



# 2025 Annual Review

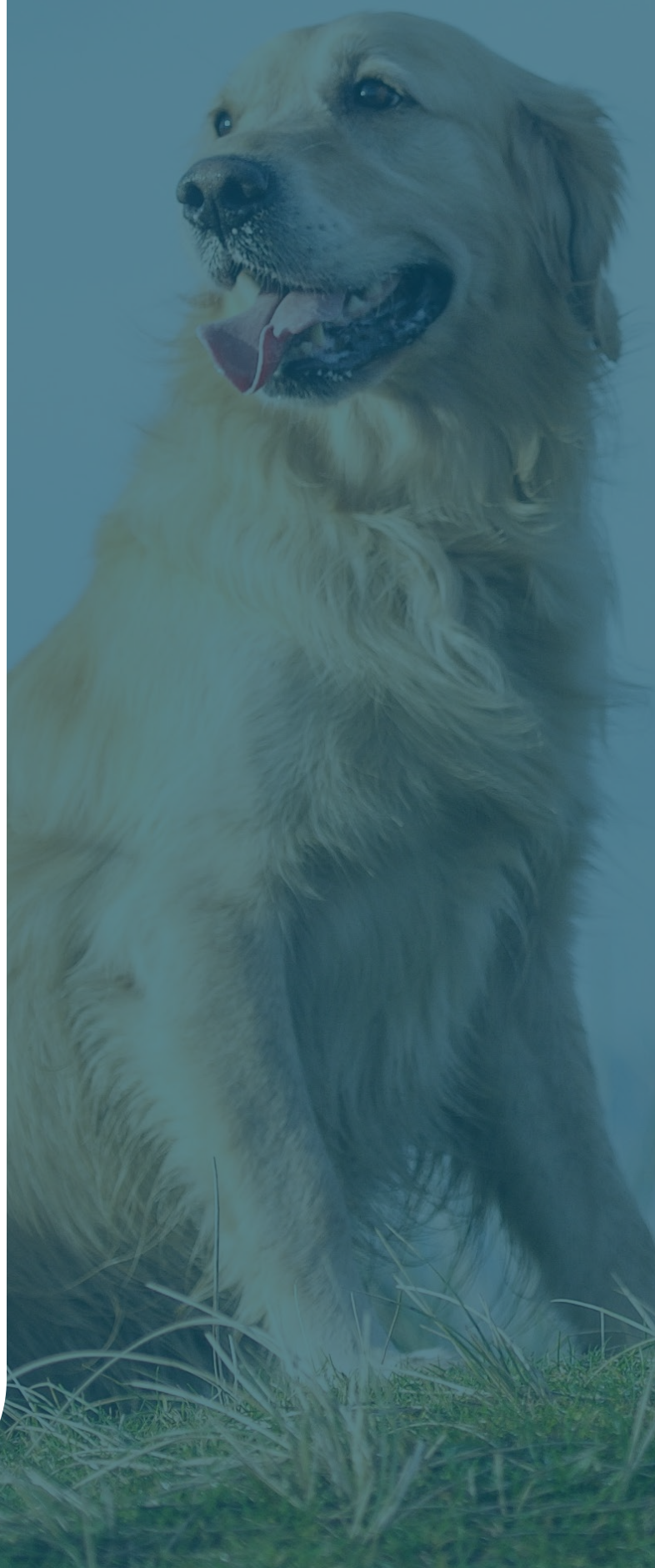
and Outlook for 2026

Influence

Innovation

Standards

Impact



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# Introduction

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## New Strategy

**2025 was a year of transformation for NOAH.** We were proud to launch our new Strategic Plan for 2025–2028, setting a clear roadmap built on four pillars: Influence, Innovation, Standards, and Impact, guiding our work to support the UK animal health sector through rapid change.

## IIE Award 2025

Alongside this, we proudly retained **Silver accreditation with Investors in the Environment (iie)**, reaffirming our commitment to sustainability and meaningful community engagement.



## Welcome from Matthew Frost, NOAH Chair



**2025 has been a pivotal year for NOAH and for the wider animal health sector.**

Against a backdrop of regulatory change, rapid technological development, and growing public scrutiny, NOAH has remained focused on its core purpose: **supporting a strong, responsible and innovative animal medicines industry that delivers real benefits for animals, people and the environment.**

The launch of our new Strategic Plan for 2025–2028 marked an important milestone, providing a clear framework to guide our work across influence, innovation, standards and impact. Throughout the year, NOAH has continued to champion high standards, constructive regulation and evidence-based decision making, while strengthening collaboration with policymakers, regulators and partners across the UK and internationally.

**I am proud of what NOAH has achieved this year and grateful to our members, secretariat, and stakeholders for their continued commitment and expertise as we look ahead to the opportunities and challenges of 2026.**



## Public Affairs

Public affairs remained a core priority for NOAH in 2025, as policy, regulatory and political developments continued to shape the external environment for animal health. Throughout the year, NOAH worked to ensure that the voice of the animal medicines sector was clearly heard, promoting the essential role of veterinary medicines in animal welfare, biosecurity, food production, and maintaining public trust.

**By combining evidence-based advocacy with proactive engagement, NOAH sought to influence policy discussions and support proportionate, effective regulation that enables innovation while maintaining high standards.**



The panel included experts from Biorelate, Zoetis, VMD, and MHRA, and was facilitated by BBC Technology Editor, Zoe Kleinman

## Events

### Summer Event

The NOAH Summer Event in London featured a panel discussion on the growing role of artificial intelligence (AI) in veterinary medicine. Speakers highlighted how AI can improve diagnostics, support decision making, and streamline administration, while emphasising its role in assisting professionals rather than replacing them.

The event also celebrated the top NCAH students from the 2024 exams, featured a presentation from Dogs for Good, NOAH's charity of the year, and provided valuable networking opportunities for attendees across the industry.

## LVS

NOAH attended the London Vet Show, where we engaged in meaningful discussions about the NOAH Compendium and animal health more broadly.

**Our focus was on showcasing the Compendium as a vital resource and gathering valuable feedback from users and Members to ensure its continued improvement.**



## Working with Others

NOAH collaborated with **CFSG** to champion responsible pet ownership and welfare, ensuring consistent guidance on vaccination and parasite control for pet owners.

Working alongside **RUMA**, NOAH supported key initiatives on responsible medicine use, contributing case studies to RUMA's vaccination campaign and engaging on post-registration requirements to strengthen best practice.

In partnership with **SCOPS** and **CANTER**, NOAH promoted sustainable parasite control, reinforcing its 'Use It Right, Treat Them Right' campaign launched to coincide with World Parasite Awareness Day to safeguard animal health, public health, and the environment.

NOAH continued its longstanding support for the National SQP Awards, celebrating excellence among SQPs and recognising their vital role in upholding the Veterinary Medicines Regulations.

NOAH continued to work with **Lord Trees'** Veterinary Policy Research Foundation, providing support for veterinary medicines policy and animal welfare initiatives to help shape legislation and regulatory frameworks.



## Parliamentary and Stakeholder Lobbying

**In 2025, NOAH continued its targeted parliamentary and stakeholder lobbying to raise awareness of the challenges and opportunities facing the animal health sector.**

Through direct engagement with MPs, peers, policymakers and industry partners, NOAH has championed the critical importance of veterinary medicines to UK resilience, economic growth and sustainability. This work focused on building informed relationships, contributing practical insights to policy debates, and supporting legislative and regulatory frameworks that safeguard animal health while ensuring the UK remains an attractive environment for investment and innovation.

## AnimalhealthEurope Delegation to Strasbourg

**NOAH joined AnimalhealthEurope on a visit to Strasbourg**, meeting MEPs and their staffers to stress the need for a UK/EU Veterinary Medicines Agreement to maintain regulatory alignment, ensure continued access to vital products, and support animal welfare and livestock resilience.

## Labour Conference

In September, NOAH hosted a panel at the Labour Party Conference in Liverpool titled **'Injecting Confidence: How Animal Medicines Boost Biosecurity and UK Growth.'** Held at the PLMR Hub, the event brought together political and industry leaders to discuss the vital role of animal health in biosecurity, food production, and economic resilience.

Speakers included Dawn Howard, Richard Griffiths (British Poultry Council CEO), and Josh Newbury MP.

The discussion emphasised the sector's impact on public trust, sustainable farming, and national growth, with strong engagement from attendees.



## NCAH

The NCAH course curriculum was updated in 2025 and will be rolled out in 2026. These updates have been developed to align with the new 2024 Veterinary Medicines Regulations legislation.

### The revised curriculum ensures learners are trained in line with the latest regulatory requirements.

At the NOAH Summer Event in London, the achievements of the top students from the 2024 NCAH exams were celebrated. Overall first place went to Karen Hawkins from MSD, with Rebecca Tyler from Zoetis and Kiah Taylor from Ceva in joint second place, and Elizabeth Bennett from MSD and Sarah Bellis from Zoetis taking third place.

Over the year, **31 students undertook the exam**, hosted and accredited by Harper Adams University, which equips animal medicines representatives with the expertise to provide ethical and accurate information in line with the NOAH Code of Practice.



## New NOAH Member

### Farm Mix has joined as an Associate Member of NOAH.

Farm Mix is a leading UK supplier of in-feed medicated premixes, feed additives and supplements, connecting veterinary medicine providers, feed mills and farms. The company also offers bespoke storage, logistics and pre-wholesaling services for pharmaceutical partners, supporting feed manufacturers, pig and poultry integrators, and livestock producers across the UK.



## AI panel at NOAH Summer Event

The NOAH Summer Event in July explored how artificial intelligence is beginning to transform the animal health industry.



The discussion focused on AI's practical benefits such as supporting diagnostics, improving decision making and reducing administrative burdens that slow regulatory processes.

Rather than replacing people, AI was presented as **a tool to enhance efficiency and precision**, allowing professionals to spend more time on advancing animal health. The future will depend on implementing these technologies responsibly while keeping core values at the heart of what we do.

## International Work

### In 2025, NOAH joined the AnimalhealthEurope Digitalisation & Big Data & AI Network.

It was an opportunity to provide input to the **5th Veterinary Big Data Stakeholder Forum**, which demonstrated the potential use cases of AI in animal health to a wide range of stakeholders and provide feedback on a range of consultations.



## Regulatory

### **VMRs and ongoing dialogue with the VMD about their implementation**

NOAH has maintained an active and constructive dialogue with the VMD throughout the year on the implementation of the Great Britain (GB) VMRs. This engagement has ensured that members' concerns are heard and addressed, supporting a smooth transition to the new regulatory framework. Some of the areas of concern have included; ongoing promotion and use of extemporaneous preparations, and the VMD fee structure.

### **NOAH calls for veterinary medicines to be in the scope of a revised UK/EU Veterinary Agreement**

NOAH continues to advocate for veterinary medicines to be included within the scope of a revised UK/EU Veterinary Agreement. This is critical to safeguard supply chains and maintain regulatory alignment, supporting animal health and welfare across borders. Veterinary Medicines are currently out of scope of the proposed revised UK/EU Veterinary Agreement, and NOAH continues to argue for an agreement to also be developed that covers veterinary medicines.

### **NOAH calls to Government Ministers for the VMD to be properly resourced to ensure VMD can carry out their role effectively**

NOAH has consistently called on Government Ministers to ensure the VMD is properly resourced following reports from NOAH members of significant delays to product authorisation timelines. Adequate funding and staffing are essential for the VMD to fulfil its regulatory responsibilities effectively and maintain the integrity of the UK veterinary medicines system.

### **Veterinary Medicines Working Group**

Through its work on the government's Veterinary Medicines Working Group, NOAH has focused on working with other stakeholders on minimising supply disruptions in Northern Ireland when the EU acquis applies from 1 January 2026. This proactive approach has ensured continued access to veterinary medicines in the region.

### Pharmacovigilance Guidance

NOAH has provided ongoing support to members on the new VMR pharmacovigilance (PV) guidance. Regular communication with the VMD has been central to clarifying requirements and helping companies implement robust compliance processes.

### VICH

At the VICH Steering Committee, a proposal to review Guideline 6, the approach to Environmental Impact Assessment (EIAs) for veterinary medicinal products (VMPs) – Phase 1, was not progressed, as the evidence base was not considered sufficiently strong to warrant such a step at this point.



### Campaigns

#### Paws2Protect

NOAH continued to drive its Paws to Protect campaign, promoting the safe and responsible use of veterinary medicines to protect animal, human, and environmental health. The campaign focused on raising awareness among pet owners about the importance of reading and following veterinary medicine instructions.

[Click for more details about the campaign](#)

### Animal Medicines Amnesty

In November, the veterinary profession united for the Animal Medicines Amnesty (formerly the Antibiotic Amnesty), an initiative, facilitated by RUMA CA&E, encouraging pet owners to return unused or expired medicines to veterinary practices for safe disposal. This campaign played a vital role in preventing environmental contamination and reducing the risk of antimicrobial resistance.

**The amnesty served as an educational opportunity, raising awareness among pet owners about the responsible use and disposal of veterinary medicines.**

NOAH supported the campaign through its 'Use It Right, Treat Them Right' initiative, promoting adherence to medicine instructions and encouraging owners to seek advice from veterinary professionals or SQPs.





### Use It Right, Treat Them Right

NOAH launched a new campaign to promote the responsible use of anti-parasitic medicines for pets. 'Use It Right, Treat Them Right' aims to protect animal health, public health and the environment by encouraging pet owners to follow treatment instructions and seek advice from vets or SQPs.

**An Instagram campaign has delivered outstanding results, demonstrating both reach and engagement. By 30 June 2025, the posts achieved over 400,000 views and reached 167,069 unique users, driving 2,995 website visits and generating 151 new followers.**

The demographic insights reinforce its effectiveness, with 99% of views from the UK, predominantly females aged 18-34, aligning with key audiences. These metrics highlight the campaign's ability to not only capture attention but also convert interest into meaningful actions, proving its success in driving visibility and engagement.

The launch coincided with the first World Parasite Awareness Day, on 20 March, reinforcing the importance of informed and responsible parasite control.

[Click for more details about the campaign](#)

### Code of Practice

#### Training Seminars

**Two Code of Practice training seminars were held in 2025**, attended by a range of technical, marketing and sales staff from NOAH member companies, and more seminars are planned for 2026, with dates to be confirmed in the near future.

#### Code Cases

This year, two Code of Practice cases were considered and adjudicated upon. The first case concerned Zoetis's promotion of the product Solensia®, where Zoetis was found in minor breach for a post-prescription leaflet that lacked balance. The second case concerned Elanco's claims for Zenrelia®, where a minor breach was found for a lack of accuracy and balance. Both companies provided undertakings relating to the breaches found, to ensure future compliance, reinforcing NOAH's commitment to maintaining high standards in veterinary medicines promotion.

#### Revised Code of Practice

A key milestone in 2025 was the publication of the revised NOAH Code of Practice in the autumn. **The updated Code reflects evolving industry standards and reinforces NOAH's commitment to promoting responsible, accurate and ethical communication around veterinary medicines.** The revisions provide clearer guidance on promotional claims, digital content and transparency, ensuring that members uphold the highest standards in supporting animal health and welfare.





## New CRM

NOAH has invested in upgrading its CRM system to **enhance member engagement and streamline operations**.

The new platform offers a more user-friendly interface, improved functionality, and continuous updates. It supports better contact management, automated communications, and stakeholder outreach, helping NOAH deliver more efficient services while maintaining compliance and sustainability standards.

**This investment reflects NOAH's commitment to digital innovation and improving value for members.**



## NOAH Livestock Vaccination Guideline

**In 2025, NOAH championed proactive vaccination during World Immunisation Week and World Animal Vaccination Day, highlighting its vital role in animal health, welfare, and farm sustainability.**

The Livestock Vaccination Guideline (LVG) continue to offer practical advice for sheep, beef, and dairy farmers to **prevent disease outbreaks and maintain productivity**. Vaccination is a cornerstone of preventative care, reducing antibiotic use and supporting responsible medicine practices. By following best practice guidance and consulting vets, farmers can improve welfare, boost efficiency, and protect farms against future threats.

NOAH's message is clear: **'Protect Your Livestock, Protect Your Livelihood'** – ensuring healthy animals, stronger farms, and a secure future for UK agriculture.

## AMBP

The Animal Medicine Best Practice (AMBP) training is a Red Tractor compliant online training programme for farmers offering flexible, on demand access to trusted antibiotic stewardship guidance that fits around daily farm work, without the need to travel or take time off. In 2025, the AMBP training programme continued to support farmers with providing accessible, practical antibiotic stewardship training.

[Click for more details about AMBP](#)

**Animal**  
**Medicines**  
Best Practice



## International Collaboration with AhE and HfA

In September, **NOAH attended the Pet Power event in Brussels with AhE**, helping to strengthen industry relationships and promote responsible use messaging. Earlier in March, NOAH participated in the annual HfA meeting in Europe, where we delivered a briefing on the 'Use It Right, Treat Them Right' campaign. This presentation outlined the campaign's objectives and key messages, supporting its successful launch and reinforcing NOAH's commitment to evidence-based communication and stakeholder collaboration.



**NOAH's commitment to evidence-based communication and stakeholder collaboration.**

## Parasiticides in the Environment

Mid-year, NOAH engaged the services of an external consultant, to critically review NOAH's work in response to **ongoing challenges to companion animal parasite control**. Following this review, NOAH has developed a new strategy with five key priorities to respond to the ongoing challenges. This work will continue to be a critical work area for 2026.





## NOAH Members Portal

In 2026, we will launch a new NOAH Members Portal, designed to provide a central hub for resources, updates, and collaboration. This platform will make it easier for members to access key information, engage with NOAH initiatives, and share best practice across the industry.



## Investors in the Environment (iE)

We are aiming to achieve Green iE accreditation, building on our sustainability journey and commitment to reducing environmental impact. Our focus will include improved resource management, sustainable travel initiatives, and staff engagement projects such as 'Green Spotlights', ensuring environmental responsibility remains at the heart of our operations.



## Upcoming Events

### Parliamentary Lobbying

Artificial intelligence is rapidly reshaping the regulatory landscape, creating both opportunities and challenges for governance. A NOAH roundtable will focus on developing a clear strategy for Parliamentary engagement, ensuring that AI is integrated into regulation. By aligning industry expertise with legislative priorities, we aim to influence policy that safeguards ethical standards while enabling technological progress.





## Working with Others

NOAH will continue to actively work with others through our partner organisations such as the Responsible Use of Medicines in Agriculture (RUMA) Alliance, RUMA Companion Animal & Equine, Sustainable Control of Parasites in Sheep (SCOPS), Control Of Worms Sustainably (COWS), Controlling ANTiparasitic resistance in Equines Responsibly (CANTER), LANTRA, Canine & Feline Sector Group (CFSG), AnimalhealthEurope and HealthforAnimals.

NOAH also partners with Harper Adams University, who deliver the NOAH Certificate of Animal Health training programme, helping to ensure company representatives operate to high standards when carrying out sales and promotional activity. We will lobby government, policymakers and other stakeholders, in particular representing NOAH members interests with the VMD and other government departments as required.



## NOAH's 40<sup>th</sup> Year

2026 marks a significant milestone for NOAH as we celebrate our 40<sup>th</sup> anniversary. Over the past four decades, NOAH has championed innovation, collaboration, and best practice within the animal health sector, shaping a stronger and more sustainable future for our industry. This year, we will proudly recognise this achievement at the NOAH Summer Event, bringing together our members and stakeholders to reflect on our journey and look ahead to new opportunities.





### Upcoming Campaigns

#### Launch of Use It Right, Treat Them Right – Phase 2

We are excited to announce the launch of the second phase of our 'Use It Right, Treat Them Right' campaign. Building on the success of the initial phase, this next stage will further promote the responsible use of anti-parasitic medicines, reinforcing best practice to protect animal health, public health, and the environment. Through updated resources, stakeholder engagement, and targeted communications, phase 2 aims to strengthen awareness and encourage informed decision making among pet owners and professionals.



#### Environmental Sustainability and Pet Parasite Control

In 2026, NOAH will strengthen its leadership on environmental sustainability by proactively addressing concerns surrounding pet parasite control. Building on recent workshops and stakeholder engagement, our strategy will emphasise transparent communication, scientific collaboration, and evidence-based advocacy. We will showcase industry initiatives that promote responsible use and disposal of pet antiparasitics, while reinforcing our commitment to One Health principles and biodiversity protection. Through targeted campaigns, public affairs outreach, and partnerships with regulators and scientific bodies, NOAH aims to position itself as a trusted voice in shaping sustainable practices across the animal health sector.



#### UK/EU Veterinary Medicines Agreement

NOAH will continue to actively lobby for the development of a revised UK/EU Veterinary Medicines Agreement, with the associated reduction in regulatory burden and improved product availability that could arise from such an agreement.



Representing the UK  
animal health industry



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