveals misunderstandings about the use of antibiotics for farm animals ... According to some reports, total antibiotic use in farm animals is greater than in humans. Two factors skew these figures, however. First, there are many more individual animals in any country than there are individual humans. Second, many animals weigh considerably more than a human. For example, a 600kg dairy cow will need more antibiotics than an 80kg person.

A recent "One Health" report by Public Health England and the Veterinary Medicines Directorate identified that the total human use of antibiotics in the community setting alone was 2.4 times that of veterinary use based on biomass (in other words the weight, not just the number, of animals compared with people).

Under animal welfare legislation, farmers ensure that sick animals receive appropriate treatment without delay. Further, vets and farmers believe that antibiotics should not be used on a routine basis to compensate for poor husbandry practices.

The animal medicines sector welcomes the draft European veterinary medicines regulations. We also hope to see evidence-based policies for the regulation of veterinary medicines and their use.

DAWN HOWARD
Chief executive, National Office of Animal Health

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Value of

ANTIBIOTIC GUARDIAN
UK SUPPORT FOR EUROPEAN ANTIBIOTIC AWARENESS DAY

Member services

- The NOAH Board reviewed NOAH's membership categories, to broaden the appeal to companies involved in animal health and welfare related activities but outside NOAH's traditional marketing authorisation holder catchment.
- NOAH's Committees continue to work on implementing NOAH's key priorities.
- The online version of the NOAH Compendium of Data Sheets, the association's flagship publication, was upgraded, with the aim of improving usability and access. This will enable other new functions such as access via an app which is in the process of being developed. The site has had over 8 million online visitors since its launch. The book remains very popular and continues to be published.
- NOAH's Code of Practice on the Promotion of Animal Medicines is recognised as a very effective example of self-regulation. Revised every year to reflect developments in promotional activities, the 26th edition was published in December 2015.
- NOAH's qualification, the NOAH Certificate of Animal Health (NCAH), launched its new syllabus, to make it even more relevant to the needs of those communicating to customers.
- NOAH represented its members on a number of key livestock sector species groups

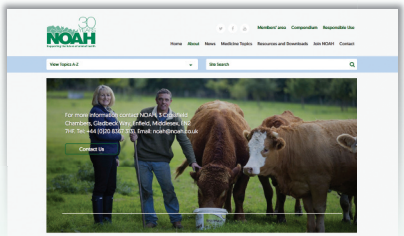
NOAH meets the British Veterinary Association (BVA)
l to r Donal Murphy, NOAH Head of Technical and Regulatory Affairs; Sean Wensley, BVA President; Dawn Howard, NOAH Chief Executive; John Blackwell, BVA Past President; Hannah Jordan, BVA Policy Officer

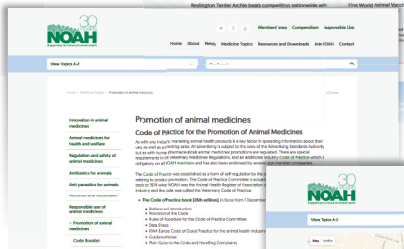
Public Image

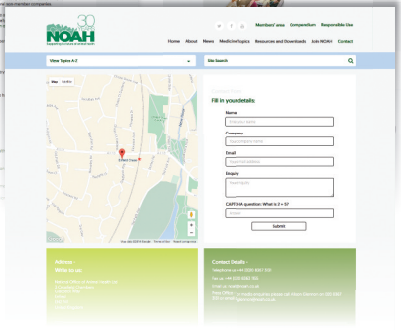
- Being founded in 1986, NOAH kicked off its 30th anniversary celebrations with a special logo and made plans for a celebration dinner at the QEII centre in the heart of Westminster. The #NOAH30 allowed social media discussion in the run up to and around the celebration.
- The NOAH public website www.noah.co.uk was completely revised, with a new look and to make it fully accessible from mobile devices. New content was added, including complete updates of the antibiotics and safety of medicines topics sections.
- NOAH's programme of communicating with retailers and others in the food chain continued, with a focus on publicising the strong regulatory framework that exists for veterinary medicines, correcting misconceptions on medicine use, and providing an update on discussions relating to the use of antibiotics. This activity will continue throughout 2016/17.
- Following the 2015 General Elections, NOAH as the voice of the sector maintained dialogue with politicians, to support their work and explain the value of animal medicines to society as a whole.
- The Happy Healthy Pets photo gallery project was launched, with over 2000 pet owners to date sharing pictures of their pets, their pet care tips and many entering NOAH's photo competitions thus growing awareness of NOAH's Pet Health Info site and the pet care advice it contains. The campaign continues to support veterinary practices and pet care professionals' work with their clients.
- NOAH continued as a trustee of National Pet Month – 2016's activities were primarily focussed around social media but as the Month ended, plans were made for a complete update of the website for next year's campaign.

Competition winner Neil the cat: 'Britain's cosiest pet'

Visit Our New Website





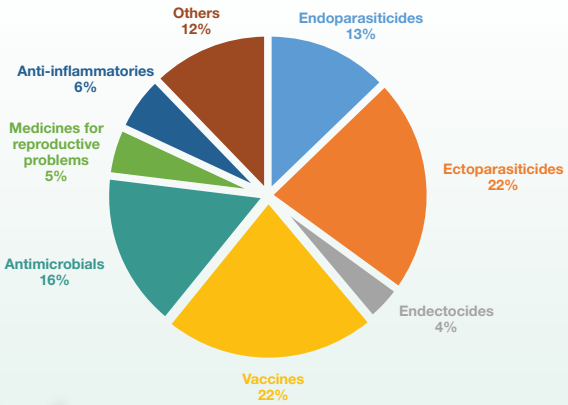


Scan the QR Code with your smartphone to visit NOAH's website **www.noah.co.uk**

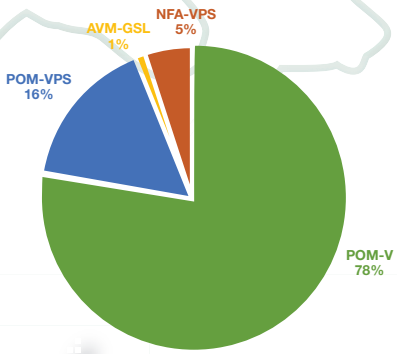
The UK Animal Medicines Industry – facts and figures 2015

NOAH member companies account for a total of around £625 million in annual UK sales of authorised veterinary medicines, at ex-manufacturers' prices, net of all discounts. This figure is based largely on companies who participate in the NOAH/CEESA independent sales survey, plus a smaller number who provide their sales data separately. This figure is estimated to be around 90% of the total UK market.

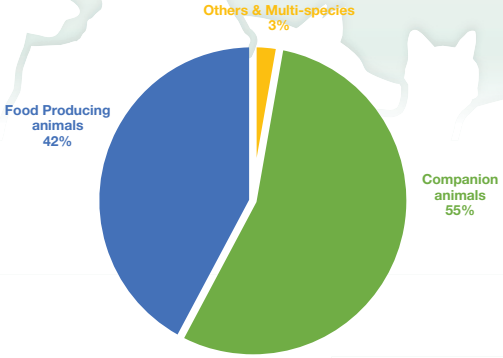
UK market by product type



UK market by legal category



UK market by species sector



The UK animal medicines industry is an innovative, skills-based sector. We employ around 2,000 people directly and represent £600m of sales every year.

The industry invests £500m across Europe in research and development, creating and improving veterinary medicines to keep animals healthy.

For more information about UK animal medicine sales including information about the major product groups and an explanation of the UK animal medicine categories, see http://www.noah.co.uk/about/industry-facts-and-figures/

NOAH members as at May 2016

NOAH represents the UK animal medicine industry: its aim is to promote the benefits of safe, effective, quality medicines for the health and welfare of all animals.

Corporate Members

- Animax Ltd
- Bayer plc
- Beaphar UK Ltd
- Benchmark Animal Health
- Bimeda UK
- Boehringer Ingelheim Vetmedica
- Ceva Animal Health Ltd
- Chanelle Animal Health
- Dechra Veterinary Products
- Dorwest Herbs Ltd
- ECO Animal Health Ltd
- Elanco Animal Health
- Forum Animal Health
- HIPRA UK Ltd
- Huvepharma
- Johnsons Veterinary Products Ltd
- Kela / Anupco UK
- Lintbells Ltd
- Merial Animal Health Ltd
- MSD Animal Health
- Nimrod Veterinary Products Ltd
- Petlife International Ltd
- Vétoquinol UK Ltd
- Virbac Ltd
- Zoetis UK Limited

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
- Kynetec
- Vetark Professional

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Supporting the future of animal health

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PETHEALTH INFORMATION
www.pethealthinfo.org.uk

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