

Annual report 2018

Healthy animals mean healthy people
and a healthier planet

Message from the Secretary General and President

What a year! Looking back on what we have achieved in 2018, as Secretary General and as President of AnimalhealthEurope we can both agree that we are proud to be leading this newly-invigorated association with a real passion for animal health. In this annual report, we provide a snapshot of a number of key highlights from the past year.

First, a word of thanks to our EU decision-makers

We cannot let 2018 go past without a word to all those involved with finalising the new EU Regulations on veterinary medicines and medicated feed. As you will read later in this report, the full impact of the new regulation, and whether it has achieved its objectives, is still an open book, but thanks is due for the diligence in picking up the trilogue discussions with vigour and pushing through the legislative texts for agreement and final adoption this past autumn.

Speaking up for One Health

One thing which has been evident since we became AnimalhealthEurope just over a year ago, is that as an industry we are more united for a common cause. And it's not just animal health, it truly is One Health. Looking back at our awareness-raising efforts this past year, or the events we organised and our speaking opportunities, even within our regulatory work, a more unified message is coming through in everything we communicate. If the animal medicines industry exists, it's not just to ensure the health of our pets and farm animals, but also to contribute to food safety, to help farmers protect animal welfare and produce more sustainably, to protect people against diseases that can transfer from animals to people, and to mitigate where possible the impacts of livestock farming on the environment.



Roxane Feller

Roxane Feller
Secretary General

United with one voice

With much stronger messages and a refreshed visual identity our voice has been louder and clearer. Our presence as a key voice for animal health is now well-established. A united voice has also been forthcoming with many of our partner organisations through joint calls for increased uptake of pet vaccination with our veterinarian partners. And with our food chain partners, a demand for greater recognition of the many positive aspects that innovations in the food chain have on sustainable farming practices and sustainable development goals. Unity with our membership has also been strong this year as we worked with authorities at national level, and as we gathered input for our overview of actions taken by industry at national and company level under our antibiotic stewardship initiatives.

A common accord that animal health matters

Looking at the increasingly important role that healthy animals play in our society today, we have been very pleased with the willingness of several key opinion leaders throughout these past months to share a common accord that animal health matters. From the Director General of the World Organisation for Animal Health Monique Eloit and the EU Commissioner for Health and Food Safety Vytenis Andriukaitis, to MEPs Julie Girling, Karin Kadenbach and Sirpa Piëtikainen. These key voices joined with research scientists, farmers, veterinarians, assistance dog owners and animal lovers to strike a pose with our hashtag and share our message that #AnimalHealthMatters!

Thanks to the bees back at the hive

Sometimes when we look at our secretariat and all that they do throughout the year we are reminded of the busy, buzzing bees, always active to deliver up the best outcomes. Working together and continuously collaborating, the output both in terms of quantity and quality is outstanding. We look forward to this continued hard work and effort as we move through 2019.

A word for our new EU partners

As we move into an election period for the EU we take this opportunity to remind potential candidates and returning officials, that Europe is the birthplace of modern veterinary medicine and it is home to the world's leading animal health companies. We have high hopes for Europe in terms of innovation and we have a multitude of ideas to contribute towards its future. We want to keep on playing our part in keeping Europe in a leading position when it comes to animal health, and we rely on a renewed Commission and Parliament to reinforce strong policies supporting investment in research and innovation.



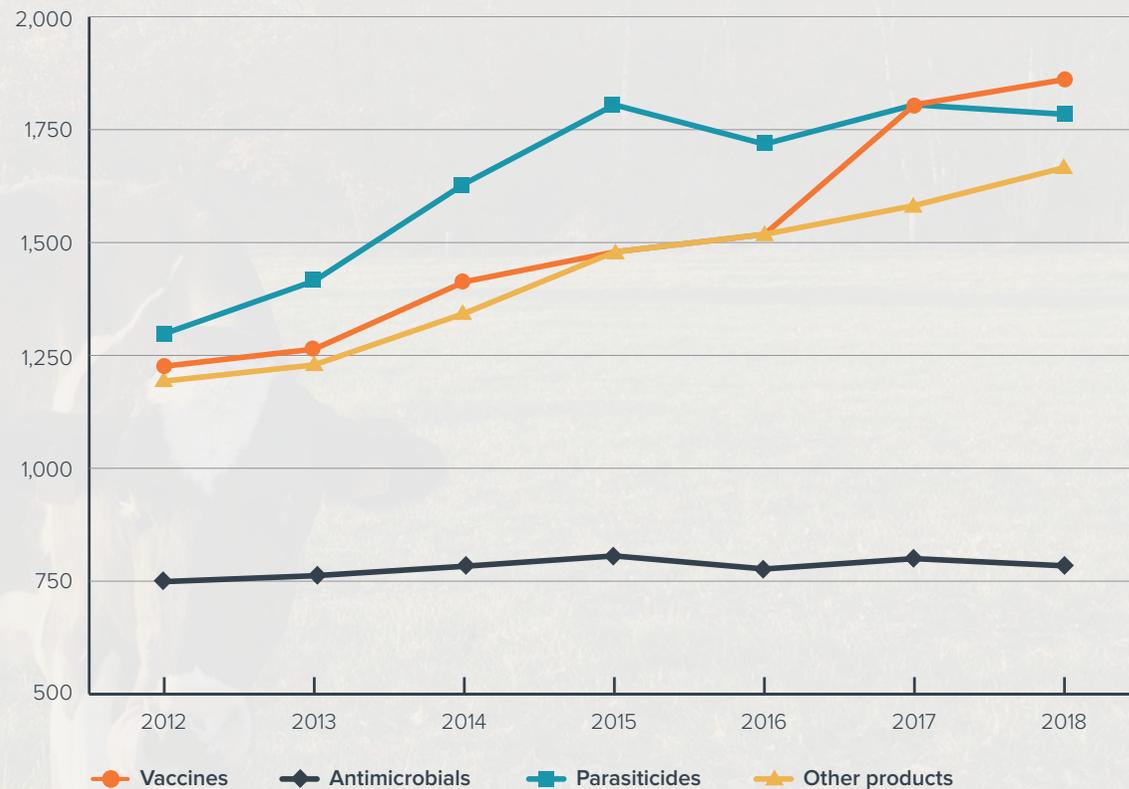
Wijnand de Bruijn
President

Key figures

AnimalhealthEurope represents twelve of Europe's leading manufacturers of animal medicines and twenty national associations. Covering 90% of the European market, our member companies invest over €450 million in research and development every year. Through this dedicated investment our members are driving advances in health and well-being that are benefitting the whole of society.

Disease prevention promotes the health and wellbeing of both farm and companion animals and prevents suffering. This is why AnimalhealthEurope's members continue to invest in developing new vaccines and other prophylaxes alongside a comprehensive offering of diagnostics and treatments. With European product sales in 2018 reaching €6 billion, evolution over the past 6 years shows a trend towards greater demand for preventive care solutions, like vaccines and a declining demand for antibiotics.

Sales per product category in Europe in Millions (2012-2018)



The total sales for Europe are EUR 6 Billion

Countries covered include AT, BE, CH, CZ, DE, DK, ES, FR, UK, GR, HU, IE, IT, NL, PL, PT, SK.

Source: 10 AnimalhealthEurope and CEESA member companies. 20% added for non-participating companies. CEESA stands for Executive Animal Health Study Centre – www.ceesa.eu

New EU rules adopted

What's in store for animal health in the future

Now published in the EU Official Journal, the new EU Regulations on Veterinary Medicines and Medicated feed are set for application in all EU Member States in early 2022.

What's it all about?

Trumpeted by many as legislation to restrict the use of certain antibiotics to address antibiotic resistance, the objectives of the new rules were essentially to simplify existing rules to boost innovation, to streamline procedures for granting marketing authorisations and monitoring of side effects, and to improve the functioning of the internal market. The collective goal was to encourage development of medicines for all animal species and improve their availability across all EU countries.

How do the new rules shape up?

A number of important processes have been streamlined to meet the objective of reducing administrative burden. The foremost is in the pharmacovigilance system for reporting adverse side effects of medicine use. The new rules put an end to the current periodic safety update reports when there was nothing to report. Now, side effects must be signalled only when they occur, using a signal-management system, and centrally stored in the EU Pharmacovigilance Database.

Regarding availability, the EU centralised procedure which offers a pan-EU authorisation to market a product, will now be open to all types of products, in a bid to support a single market in animal medicines. Pictograms and standardised abbreviations are also approved for packaging and labelling to help reduce translation and country-specific production costs.

To further encourage innovation, maximum periods of protection of technical documentation have increased from 13 to 18 years. An extra 4 years has been added to make products available for minor species like goats, and products for bee health have the longest protection period at 18 years. New antimicrobial products are extended to a total of 14 years and a new protection period of 4 years is added for improvements on existing products.

What's new as regards antibiotic use and prescription?

Much of the revision discussions focused on addressing antibiotic resistance and the impact of medicines use on the environment. As is the case today, all antibiotics for animals remain prescription only throughout the EU, the ban of routine use of antibiotics to compensate poor farm management is reinforced, and the ban on using antibiotics for growth promotion or increased yielding is upheld. The current procedure of carrying out an environmental risk assessment within the licensing process is also upheld and reconfirmed in the new regulation.

But there are a number of changes. When it comes to prescribing antibiotics for preventive use (prophylaxis), this will only be allowed for a single animal and prescriptions for group preventive use (metaphylaxis) must be limited in time only to cover the period of risk of infection and limited to small groups, only after diagnosis of the infectious disease by the vet. A list of antibiotics deemed 'Critically Important' for human health will also be elaborated on the basis of scientific advice from the European Medicines Agency and European agencies.

What next?

A large number of implementing measures – 29 in total - mean that there is still a lot of work to be done, so the full impact of the new regulation, and whether it has achieved its objectives, cannot really be judged until the content of these measures are known. AnimalhealthEurope will continue dialogue with the European Commission on a balanced and science-based approach so that we can improve the availability of animal health solutions for more animals, in more countries in Europe.



2018 at a glance



Recalling why vets need antibiotics for animal health

2 February 2018

Antibiotics remain very important to maintain high levels of animal health and welfare in Europe. With a new infographic highlighting a few facts about antibiotic use in Europe and the reasons why vets will always require antibiotics in their toolbox, AnimalhealthEurope raises awareness on the need to retain access to a range of antibiotics for animal health.



New website for DISCONTTOOLS

14 February 2018

An important resource for public and

private funders of animal health research, DISCONTTOOLS, launched a brand new website with updated info for a majority of the prioritised diseases. The open-access database identifies research gaps to improve the control and management of more than 50 infectious diseases in animals.



The European Animal Medicines Industry in Figures

14 March 2018

AnimalhealthEurope represents twelve of Europe's leading manufacturers of animal medicines and twenty national associations, covering 90% of the European market for animal health products. In a brand new publication we share key facts and figures on the animal medicines industry and its presence in Europe, as well as key numbers from related sectors.



Promoting pet vaccination together with vets for World Animal Vaccination Day

20 April 2018

Highlighting the increasing trend for pet ownership in Europe, and recalling the many benefits that pets bring us, AnimalhealthEurope, along with veterinary associations FECAVA and FVE published a joint infographic to remind animal owners of the need to keep up both primary and booster

vaccines. This infographic was part of a series of awareness-raising communications on the wider role of animal vaccination running under the hashtag #PreventionProtects.

[VIEW THE INFOGRAPHIC](#)

Launching #AnimalHealthMatters



14 May 2018

AnimalhealthEurope launched a campaign to gather opinions

from a wide range of people as to why #AnimalHealthMatters. Kicking off with the head of Health and Food Safety in the EU, Commissioner Vytenis Andriukaitis, we have collected over 30 quotes from research scientists, farmers, vets, assistance dog owners and animal lovers, as well as MEPs and OIE Director General Monique Eloit.

[WATCH THE VIDEO](#)



Brexit: Prioritising animal health and welfare in a future UK-EU relationship

22 June 2018

Highlighting that disease knows no borders, MEPs Julie Girling and James Nicholson

in collaboration with AnimalhealthEurope, the UK National Office of Animal Health (NOAH) and the Irish Animal and Plant Health Association (APHA) hosted an evening reception at the European Parliament to discuss the impact of Brexit on animal health and welfare across Europe, with some key commentary from European Parliament Vice-President Mairead McGuinness.



Press trip to a Dutch dairy and poultry farms
6 June 2018

We took 6 journalists on a bus trip to the Dutch countryside for a day away from desk reporting to a reality-check visit with some farmers. A young dairy farmer and an innovation award-winning entrepreneur shared efforts to prioritise animal health and sustainable production.



Innovation in animal health and sustainable livestock production in Europe
7 June 2018

Moderated by seasoned EU and agri affairs journalist Sarantis Michalopoulos from EurActiv, our annual event featured a face-to-face interview with Tom Tynan from Commissioner Hogan's cabinet and Jannes

Maes, President of young farmers association CEJA, and discussion on the role of research and innovation in the animal health sector for more sustainable livestock production.

[WATCH THE VIDEO](#)



Celebrating healthy animals and agreement on legislative texts
21 September 2018

In an expression of thanks to the EU institutions for driving through some important revisions to support animal health in the agreed texts for new EU regulations on veterinary medicines and medicated feed, we hosted an evening reception at the Brussels Press Club. Arūnas Vinčiūnas, Head of Cabinet for Health and Food Safety Commissioner Andriukaitis discussed next steps and implementing measures with interested parties present.

[LOOK AT THE PHOTOS](#)



TOPRA annual veterinary medicines symposium
3 October 2018

AnimalhealthEurope's Technical and Regulatory team chaired sessions and provided updates on the new Veterinary Medicines Regulation, as well as the latest information on vaccine availability, antibiotic resistance, amongst other topics.



35 Winning Examples of Innovative Women Farmers
15 October 2018

Sponsored by

AnimalhealthEurope, European farmers association COPA saw a trout farmer from Poland awarded the 5th biennial Innovation Award for Women Farmers. With the support of the Austrian Presidency and DG Agri this ceremony, organised on the International Day of Rural women, aims at highlighting innovative projects carried out by European women involved in farming and/or the forestry sector.



#LivestockCounts Campaign
16 October 2018

Raising awareness about the positive aspects of livestock farming in the run-up to World Food Day and showcasing the contribution of the animal medicines industry to sustainable farming practices, we ran a campaign on Twitter using the hashtag #LivestockCounts, and released a new infographic to share the positive stories behind livestock production. Speaking at a debate in the European Parliament on consumer beliefs around meat production, we also called for the livestock sector to raise our collective voice to bring some facts and balance to the great meat debate.

[WATCH THE VIDEO](#)



Acting to ensure Health for Future Generations: European Antibiotics Awareness Day

12 November 2018

During the course of 2018 AnimalhealthEurope surveyed its membership of both national associations and company members on specific actions being taken at national and European level to promote responsible use of antibiotics and safeguard their future efficacy. These antibiotic stewardship actions were shared via a webpage with our best practices, an accompanying Twitter campaign and via an opportunity to make a statement during the Brussels launch event for European Antibiotics Awareness Day



AnimalhealthEurope welcomes final adoption of new EU rules for animal medicines

26 November 2018

After 4 years of intense negotiation AnimalhealthEurope welcomed the EU Council's formal adoption of the new EU rules for animal medicines and encouraged a timely and science-based implementation of the new regulations on veterinary medicines and medicated feed to strengthen the EU's position as a leader in animal health innovation.



How Innovation in the agri-food chain contributes to the Sustainable Development Goals

29 November 2018

The Agri-food Chain Coalition which gathers 12 leading sector associations across the agri-food system organised an event in the European Parliament, with host MEP Eva Kailli to discuss working together towards more sustainable, solution-orientated and innovative European policies. The coalition published a booklet at the event showcasing initiatives supporting the UN Sustainable Development Goals.



European Parliament debate: Healthy animals for healthier people

5 December 2018

Our European Parliament event, hosted by MEP Frederick Federley, saw participants discuss the role of animal health solutions in preventing and treating animal disease. Key stakeholders will discuss how the EU can lead the way in deploying the broader animal health toolbox to meet global challenges.



2019 Manifesto: 6 Ways the EU can lead the way for animal health

5 December 2018

Launched at our European Parliament event, AnimalhealthEurope published a political Manifesto for 2019 where we set out our vision for animal health, welfare and sustainability in the years ahead, and propose 6 ways the EU can lead the way in protecting animal health.



Regulatory Science to 2025: Addressing challenges and opportunities

6 December 2018

With speaking opportunities at the stakeholder workshop for the EMA's consultation on Regulatory Science to 2025, AnimalhealthEurope discussed opportunities across the European Regulatory Framework, catalysing the integration of science and technology in medicine development, evidence generation, and availability issues for addressing emerging health threats.

Our members provide solutions to prevent and treat animal disease. Without them, it would be simply impossible to raise healthy livestock or look after our pets.

Our corporate members



Our national association members

Belgium



Czech Republic

CSAVPC – CSAVFS

Denmark and Sweden



Finland

FVPA

France



Germany

BfT

Greece

Havepharm

Hungary

HAIVPM

Ireland



Italy



Netherlands

Fidin

Norway



Poland



Portugal



Spain



Switzerland

scienceINDUSTRIES
SWITZERLAND

United Kingdom



Ukraine



Voices of Animal Health shares views and opinions of people who have an interest in animal health. Kicking off with those people who make animal health not just their profession, but also their passion, we interview a vet on the role of the vet in animal health management, the vet's role in promoting the responsible use of antibiotics in animals, and more.

Next we speak with a 15 year old medical detection dog owner who shares her story about the life-changing role of her dog Polo, and how she helps to protect Polo's health in return.

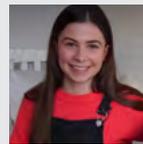
Our third voice is that of the Director of the Carnot Institute: France Future Elevage and Head of the INRA Research Center at Jouy-en-Josas. He talks about the importance of innovation in animal health for more sustainable livestock production.

Our fourth and fifth voices are those of some of Europe's livestock farmers. Often misunderstood and reported negatively despite momentous efforts to uphold so many rules and regulations, we give a voice to a Spanish poultry farmer and a Dutch veal farmer to share their real-life stories on how they care for their animals, produce safe food and respect calls for reducing the need to use antibiotics.



A vet's view

Danny Coomans, a vet from Belgium, talks about the role of the vet in protecting animal health and shares his views on prevention and treatment.



A pet owner's view

15 year old Gemma from the UK shares her story about how her medical detection dog Polo helps her and how she cares for Polo's health in return.



A research scientist's view

Thierry Pineau, from the Carnot Institute & INRA talks about innovations which have completely changed livestock production and animal health.



A poultry farmer's view

Sandra Garcia Carmona, a poultry farmer from Spain shares the story of how she manages the health and welfare of her hens working with her vet.



A livestock farmer's view

Kees van Herk, a veal farmer from the Netherlands, tells us how he has reduced the need to use antibiotics working together with his vet.