

RESPONSIBLE USE OF MEDICINES IN AGRICULTURE ALLIANCE

**ruma**

## Summary: RUMA Business Plan 2017-2021

### What is RUMA?

RUMA is a unique, independent non-profit group involving organisations representing all stages of the animal food chain from 'farm to fork' that have an interest in the stewardship of animal medicines in agriculture. This reflects the importance of traceability, transparency and accountability at all points in the chain: from primary food production, through processing, manufacturing and retailing to the final consumer. Its membership includes organisations representing interests in agriculture, veterinary practice, animal medicines, farm assurance, training, food processing, retailing, consumers and the public, and animal welfare.

### RUMA's vision

RUMA will provide leadership on the responsible use of antibiotics and other medicines helping to develop a UK livestock industry which is innovative and proactive in efforts to continually improve the responsibility with which medicines are being used while ensuring optimum animal welfare; confidence among government and the public that the industry is engaged on issues of responsible use, and is 'doing things right'.

### RUMA's strategic objectives

- 1. Prevention of disease and illness** – based on adoption of sound biosecurity, good feed & water, vaccination, pen-side diagnostics and proactive, meaningful health planning.
- 2. Appropriate curative action** – based on updated and strengthened RUMA guidelines, including guidance on circumstances in which critically important antibiotics (CIAs) can be used in order to restrict use to absolute necessity.
- 3. Usage reduction** – setting of species sector specific goals which also meet government targets and societal expectations.
- 4. Monitoring and reporting** – leading on the comprehensive collection and publication of antibiotic usage data as well as surveillance and monitoring regimes.
- 5. Create a positive environment for progress** – ensuring stakeholders understand what the industry is achieving and any spurious or negative coverage is handled appropriately to minimise disruption to progress.

## **RUMA's operational strategy**

- Challenge and support the industry to use medicines responsibly, including reducing, refining and replacing current use of antibiotics.
- Sustain activities and create a change in culture around accountability and responsible use.
- Increase the clarity and consistency of messages and information so key stakeholders and the public are clear about progress, issues, and what is being done.
- Maintain a strong prioritisation on science and animal health.

## **RUMA's activities**

These will include:

- Through a 'Targets Task Force, facilitate the development of sector-specific objectives in line with the O'Neill report and government aspirations
- Communicate and promote widespread uptake of positive practices within the livestock farming and veterinary industries
- Sustain focus and pressure through different annual campaigns
- Engage with media through programmed activity
- Engage with critics where possible
- Increase RUMA's scientific capability with a dedicated Scientific Group
- Establish a programme for reviewing and updating guidelines on a rolling basis