

Respondents are most interested in learning more about food security and animal welfare.



As part of a survey across 8 European countries, here are the insights from 1000 people from the UK.

For the vast majority eating habits include all types of foods and more than half are animal owners.



**52%** are pet owners

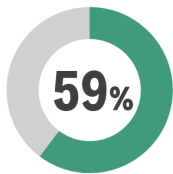


Only **20%** live in rural areas



Only **10%** of respondents avoid meat  
Only **4%** avoid all animal products

## General



**59%** don't feel informed about veterinary medicines and their use.

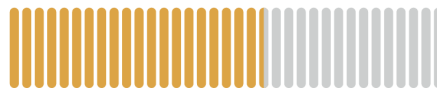


**45%** say they would not have a clear idea about the costs and time it takes to develop animal medicines.

## Knowledge of Rules



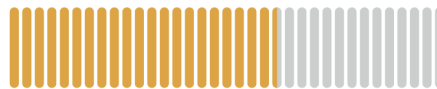
**33%** think that organic farms are not allowed to use veterinary antibiotics.



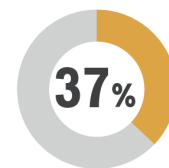
**59%** don't know that to ensure food safety, farmers must withhold animals from slaughter for a defined period of time after treatment with veterinary medicines.



**55%** not aware that use of hormones as growth promoters in farming *is not allowed in the UK and across Europe.*



**61%** don't know that the use of veterinary antibiotics as growth promoters in farming *is not allowed in the UK and across Europe.*

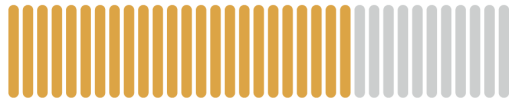


**37%** think that farm animals are given antibiotics to make them grow faster even though antibiotics are banned in Europe for growth promotion.

# However



**65%** know that some medicines – vaccines and antibiotics for example – can only be used under prescription.



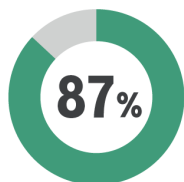
**68%** know that strict rules on the use of animal medicines prevent the presence of harmful residues in food after treatment of animals.

*Misunderstandings and misinformation circulate about why and when treating an animal is necessary, especially around antibiotics.*

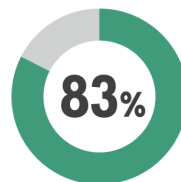


More awareness-raising can help get the facts straight on the rules, needs and benefits of Responsible Use.

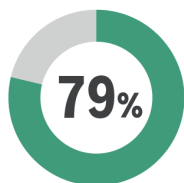
## Knowledge & opinions on farm animal care



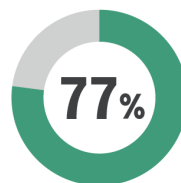
agree that for farm animals, it is better to prevent disease than to cure it.



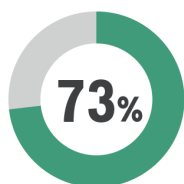
say farmers care for the health and welfare of their animals.



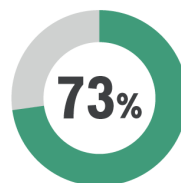
agree farm animals should be vaccinated regularly.



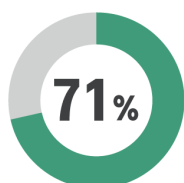
are aware that farm animals are given veterinary medicines to prevent internal parasites such as worms.



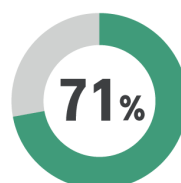
are aware that farm animals are vaccinated to prevent them becoming sick.



believe veterinary medicines have a positive impact on the welfare of farm animals.

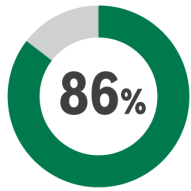


say farm animals have the same right to receive medicines as people.

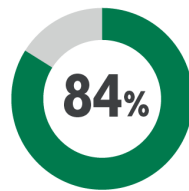


think farmers comply with the terms of use of veterinary medicines.

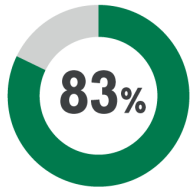
# Knowledge & opinions on pet care



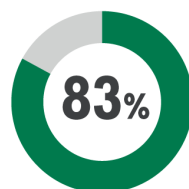
agree that for pets, it is better to prevent disease than to cure it.



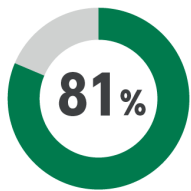
are aware that pets are given veterinary medicines to prevent internal parasites such as worms.



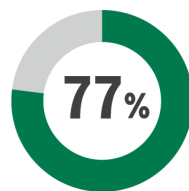
agree that pets should be checked by a vet regularly – at least once per year.



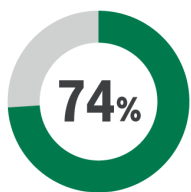
are aware that pets are given veterinary medicines to prevent external parasites such as fleas or ticks.



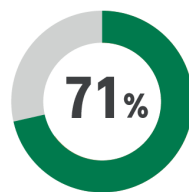
agree pets should be vaccinated regularly.



are aware that pets are given vaccines to prevent them becoming sick.



believe pets have the same right to receive veterinary medicines as people.



think pet owners comply with the terms of use of veterinary medicines

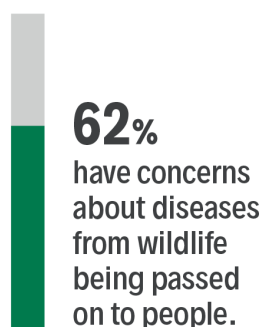
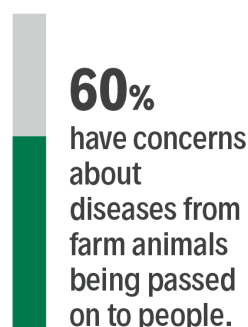
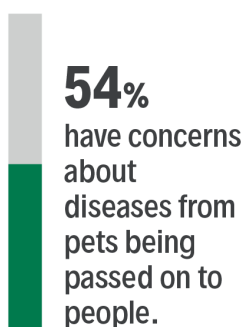
## Whether for farm animal care or pet care



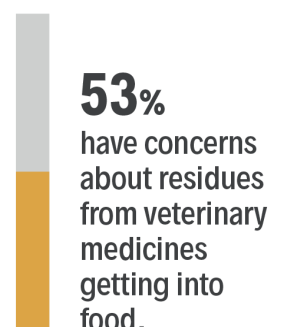
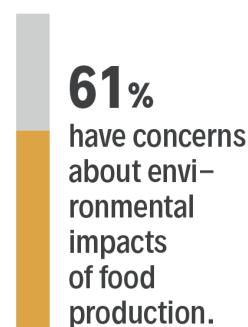
believe veterinarians act responsibly when prescribing veterinary medicines.

## Some areas of concern

### Disease transmission

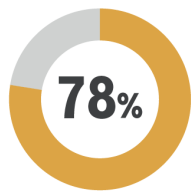


### Food safety and sustainability

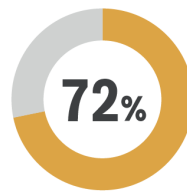


# And some positives

## Benefits of veterinary care for pets

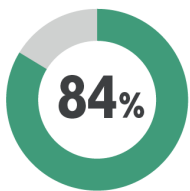


78% say that veterinary medicines have a positive impact on the welfare of pets.

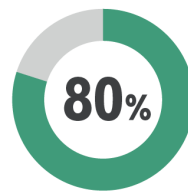


72% say the vaccination of pets helps to prevent diseases being transferred to people.

## Benefits of animal health management on farms

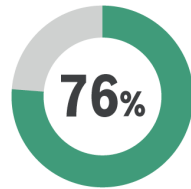


84% say healthy farm animals will produce better quality products.

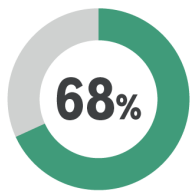
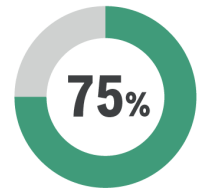


80% say that healthy farm animals enable farmers to produce and supply food in a sustainable manner.

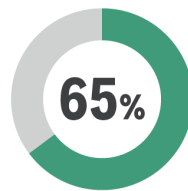
say the vaccination of farm animals helps to prevent diseases being transferred to people.



say improved farm hygiene management can help to reduce the use of veterinary antibiotics in farm animals.



68% say that food from vaccinated farm animals (meat, eggs, etc.) is safe.



65% say regular vaccination can help to reduce the use of veterinary antibiotics in farm animals.

*Concerns exist in areas where the self-assessed level of knowledge is low, such as the impact of veterinary medicines used in farm animals on food safety and public health, and diseases from farm animals and wildlife being passed on to people.*



**More awareness-raising can help get the facts straight on the multiple benefits of preventive veterinary care and dedicated animal health management.**