



What does animal health look like?

Industry in Focus



What is **Industry in Focus**?

- A powerful photography-based campaign presenting a personalised view of animal health issues from **a variety of viewpoints**
- A range of perspectives representing what animal health ‘looks like’
- From a healthy pet, a healthy working or assistance animal or an animal on a farm, to a dynamic working environment in the animal health sector, to a vet in practice through to an animal medicine itself, our campaign will build to create **the definitive picture of animal health today**

Welcome to **Industry in Focus 2017**

- We're excited to be bringing together a range of **powerful, emotive and inspiring** photographs from across the industry showcasing what animal health means to each and every one of us
- From livestock to pets, and from life-changing stories to the sheer love we have for animals, every picture paints 1,000 words about the **importance of animal health and happiness**
- An overwhelming response from pet owners, to politicians, and from vets to charities, we're excited for the future of this campaign
- Be a part of **Industry in Focus 2018** today and pledge your support for animal health!
Talk to one of our team members to find out more

Who's involved?

- ✓ Vets and vet nurses
- ✓ Pet owners
- ✓ Politicians
- ✓ NOAH members
- ✓ Animal charities
- ✓ Industry experts
- ✓ Livestock stakeholders
- ✓ And many more...

Sign up to be part of Industry in Focus 2018

Pledge your support today by
tweeting your selfie

@NOAH
#IndustryinFocus



A snapshot so far...

MP Neil Parish with Wilberforce

“ *As the proud owner of a Labrador called Wilberforce I know that our pets really are members of the family.*

As such, it's important that we look after their health just as much as we do our own. That means not only caring for them when they're sick, but helping prevent this from happening in the first place.”



BVA Senior Vice President, Gudrun Ravetz with Leo and Tess

“ *It was a rare moment of peace in the house and showed why one health is important. The two of them are one inseparable unit of fun and trouble, but their health is interlinked.*

The parasite control that I use with Tess is informed by her contact with Leo and the environment she runs in and the lessons Leo learns about dog behaviour and animal welfare will inform and protect him. They exercise each and are good for each other's mental health.”



BVA Junior Vice President, Simon Doherty with ‘cleaner fish’

“ I took this photo of some baby wrasse at a facility in Machrihanish in Argyll, Scotland.

In the absence of other effective, non-harmful (either for human or animal health) alternatives, wrasse and other species of ‘cleaner fish’ are being used as a safe, effective and sustainable form of biological control for treating sea lice on farmed Atlantic salmon by eating the parasites off the fish.”



BVA Junior Vice President, Simon Doherty with One Health in the developing world

“ I took this shot in the southern highlands of Ethiopia during a visit with Send a Cow, the livestock development charity.

Poverty robs people of the power to choose their own path. Send a Cow works by equipping families with training to make a living from the land; integrating crops with livestock, farmers are able to feed their families and earn a decent income in harmony with the environment.

Vet involvement ensures livestock production is sustainable taking into account the challenges of climate change and conservation to, ultimately, improve the resilience of the people to make a difference to the future generation.”



World Horse Welfare, Roly Owers with horse teamwork

“ **Animal health looks like teamwork, collaboration and each person meeting their responsibilities.**

With horses, a whole team of professionals need to work together to care for the animal, including the vet, the farrier, the dentist and sometimes the physiotherapist and the saddler. All have a crucial role and expertise that can fit together like puzzle pieces to create the ideal picture of horse health and welfare (which too are of course interlinked).

Looking beyond the stable, we must all take responsibility for biosecurity and with horses this is vital given how often they travel and mix with other horses at events, so we each have a role to protect not just the horse but the whole herd.”



Medical Detection Dogs, Jenny Corish with Freya

“ *This is Freya, one of Medical Detection Dogs super sniffing Bio dogs! Our Bio dogs are able to detect tiny odour concentrations, we are looking to harness this ability in the detection of diseases including cancer, Parkinson’s and Malaria.*

The wetness of Freya’s nose assists her sniffing by collecting and dissolving the odour molecules given off by the disease.”



Fitzalan House Vets, Bryony Hamilton with healthy dogs

“ I feel privileged to be able to watch my dogs work, doing a job they are bred for and clearly love.

I feel proud to be in charge of their physical and mental wellbeing, from their thick waterproof coats, bright eyes, alert brains and strong muscles and bones, allowing them to love their life.”



Cats Protection, Catherine Jarvis with Lunar

“ **Everyday life for Ali Coles, 29, can bring many potential hazards. Ali has postural orthostatic tachycardia syndrome, which causes frequent and unexpected fainting episodes while another medical condition – Ehlers-Danlos syndrome – can lead to her sustaining serious injuries.**

Help is at hand from her twelve-year-old cat Lunar who she adopted from Cats Protection. Lunar will stubbornly sit on Ali just prior to a fainting episode, regardless of what she is doing.

Ali said: “Even if I’m standing up, Lunar will sit on my feet and it’s the warning I need to prepare myself for what’s about to happen. Our vet thinks that Lunar is able to sense the subtle chemical change which happens prior to a blackout.” Lunar’s achievement led to her winning a Special Recognition Award at Cats Protection’s National Cat Awards in 2017.”



(Photo Credit: Ben Lister PA Wire)

Emma Milne, BVSc MRCVS with animal health in Cape Town

“ *In 2008 I went with IFAW to see their work in the townships of Johannesburg and Cape Town. It was inevitably a harrowing trip because of both the human poverty and the impact of that on the animals and their welfare.*

The people we encountered were desperate to do whatever they could for their animals. In Cape Town we went with a mobile clinic to tend to the dogs in the community.

I snapped these beautiful dogs as they watched what was going on from their shady haven. Although not ideally nourished and living in challenging situations these dogs were natural, canid-shaped, robust, healthy mongrels. With the devastating levels of pedigree health problems in developed countries I long for a world populated with wonderful healthy, proportionate dogs and cats like this where their quality of life is so much more important than whether they conform to a pointless and arbitrary breed standard.”



Chair BVA Animal Welfare Foundation and Canine and Feline Sector Group, Chris Laurence with Anna, Libby and Prudence



I chose to take it because it shows how the relationship between dogs and cats can work so well when they have been brought up together.

The dogs (Anna and Libby) are mother and daughter and the cat (Prudence) was a rescue cat dumped in a cardboard box at about 8 weeks old. Sadly they are longer with us anymore, but we have lovely memories of our three wonderful pets who enhanced the lives of three generations of the family.”



Hereford Community Farm, Julie Milsom with Lucy

“ We rescued Lucy, a Welsh Section A now 23 years old, 12 years ago. Lucy came to us with an array of long term health conditions including Laminitis, pedal bone rotation in her feet, Sweet Itch, Equine Metabolic Syndrome and Cushings Disease, as well as suffering emotional trauma from past abuse.

Despite all of this, Lucy is living proof that any animal with the right care, time, love and patience can overcome all sorts of challenges and still enjoy a really good quality of life, much been due to the excellent care and support we have had from our vets and remedial farrier.

Although too small to be ridden now, Lucy has a very active life helping others at Hereford Community Farm where we provide land based therapeutic activities for people who are experiencing difficulties in life or have specific health or learning needs.”



Our Special Friends, Belinda Johnston with Billy and John

“ *This powerful picture represents the work that Our Special Friends do in so many ways. By enhancing and maintaining the welfare of his pet, we could ensure that this 68-year-old man could continue to keep his dog at home.*

OSF initiated ongoing veterinary care for ‘Billy’, fostered him while his owner was hospitalised, secured the garden by mending the fencing and arranged for a volunteer to pop in for regular dog walks and a chat.

Working alongside Health and Social care, the gentleman’s quality of life improved tenfold and the welfare of both he and ‘Billy’ were attended to on a daily basis.”



#MeAndMyPet competition winner, Lucey Hardy with Anakin

“ **Firstly, dental health! Here we can see Anakin’s little teeth, not overgrown and regularly checked.**

Secondly, Anakin is in indoor bunny with a large cage (with plenty of room to stretch!) He does have full run of the house, but his litter box and food and water are kept in “his environment” – here he can be territorial, a natural instinct.

Lastly, his toys. With any small animal it's important to stimulate them mentally and keep them active. Anakin has a tonne of toys, and in this photo you can see a boredom breaker just in the background.”



NPA senior adviser, Georgina Crayford with hygienic pig pens

“ *This photograph was taken on a family-run pig unit that breeds 350 sows and rears the piglets to slaughter weight.*

I have chosen this as an example of what animal health looks like because clearly the weaner pigs in the photo look immaculately clean and healthy, thanks to the hygienic pen. Modern indoor pig accommodation such as this can be thoroughly cleaned and disinfected between batches of pigs ensuring an excellent foundation for maintaining the health of the pigs.

Every infection prevented is a treatment avoided – in other words, good hygiene will contribute towards lower antibiotic use in these pigs.”

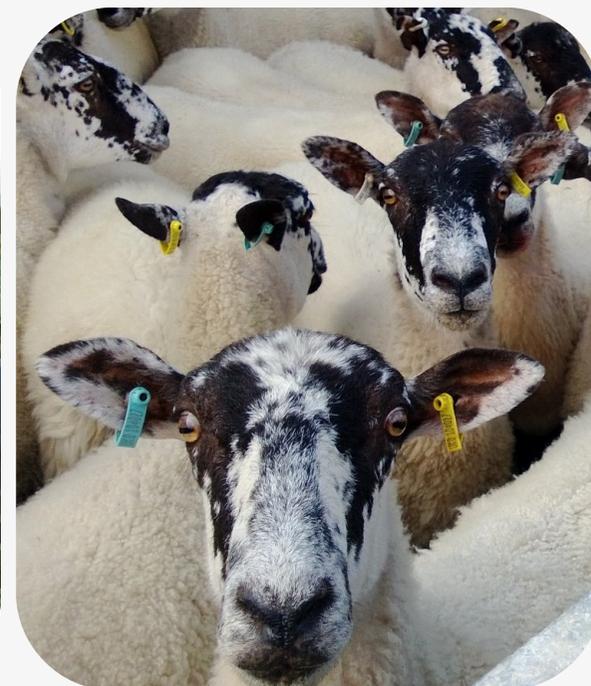


Sheep Veterinary Society, Philippa Page with winter sheep feeding

“ *This is my 3 year old son Jack assessing stubble turnips which are being grazed to feed sheep over the winter period.*

Nutrition is a key driver of sheep health, performance and productivity. If we are able to build and maintain a healthy, sustainable food supply for the human population, we must ensure that we have efficient and healthy flocks of sheep.

Monitoring and measuring grazing forage enables its efficient use, reduces our use of manufactured feed such as cereals and proteins and promotes optimum animal health.”



Zoetis, Laura Jenkins with family friendly cows

“ *For me its sums up a huge amount about our industry for me – safe food, healthy food, awareness about where are food comes from...*

The picture is of my son talking to the cows that live at the bottom of our garden.”



NFU dairy board and dairy producer, Paul Tompkins with dairy cows

“*To me this picture encapsulates the most important aspect of any farm; happy, healthy cows. This cow demonstrates her content lifestyle by relaxing in a comfortable, clean and spacious bed while others in the herd feed in the background.*

The picture captures the safety of her housing, protecting her from weather extremes whilst being light and airy and allowing her to lie in the sunshine.

Her great condition eludes to her contribution to the herd and all of our diets as this one cow provides enough calcium to meet the RDA for over 50 adults.

Her photogenic nature is typical of a happy, healthy dairy cows outlook on life.”





Show us what animal health looks like to you

[@UKNOAH](#) [#IndustryinFocus](#)

