



# **Animal Health Manifesto 2019**

## Animal medicines in the UK

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**Securing the UK's future as a global centre of excellence  
for animal medicines**



# Animal Health Manifesto 2019

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.

**Animal health is an innovative, high skills-based sector:** NOAH members, over 97% of the UK industry, employ over 4,000 people in the UK and indirectly support thousands in related industries. The authorised veterinary medicines sector is valued at approximately £725m of B2B UK sales every year. NOAH membership ranges from large global multinationals to small family-run businesses who produce, import and market products both within the UK and for global export.

**NOAH's vision** is to be at the forefront of UK animal health and welfare. Our medicines protect the health and welfare of all animals: pets in our homes; livestock or fish on UK farms. All have a right to be treated with appropriate medicines to protect their health and welfare, to prevent disease and reduce suffering, and to ensure they can continue to provide companionship or to produce the safe, nutritious food that the UK public expects.

We are, quite rightly, a **highly regulated industry**. All animal medicines undergo strict scientific assessment before they can be placed on the market and sold. This is carried out in the UK by the Veterinary Medicines Directorate (VMD), a Defra agency.

**Our priority is a vibrant and innovative UK animal health sector**, encouraging the development of new and improved animal health products and services. The UK is in a strong position to be a global centre of excellence for animal medicines, supporting both cutting edge product developments and a regulatory model to benefit our national and international trade.

**EU Exit** means that a robust UK regulatory system firmly based on internationally recognised science and technical expertise, aligned, where necessary, with the new EU legislation for veterinary medicines (which applies in 2022) is more important than ever. Parliamentary time will be needed to allow our regulations to be reviewed and help ensure opportunities that EU Exit may present come to fruition.

## Help us deliver a thriving UK animal health sector by:

- **Supporting trade** (including seamless movement of goods) and manufacturing;
- Ensuring that UK veterinarians and animal keepers continue to have **access to a wide range of appropriate veterinary medicines**; thereby safeguarding animal health and welfare, public health and food safety;
- Ensuring businesses have access to **skilled staff** – the right workforce they need.
- **Incentivising innovation, product research and development** for new animal health products and services with a veterinary medicines regulatory system which continues to be one of the most stringent in the world.



# Our commitment to **One Health**

The UK needs to stand on the world stage and play its part in the One Health issues that face us.

The health and wellbeing of people, animals and the environment are interconnected and a collaborative approach to tackling issues as varied as antimicrobial resistance (AMR), improving vaccination rates and mental health and wellbeing is the way forward. The animal health sector can lead and is committed to supporting the provision of safe, healthy, affordable food for all and in enabling healthy animals play their part in our society.

**NOAH is committed to limiting the development of antimicrobial resistance by promoting responsible use and stewardship of antibiotics.** Through RUMA (Responsible Use of Medicines in Agriculture), we are helping deliver industry developed, sector-specific targets on reducing the need to use antibiotics on farm.

Training and skills are key. The NOAH Animal Medicines Best Practice (AMBP) training programme for farmers and vets raises awareness, knowledge and understanding of antibiotic resistance to drive best practice that is recognised by supply chain and farm assurance requirements such as Red Tractor.

**Vaccines help prevent disease**, benefiting the health and welfare of people and animals worldwide. Improving the availability and usage of vaccines can also help in the fight against AMR.

Vaccinating farm animals, as well as protecting their health, helps safeguard our food and ability to trade. Correct use of vaccines and developing new vaccine technologies, not only helps to control disease and improve animal welfare but enables national disease eradication plans to support global trade ambitions.

With 'vaccine hesitancy' recognised as one of the top 10 WHO human health threats, there are parallels for companion animals, where uptake of vaccination is low.

In the UK, only 72% dogs and 60% cats have had a primary vaccination. We need to work together to improve uptake and overcome the barriers to vaccination so they can fulfil an even greater role in the protection of health and welfare.

**Companion animals are good for us.** They provide support in many ways, helping people, often the most vulnerable. Over two thirds of people believe that having a pet can help give companionship and friendship to someone suffering from mental health conditions and 90% of nurses believe animals can improve the health of patients with depression and other mental health problems. However, most nurses say animals are not allowed in their workplace.

Those living in rented accommodation and in care facilities are often prevented from enjoying the benefit of living with a companion animal. Every year around 140,000 older people are forced to say goodbye to their pets when they move into supported accommodation.

**Policies and protocols ensure people and their pets can live in harmony.** Within a medical environment robust safeguards are needed to address infection prevention and control, as well as health and safety concerns. Animals need to be healthy. Guidance such as that drawn up by the Royal College of Nursing provides evidence-based, best practice criteria so hospitals and other health settings can introduce animals with confidence. Similarly, some landlords and local authorities now include a pet clause in their agreements.

We want to work with the new Government on policies to allow healthy pets to live alongside people for the benefit of all.

# The **statistics**

People depend on animals for food, companionship, assistance and leisure. They rely on the UK animal health industry to help keep animals healthy and protect their welfare.



**Our animal health products and services treat and prevent disease – it's not possible to raise livestock or keep pets without them.**



The UK animal medicines industry is an innovative, skills-based sector

We employ over  
**4,000**  
people directly

Representing  
**£725m**  
of UK sales every year



The industry supports many others, including:

**22,000**  
UK vets practising  
in the UK

**Around 7,000**  
qualified animal health  
advisers (SQPs)

**Over 13,500**  
registered veterinary  
nurses

**138,000 farmers** in the UK and people involved  
in pet and equine care, sport and leisure

Specialist veterinary research  
units at **9 UK universities**



Pets are kept by

12m

UK households



40%

of households include a pet

British families care about the welfare of their pets, spending

£6bn

on their care every year

£2.2bn

tax revenue generated



Over

7,000

people in the UK rely on an assistance dog

The police, firefighters, military and other emergency services call upon over

2,000

working dogs and horses



There are over

225m

cows, pigs, sheep and chickens in the UK

9.6m

cattle/calves

25.5m

sheep/lambs

4.6m

pigs

188.4m

poultry

£100m

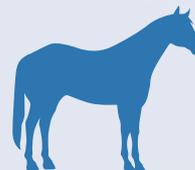
benefit to the UK economy from aquaculture



There are

1.2m

horses in the UK



The equestrian industry is the second largest rural employer after agriculture

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



## Did **you** know?

### Reducing the need for antibiotics

UK sales of antibiotics for food producing animals have **fallen 53% since 2014** to 30 mg/kg and are one of the lowest in Europe

Highest-priority Critically Important Antibiotic (HP-CIA) sales for food producing animals have **fallen 68% between 2014 and 2018 from an already low level**

**Less than 30%** of the UK's antibiotics are now estimated to be used to treat disease in farm animals

**Over a billion farm animals** are reared and managed in the UK every year

RUMA **antibiotic use targets** for the UK livestock sectors are due to be achieved by 2020

### The importance of pets

- **Pets help 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. Pet owners have been found to visit their doctor 15% less often than non-pet owners.
- **Pets increase social engagement** – in care homes pets ameliorate loneliness, dogs in social settings encourage interactions, and aquariums have been found to improve 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.
- **Pets help us cope with stress** – 55% believe that a childhood pet can help build stronger coping mechanisms in stressful situations in adult life; 52% feel pets help elevate their mood in times of distress and upset.
- **Dogs in the workplace** may buffer the impact of stress during the working day for their owners and make the job more satisfying for those with whom they come into contact.



# NOAH's Vision for UK Animal Health and Welfare

## Agriculture Policy that's fit for the future.

- **For industry**, this will mean joined-up thinking, avoiding fragmentation 'silos', co-ordination of efforts, effective communication, maximising the opportunities to share best practice, identifying key priorities, offering strong leadership and resource.
- **For Government**, this will mean a recognition and acknowledgement of the importance and opportunity facing the UK's food and farming industry, prioritising the development and delivery of a vision and integrated plan for animal health and welfare, rewarding farmers for going beyond regulatory standards and co-operation with devolved administrations.
- **National registration schemes and robust IT systems are needed as a starting point to engage and communicate effectively with the entire sector.** Levers to participation in national animal health, welfare and productivity ambitions could be linked to rewards or penalties. Practical solutions should reduce barriers to participation, place a value on, and reward public goods such as higher standards of animal health and welfare.
- **We have set out an ambitious vision to raise our national animal health, animal welfare and productivity standards**, which will require co-operative action from both Government and industry. Key to this will be setting a clear UK strategy with measurable outcomes, supported by the tools and incentives needed to make it a reality. The opportunity is there for the UK to lead the way in a true One Health endeavour, delivering the sustainable agriculture we need now and into the future.

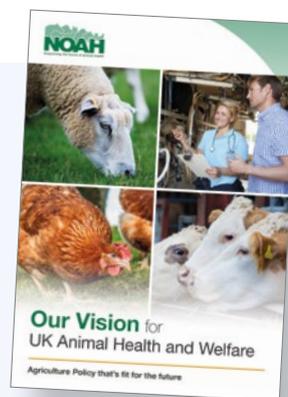
### Call to action

**The successful development and delivery of future UK animal health and welfare policy will require industry and Government to rise to the challenge together.**



Download  
the paper:

<https://bit.ly/2O3ysch>





# Animal Health Manifesto **2019**

The health of people, animals and our environment is inextricably linked. The animal health sector calls on the new Government to:

1.

**Recognise the important role of animal health products and services and include our sector's needs as we negotiate any future relationship with the EU and beyond.**

We need a thriving UK animal health sector and the UK is in a strong position to be a global centre of excellence for animal medicines, supporting both innovative product developments and a regulatory model to benefit our national and international trade. It is vital for the UK economy and society that our future is achieved in a manner that will allow opportunities to be realised, and our sector, like others, needs certainty to be able to plan.

2.

**Support the sustainable development of the UK's food and farming industry by placing animal health and welfare at the heart of any future policy.**

The development and delivery of a vision and integrated plan for animal health and welfare, rewarding farmers for their contribution to public goods by going beyond regulatory standards needs to be prioritised with co-operation from devolved administrations. Support incentives to develop innovative treatments and better diagnostics for animals. Set a clear UK strategy with measurable outcomes, supported by the tools and incentives needed to make it a reality. We are happy to share and discuss NOAH's Vision Paper for Animal Health and Welfare.

3.

**Support positive health and societal wellbeing by preventing people from having to give up their pets as they move into rented accommodation or care facilities.**

Enable our health care professionals to utilise the benefits that pets can bring to those in their care by supporting pet-friendly health and social care policies.



Pledge your support to safeguard the health and welfare of the UK's pets and farm animals.



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