



Animal Health Manifesto 2024

Recommendations

The animal health industry prioritises addressing societal sustainability challenges, therefore we are calling on the Government to take the following action:

- **A robust UK regulatory framework** for veterinary medicines to safeguard the availability and accessibility of safe and effective medicines to protect animal health and welfare across Great Britain and Northern Ireland. This must be future-proofed to encourage the development of innovative and novel products by removing unnecessary red tape.
- **For all routes of veterinary medicines to market to remain available**, meaning they are accessible to all animal owners, with the appropriate prescription controls. This will maintain high standards of animal health and welfare in the UK.
- **Improve collaboration and partnership** between human, animal, and environmental sectors to find One Health solutions to One Health challenges.
- **Support a proactive outlook** to the health and welfare of animals, including a responsible approach to disease prevention and the use of veterinary medicines.
- **Prioritise funding for research and development** of new medicines and animal health solutions in the UK.
- **Learn lessons from the COVID-19 pandemic** and invest in diagnostics, surveillance, and monitoring of diseases in animals, in order to protect the UK from future disease outbreaks.

About NOAH

NOAH (National Office of Animal Health) is the trade association representing the UK animal health industry. We promote the benefits of licensed medicines and solutions for the health and welfare of all animals.

NOAH members are committed to supporting this mission and promoting a unified approach to the health of people, animals, and the environment, which are deeply interdependent and interconnected.



The contribution animal health makes to society

The animal health industry is dedicated to taking a **One Health approach** to human, animal and environmental health, recognising that what benefits one element, benefits the others. This helps secure the health of pets and livestock, supporting food security while protecting human health and the future of our shared environment.

Protecting public health and animal welfare

Every animal should have access to a range of veterinary medicines and solutions to protect them from pain and suffering, help optimise health and welfare, and play a key role in the control and prevention of diseases. With more than 75% of emerging infectious diseases in humans originating in animals and a growing global population increasingly living in close contact with livestock or encroaching on the environment of wild animals, **the links between animal and human health are closer than ever before.**

Preventing and treating infectious diseases in animals is crucial therefore, to stop transmission from animals to humans, protecting our health and preserving biosecurity.

Reducing antibiotic resistance

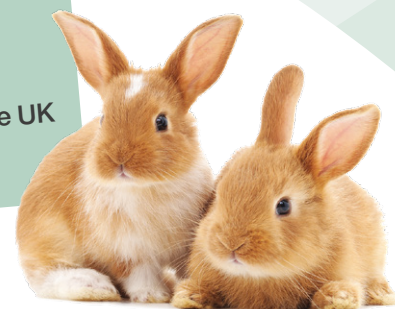
Many of the same classes of antibiotics are used across human, animal, and environmental settings, so the development of antibiotic resistance threatens the effective prevention and treatment of bacterial infections in all these areas. The animal health industry's collaborative action promoting responsible antibiotic use while encouraging the use of preventative medicines such as vaccines, across the veterinary and farming sectors has helped the UK become one of the lowest users of antibiotics in livestock in Europe, with antibiotic sales for food producing animals reducing by 59% since 2014.

NOAH's own **Animal Medicines Best Practice** (AMBP) training programme is a key link between the industry and farmers working with vets to encourage responsible antibiotic stewardship. Together, these measures help to reduce the threat of resistance developing further and ensures that these critical medicines remain effective in humans and both companion animals and livestock.



Animal
Medicines
Best Practice

16.2m (57%)
Pet owning households in the UK
Source: GlobalPETS, 2023



Supporting healthy companion animals for healthier people

Companion animals play an important role in **supporting the physical, social, and emotional needs of their owners.** By improving the uptake of regular exercise, for example through dog walking, animals may help reduce the overall risk of cardiovascular disease and obesity, whilst stroking a pet or playing fetch can reduce anxiety and stress. The companionship itself and love that animals offer can reduce feelings of loneliness, as can improved social interaction from pet ownership – it is a great conversation starter!

Caring and interacting with companion animals can foster a sense of purpose and provide a sense of accomplishment, both essential to better mental health, while improving cognitive function in older adults. Keeping companion animals healthy and happy protects and improves the quality of life for both owner and pet.

12m 11m 1.5m
Dogs Cats Rabbits
Pets in the UK
Source: UK Pet Food, 2023



7,000+
People reliant on assistance dogs in the UK
Source: Assistance Dogs UK, 2024



The contribution animal health makes to sustainability

Healthy animals contribute to achieving **at least 10 out of 17** of the United Nations' Sustainable Development Goals. Veterinary medicines and solutions help achieve sustainable farming, assuring food supply and security.

Assuring food security and affordability

Globally, 20% of livestock production is lost due to disease each year, **including financial losses to the UK livestock sector of up to £710 million every year**. This impacts food security for growing populations and reduces animal welfare and productivity, while increasing the cost of food production, making food more expensive and impacting farming sustainability. Regression modelling has shown that increasing global cattle vaccination rates to 60% would increase livestock productivity rates by 50% which would meet the beef consumption needs of 3.1 billion people, and that poultry disease in 2019 was associated with an increase in hunger of 5% worldwide, the equivalent of over 34 million people going hungry.

Feeding the world in the future is going to mean managing our resources more effectively and putting animal health at the forefront of food security.



Delivering sustainable farming for a healthier environment

UK livestock rely on **natural resources for their feed and shelter**. Unhealthy animals take longer to grow and produce less food, increasing the pressure on natural resources and the environmental footprint per unit of food item. Statistical modelling has shown that when global animal disease levels fall by 10%, greenhouse gas emissions fall by 800 million tonnes per year, the equivalent annual emissions of 117 million people worldwide. Keeping livestock healthy is therefore critical not only to supporting animal welfare, but to protecting the planet and feeding the world in a sustainable way.

Promoting animal welfare through veterinary solutions

In the face of evolving disease challenges, unstable food supplies, new trading arrangements and the urgent need to meet environmental sustainability goals in response to climate change, **preventing and controlling disease in UK livestock has never been more important**. A preventative health approach for UK livestock, for example through vaccination, is an integral part of overcoming these challenges, and this is why NOAH worked with veterinary experts to produce its sector specific Livestock Vaccination Guideline.

Emerging technologies and scientific advancements like artificial intelligence, sensor technologies and new generation vaccines provide greater opportunities to predict, diagnose, prevent, and treat animal illness more quickly, accurately, and safely.



Supporting biodiversity

Healthy, well-managed livestock can **maintain and encourage biodiversity**, often in areas where crops other than grass cannot be grown, by mimicking the behaviour seen in wild herbivores. The livestock themselves are then able to benefit from this greater biodiversity, making them healthier and more productive, creating a positive feedback loop serving the whole ecosystem. Livestock manure helps to build healthy soil and grazing livestock in the right conditions can support carbon capture. Livestock, therefore, plays an important role in maintaining a healthy ecosystem and its by-products benefit a circular economy.

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