



Representing the Manufacturers of Animal Medicines

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Press Release

18 December 2003

Animal health and welfare strategy - animal medicines integral part

Animal medicines are an integral part of the future health and welfare of Britain's animals.

Welcoming the publication of DEFRA's implementation plan for the Animal Health and Welfare Strategy in England, NOAH chief executive Phil Sketchley was pleased to see a new initiative on veterinary medicines. "As the inclusion of this initiative shows, animal medicines, responsibly used, form part of the backbone of the strategy.

"We are pleased that the partnership approach of the RUMA Alliance has been recognised as a means to bring stakeholders together, and look forward to taking up this opportunity to work with our colleagues," he said.

He added: "NOAH will be looking at the plan in more detail, and will be identifying other areas where industry expertise on farm and companion animal medicine can help to secure a healthy future for Britain's animals."

Ends

NOTES TO EDITORS

- For further information, please contact Philip Sketchley or Alison Glennon of NOAH, telephone 020 8367 3131 or Andrew Kendall, Kendalls PR, telephone 01394 610022, or visit the NOAH website, www.noah.co.uk
- The National Office of Animal Health was formed on 1st January 1986 to represent the UK companies which research, develop, manufacture and market licensed animal health products.

The association now has 34 corporate members and 14 associate members. In 2002, NOAH's members accounted for well over 90 per cent of the £389 million UK animal health market.

- NOAH is a member of the RUMA (Responsible Use of Medicines in Agriculture) Alliance. RUMA was established in November 1997 to promote the highest standards of food safety, animal health and animal welfare in British livestock farming. A unique initiative involving organisations representing every stage of the "farm to fork" process, RUMA aims to promote a co-ordinated and integrated approach to best practice. For more information, see www.ruma.org.uk.