



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



We are also active in education through our NOAH Certificate of Animal Health qualification, providing thorough training for those involved with selling animal medicines. In all aspects of our work, we aim to promote an overall increase in animal health and to encourage responsible pet ownership in line with the Five Welfare Needs set out by the 2006 Animal Welfare Act.

We are, of course, a highly regulated industry. All of our animal medicines undergo strict scientific assessment by The Veterinary Medicines Directorate (VMD), a Defra agency, before they can be marketed and sold.

Laws controlling the authorisation of medicines are currently under review at a European level so we face a critical moment, particularly as issues such as antimicrobial resistance in human medicines continue to cause concern.

As an industry, we are working together, not only to protect access to safe, effective medicines for our animals but also to encourage innovative product development.

All of our animals – whether pets or farm animals – have a right to be treated with the appropriate medicine to prevent disease and reduce their suffering, to protect their health and welfare and to ensure they can continue to provide companionship or produce safe, nutritious food.

Our goal is a successful future for our animal medicines sector – a future in which vets, SQPs ('suitably qualified persons', who can dispense medicines in pet and farm stores), owners and farmers retain access to a range of medicines to maintain animal health and welfare. We believe it is essential that we see improvements to business regulation that ensure companies continue to develop innovative products for animals. With your help, we can achieve this.

I invite you to support our animal medicines sector for the benefit of all people and animals in the UK.

David Ellerton
Chairman, NOAH



People depend on animals for food, companionship, assistance and leisure. They rely on the UK animal medicines industry to help keep animals **healthy** and protect their **welfare**. Our medicines treat and prevent disease – it's not possible to raise livestock or keep pets without them.

Imagine a world without animal medicines...

We will be at greater risk from pests and diseases such as salmonella, rabies and worms.

More livestock would become sick and would not be permitted to enter the food chain – essentially going to waste.

Food would become more expensive, British farming would be put under further strain, and we would be even more reliant on imports.



The industry supports many others, including:

19,700
vets

9,000
qualified animal health advisers

11,700
veterinary nurses

Thousands of livestock farmers and people involved in pet and equine care, sport and leisure

Specialist research units at eight UK universities

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.


 Pets are kept by **13m** UK households

 The police, firefighters and other emergency services call upon nearly **1,500** working dogs

 **8,000** guide dogs, **1,600** hearing support dogs and hundreds more animals support people with disabilities across the country

 At any given time there are around **140 million** cows, pigs, sheep and chickens in the UK

 The UK produces over **165k tonnes** of farmed fish every year

 British families care about the welfare of their pets, spending **£6bn** on their care every year. That generates **£2.2bn** of tax revenue.

All these animals have a right to have access to the correct medicines to treat disease and keep them healthy and support good welfare.

Pets are good for us – be good to them

Pets reduce blood pressure and increase activity rates –

just stroking pets or watching fish swim in an aquarium leads to reduced blood pressure and lower anxiety. Older people that own a dog visit their doctor 15% less often than non-dog owners.

Pets increase social engagement – in care homes pets ease loneliness, dogs in social settings encourage interactions, and aquariums have been found to improve patient care in dementia units.

Children with pets at home are healthier – living with a cat or dog during early years leads to a measurable strengthening of the immune system and fewer allergies linked to asthma.

Children from pet owning households attend school an extra nine days a year on average.

People care about the welfare of animals on farms, but there is widespread misunderstanding about how animal medicines are used:

- Research shows that responsible use of antibiotics in livestock farming is not affecting how effective they are in humans
- Growth hormones have been banned on UK and EU farms since 1988 – despite this, 83% of people either believe that, or are not sure whether, growth hormones are used to make animals grow faster
- Vaccines are used in livestock farming to stimulate the animal's immune system so that it can naturally fight off disease – leaving no trace in meat, but 81% of people are unsure whether vaccines can harm us by getting into our food
- Animals in **all** farming systems, including organic and free range, occasionally become sick and need to be treated – it is a myth that animal medicines are only used in intensive farming.

Find out more on the NOAH website, including the references and sources for all the facts.

www.noah.co.uk

**Pets save the
NHS £1.6bn
every year**

How you can help Britain's pets and farm animals to have a healthy future

Prevention of pain, suffering, injury and disease is one of the five welfare needs set out in the legal *Duty of Care* for our pets. Animal medicines help support this.

The new EU Veterinary Medicines Regulation and Medicated Feeds Regulation are making their way through the European Union system. They contain many measures that support innovation to help bring about new animal medicines, including efforts to improve availability of antibiotics, as well as proposals that will help reduce unnecessary red tape. There are some sections where amendments are needed. These Regulations will form the framework for innovation for our sector for many years to come.

Contact your MEP colleagues, write to the Secretary of State for Environment, Food and Rural Affairs in the next parliament and voice your support for the new regulations, and to changes that will support medicines for animal health and welfare.

Britain's farmers are trusted by the public, but the whole food chain can only function effectively and efficiently with the support and trust of shoppers.

Use the information in this document to bust any myths about the use of animal medicines whenever you hear them, and make sure that any future decisions about the use of medicines are based on evidence and science – not myths.

Every year around 140,000 older people are forced to say goodbye to their pets when they move into supported accommodation. Many of these cherished companions are put down.

Three Private Members' Bills, enjoying cross party support, have been introduced into the House of Commons calling for the same legal protection enjoyed by older people overseas. So far this and previous governments have failed to support them and see them through to legislation.

Pledge your support for change today by emailing noah@noah.co.uk and we can help you draft a Bill.



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Animal Health Manifesto: Animal medicines in the UK – from pets to poultry Why the UK animal medicines industry is important for society and the economy

