To be at the forefront of UK animal health and welfare.

• Informed
• Expert
• Agile
• Connected
• Collaborative

NOAH represents the UK animal health industry. We promote the benefits of safe, effective, quality products and services for the health and welfare of all animals.

Key objectives:

EU Exit
To represent the UK Animal health industry to support business continuity and opportunity through and post EU exit.

Regulatory
To champion a regulatory environment to promote UK animal health and welfare, both nationally and internationally.

One Health
To ensure appropriate access and responsible use of medicines for all animals.

Member Offer
To deliver relevant services to our current and broadening membership in the face of a changing market landscape.

Public Relations
To capitalise on our position as the voice of the industry to create a political/social climate where our member businesses can succeed.