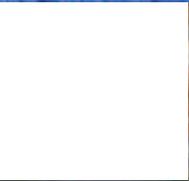




Annual Report 2012 - 2013



NOAH's year 2012/13

- NOAH's year started in April with its Annual Dinner. NOAH's 2012 charity was Medical Detection Dogs and a raffle was held to raise funds. There is now a dog



with the official name NOAH (aka Sooty) being trained to carry out their ground-breaking work!



- The use of antimicrobials for animals continues to be the subject of much discussion. NOAH remains an active member of the [RUMA \(Responsible Use of Medicines in Agriculture\)](#) Alliance, and NOAH's Task Force on Antimicrobials co-ordinated a meeting of all the veterinary associations in July. In October 2012 there was a landmark symposium on antimicrobial resistance jointly organised by the human medical and veterinary professions. Current evidence suggests that the use of antimicrobials in animals is not a major cause of resistance in bacteria that affect human health, but we should work together to develop joint and complementary initiatives in this field.
- As part of its membership of IFAH-Europe, NOAH continues to prepare for the forthcoming revision of the veterinary medicines directive in Europe. However, the industry is disappointed that the revision has been delayed. NOAH supports IFAH-Europe's proposals for a true single market for veterinary medicines to be introduced in the new legislation, believing this will help promote innovation and increase availability of medicines for animal health and welfare.
- The new [NOAH Certificate of Animal Health \(NCAH\)](#) syllabus for its examination aimed at sales staff in the animal health industry was launched, with the first examinations on this new syllabus taking place in May. The NCAH is designed to give candidates a thorough grounding in animal physiology, animal disease and treatment options, as well as giving them a full knowledge of the legal framework in which medicines are authorised, promoted and sold.



- How pets bring support and joy to the lives of children was celebrated at NOAH's Pet Event in November at the House of Commons. The event, hosted by Neil Parish MP, provided an opportunity for charities and individuals to tell their stories about how animals help children and young people with their physical, educational or psychological needs – and bring so much joy.



- Awareness of NOAH's pet owner website pethealthinfo was boosted by the launch of the 'I heart my pet' campaign in November. This harnessed the love pet owners feel for their pets and reminded them of the vital importance of preventative healthcare. The campaign, built around a seasonal healthcare calendar with tips, advice and activity ideas, is supported by social media activity.
- The results of an IGD survey 'Consumer Attitudes to Animal Medicines and Vaccinations', commissioned by NOAH, showed misconceptions about animal medicines in the food chain were still widespread. This survey formed the basis of the NOAH Food Chain conference, held at the Royal Society in March 2013, where a joint industry approach to communicating messages about animal medicines more effectively was urged. NOAH will be working on this throughout the coming year. For more on the Food Chain conference watch our short [You Tube](#) video.



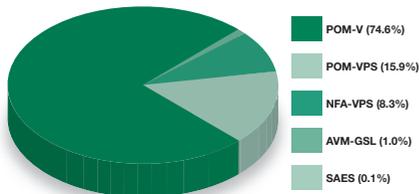
The UK Animal Medicines Industry – facts and figures 2012

According to the sales survey co-ordinated through NOAH, the overall market for sales of animal medicines in the UK for the 12 months ending December 2012 was £498m. This is based on sales for authorised products across the UK legal distribution categories, net of all discounts, at ex-manufacturers' prices. The survey is estimated to cover around 90% of the total UK market.

The survey participants for 2012 included the following companies

- Bayer plc
- Boehringer Ingelheim Limited
- Ceva Animal Health Limited
- Chanelle Animal Health
- Dechra Veterinary Products
- Elanco Animal Health
- Forum Products Limited
- MSD Animal Health
- Merial Animal Health Ltd
- Novartis Animal Health UK Ltd
- Pfizer Ltd
- Vétoquinol UK Ltd
- Virbac Limited

Sales by legal category



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.

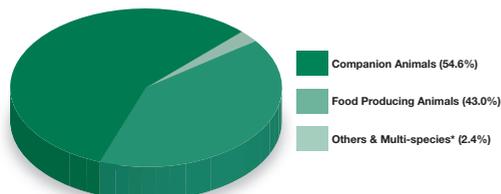
POM-V Prescription only medicine – veterinarian.

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 This non-official term is used to indicate medicines marketed in accordance with the Small Animal Exemption Scheme.

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.

Sales by species



**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.*

More information on the UK animal medicines market can be found on our [website](#)

NOAH members as at April 2013

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

- Abbott Animal Health
- Alstoe Ltd (now Sogeval)
- Animax Ltd
- Bayer plc
- Beaphar UK Ltd
- Boehringer Ingelheim Vetmedica
- Ceva Animal Health Ltd
- Chanelle Animal Health
- Dechra Veterinary Products
(includes Eurovet)
- Dorwest Herbs
- ECO Animal Health Ltd
- Elanco Animal Health
(includes Janssen Cilag Ltd)
- Forum Animal Health
- HIPRA UK Ltd
- Huvepharma
- Johnsons Veterinary Products Ltd
- Kela UK
- Merial Animal Health Ltd
- MSD Animal Health (formerly Intervet
Schering Plough Animal Health)
- Novartis Animal Health Ltd
- Vetoquinol UK Ltd
- Virbac Ltd
- Zoetis UK Limited
(formerly Pfizer Animal Health)

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 Kynotec
(formerly DMR Kynotec Group)
- PMC
- Probiotics International
- Triveritas
- Vetark Professional





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