

No matter how well they are cared for, animals can still get sick and need medicines.

Improved animal health through better healthcare ensures healthier people.

Veterinary medicines are indispensable in keeping animals healthy.



Why Healthy Animals Help Ensure a Healthier World



Look About

A diverse world of animals surrounds us all

From the hen that provides a breakfast egg, to a cat that adds the dimension of love to a young person's life, from a collie trained to locate and rescue trapped people at the scene of a disaster, to a ewe that helps clothe a child, from equine athletes that provide crowds with social entertainment, to a guide dog that brings a new sense of freedom to a sight-impaired person...

...we all depend on animals to provide us with food and fibre, companionship and care, transportation and therapy, and draught power and diversion.

Healthy Animals Play a Critical Role in a Healthier World

Maintaining the ability to care for animals will ensure better health for their human caretakers

Like people, animals can get sick and often, like people, need medicines too. No matter how animals are tended, from pets living in comfortable apartments to high-tech livestock barns for turkeys, to open-range grazing for cattle, sheep and goats, animals benefit from today's veterinary medicines through better animal health. And better animal health forms an integral part of animal welfare.

Better animal health means better public health as well. Of the nearly 1,500 diseases we know affect people, almost 2/3 can pass between animals and people. In fact, three out of four emerging diseases have come to humans through animals. That sobering reality of biology makes dependable veterinary medicines a necessity to prevent life-threatening disease in humans.

In addition, it's now being demonstrated that employing well-targeted vaccinations and medications to maintain healthier animals on farms and ranches also helps guard people from diseases that could spread through food from those animals.

Finally, our world is expected to shelter, feed and support 9 billion people by the mid-21st century. It will be required to produce 100 percent more food than it does today. Innovative animal health tools will be an indispensable part of not only ensuring food remains abundant and affordable, but also helping to lift the world's poor out of chronic poverty, where 2/3 rely on livestock as their main source of both food and income – all while helping conserve scarce resources.

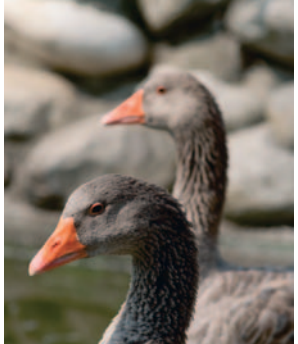
In more ways than one, healthier animals mean healthier people.



The industry that has driven today's animal health revolution is more regulated now than at any time in its history. In fact, it can face even higher hurdles than human health product manufacturers. Both before and after any veterinary product is brought to market, manufacturers are required to demonstrate not only its efficiency and quality, but also that it is safe for the health of animals, people and the environment. Some regulatory burdens have grown so heavy that they now actually threaten some manufacturers' ability to pursue healthcare innovations – especially where needed most acutely: in the developing world.

Veterinary medicines are indispensable in the prevention and treatment of animal disease. Equally important is the basic health research and technical information placed in the hands of veterinarians and farmers to not only optimise the use of medications, but also improve their management and stewardship of the animals they care for. Altogether, their contribution to animal health and the supply of safe, high quality food for consumption by the world's growing population is crucial.

The animal health industry is dedicated to the continued development of animal health products, and to its role in the global supply of safe, healthy food, healthy animals and a healthier world.



Healthy Animals

Healthier World

Animals worldwide in numbers:

- 68.8 billion poultry
- 11.8 billion cattle, sheep and goats
- 1.5 billion pigs
- 223 million domestic dogs
- 220 million domestic cats

surround us and often need medicines to live healthy lives.

But did you know healthy animals also contribute to the health of people?

- By controlling diseases that can be passed between humans and animals,
- By reducing food-borne bacteria
- By improving the efficient use of the world's resources to feed a growing population,
- By improving the health of the animals populating an increasingly crowded planet

...healthier animals help ensure better health for the people who care for or depend on them.



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