

# NOAH Strategy 2018-2023

## Vision

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

## Values

- Informed
- Expert
- Agile
- Connected
- Collaborative

## Purpose

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.



### Contact us

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