

RESPONSIBLE USE OF MEDICINES IN AGRICULTURE ALLIANCE

**ruma**

## **BUSINESS/MARKETING PLAN 2011/12**

### **Introduction**

1. RUMA is an alliance of animal health industry groups (see annex A for current membership and RUMA officers) with the aim of promoting a co-ordinated and integrated approach to best practice in the use of medicines.

### **How**

2. RUMA operates by providing best practice advice on the use of medicine to farmers and veterinary surgeons by publishing guidelines aimed at each of these groups and providing advice/comment on specific issues on its website [ruma.org.uk](http://ruma.org.uk).

### **RUMA's existing commitments**

3. It is important for RUMA to maintain a high profile amongst farmers and vets so that they can avail themselves of the advice on best practice use of medicines. This will continue to be done by

- keeping the RUMA website up to date and modernising its performance.
- updating and publishing the various guidelines by using internal RUMA expertise and good will where at all possible to reduce costs.
- auditing the effect of the guidelines as far as that is possible.
- populating the website with position statements, factsheets and all the sort of information users would expect of an organisation speaking for the industry.
- members regularly referring to the work of RUMA where appropriate.
- helping to educate veterinary surgeons, farmers and others involved in the responsible use of medicines.
- RUMA's officers attending meetings and writing articles to publicise RUMA's work.

## **Future work programme**

4. The European Commission plans to announce proposals to amend the EU's veterinary medicines legislation in 2012. Their key aims are to improve the availability of veterinary medicines and reduce the risk of antimicrobial resistance. RUMA has been working for more than 10 years to ensure the responsible use of antimicrobials and reduce the risk of antimicrobial resistance and so fully supports the Commission's aims. So, in addition to the routine work set out above, RUMA will need to take on extra work to seek to influence and prepare for the Commission's announcement and to help the UK negotiators in their response to it. RUMA will

- closely monitor EU discussions, proposals etc in relation to the antimicrobial issue.
- work with EPRUMA to influence the Commission's developing proposals.
- brief/meet MEPs.
- keep RUMA members up to date on developments via email and on the website.
- possibly call special meetings of the Board/AMR group to assess action.
- organise RUMA press briefings or participate in RUMA members' press briefings.
- meet with member organisations e.g. attendance at their conferences to let them know what RUMA is doing. These meetings would be more specific to the organisation in question than the general email/website circulation and would enable interaction with a wider group than those who attend RUMA meetings.
- access specialist external veterinary/public health advice.

## **Budget**

5. RUMA is financed through fees paid by its members. These normally generate an annual income of some £16,000 which is used to meet the costs of drafting and issuing the guidelines, maintaining the website, holding meetings and general administration by the Secretary General.

6. The additional costs of the extra work outlined above are estimated to be a total of £16,000 for

- three visits (6 nights stay) to Brussels to meet EPRUMA and/or Commission officials and to attend any relevant conferences - £2,500.
- briefing/meeting MEPs may be partly achieved under the first bullet but an allowance of £1,000 is needed to cover additional trips.
- keep RUMA members up to date on developments via email and on the website. This is part of RUMA's routine work and would be met from the normal annual income.
- possibly call special meetings of the Board/AMR group to assess action - room hire/refreshments - up to £1,000.

- organise or participate in RUMA members' press briefings. This is part of RUMA's routine work and would be met from the normal annual income.
- arrange meetings with member organisations as necessary to let them know what RUMA is doing. These meetings would be more specific to the organisation in question than the general email/website circulation - £1,000 for travel, overnight stays.
- access to specialist external veterinary/public health advice - £2,500.
- additional secretariat support preparing papers, liaising with UK and EU officials, EPRUMA and other advisers, arranging meetings etc - £8,000.

7. The additional income is likely to be required for 2012/13 and RUMA will seek this from external sources e.g. Defra, the Commission etc. Alternatively, the additional funding could be achieved by doubling members' fees for that year. The RUMA Board would be required to assess the need for additional income in subsequent years taking into account the proposals eventually made by the Commission and the need for RUMA to seek any changes to them.

## **Responsible Use of Medicines in Agriculture Alliance**

**November 2011**

## ANNEX A

### RUMA MEMBERS 2011/12

***RUMA membership is open to all organisations with an interest in the areas of food safety, animal health and animal welfare. Current members are:***

[Agricultural Industries Confederation \(AIC\)](#)  
[Animal Health Distributors Association \(AHDA\)](#)  
[Animal Medicines Training Regulatory Authority \(AMTRA\)](#)  
[Assured Farm Standards \(AFS\)](#)  
[BPEX](#)  
[British Poultry Council \(BPC\)](#)  
[British Retail Consortium \(BRC\)](#)  
[British Veterinary Association \(BVA\)](#)  
[DairyCo](#)  
[Dairy UK](#)  
[EBLEX](#)  
[Linking Environment And Farming \(LEAF\)](#)  
[National Beef Association \(NBA\)](#)  
[National Farmers' Union \(NFU\)](#)  
[National Office of Animal Health \(NOAH\)](#)  
[National Pig Association \(NPA\)](#)  
[National Sheep Association \(NSA\)](#)  
[NPTC and City and Guilds](#)  
[Royal Association of British Dairy Farmers \(RABDF\)](#)  
[Royal Pharmaceutical Society](#)  
[Royal Society for the Prevention of Cruelty to Animals \(RSPCA\)](#)

### RUMA Officers

<b>Chairman</b>	Peter Allen
<b>Deputy Chairman</b>	Peter Rudman
<b>Treasurer</b>	Tim Brigstocke
<b>Publicity Committee Chair</b>	Alison Glennon
<b>AMR Committee Chair</b>	Peter Rudman
<b>Secretary General</b>	John FitzGerald

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