



BUSINESS PLAN 2017

Introduction

1. RUMA is a unique, independent non-profit alliance of farming, animal health industry, food retailing and associated groups (see annex A for current RUMA membership and officers) with the aim of promoting a co-ordinated and integrated approach to best practice in the use of medicines on farm.

How

2. RUMA provides 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'.

3. RUMA operates by providing best practice advice on the use of medicine to farmers and veterinary surgeons by publishing free guidelines aimed at each of these groups and providing advice/comment on specific issues on its website ruma.org.uk. RUMA guidelines highlight the importance of good farm management and health planning to reduce disease challenge and, therefore, the need to use medicines. RUMA does not support the use of medicines as a substitute for good farm management and animal husbandry.

RUMA's 2017 Work Programme

4. It is important for RUMA to maintain a high profile amongst farmers and vets, so that they can avail themselves of up to date, science based advice on best practice use of medicines, and policy makers (e.g. Defra and the Food Standards Agency), so that they are aware of this advice. This will be done by

- establishing a Scientific Group to provide impartial scientific advice to RUMA on all aspects of responsible use of medicines, particularly in relation to antimicrobial resistance (AMR) and antibiotic use in animals.
- leading the industry in developing species specific antibiotic use targets for Government consideration by the end of 2017 through the RUMA Targets Task Force.
- helping the livestock industry to implement the UK Government's 5 year AMR Strategy published in 2013 by co-ordinating the work to

deliver the actions in the RUMA Action Plan implementing the Strategy and to report progress by publishing an update of the Plan during 2017.

- implementing a communications strategy to provide up to date information on the responsible use of medicines to farmers, vets, consumers, policy makers and the media.
- keeping the main RUMA website (www.ruma.org.uk) up to date by populating it with position statements, factsheets and all the sort of information users would expect of an organisation speaking for the industry.
- further developing and keeping up to date the farm antibiotics website (www.farmantibiotics.org) so that accurate, factual information is available on the use of antibiotics in livestock production.
- exploring opportunities to increase awareness of the RUMA websites and familiarity with their contents.
- considering and commenting on the developing European Commission proposals to amend the EU's veterinary medicines and medicated feed additives legislation. RUMA has decided that the Alliance should have a supporting, rather than a lobbying, role in the EC negotiations and we will, therefore, provide briefing material for members to use in their lobbying work.
- updating and publishing RUMA guidelines by using internal RUMA expertise and good will, where at all possible, to reduce costs.
- auditing the reach of the guidelines, as far as that is possible.
- helping to support veterinary surgeons and educate farmers and others involved in the responsible use of medicines. In particular, RUMA will work with others to increase and improve the training in responsible use available to farmers.
- arranging a conference on responsible use.
- RUMA members regularly referring to the work of RUMA.
- RUMA's officers attending meetings and writing articles to publicise RUMA's work.

Budget

5. RUMA is financed primarily through fees paid by its members. These fees were increased in 2017 to help pay for RUMA's increased workload and will generate an annual income of some £90,000. These funds will be used to meet the costs of implementing the communications strategy (including maintaining the RUMA websites), drafting and issuing guidelines, holding meetings and general administration by the Secretary General.

Responsible Use of Medicines in Agriculture Alliance January 2017

ANNEX A

RUMA MEMBERS JANUARY 2017

RUMA values its diverse membership and recognises the shared interests in the areas of food safety, animal health and animal welfare amongst its member organisations. The RUMA Board is happy to consider membership requests throughout the subscription year.

Current RUMA members are:

Agricultural Industries Confederation (AIC)
AHDB - Dairy (formerly DairyCo)
AHDB – Pigs (formerly BPEX) and AHDB – Beef and Lamb (formerly EBLEX)
Animal Health Distributors Association (AHDA)
Animal Medicines Training Regulatory Authority (AMTRA)
Assured Food Standards (AFS) better known as Red Tractor Assurance
British Egg Industry Council (BEIC)
British Poultry Council (BPC)
British Retail Consortium (BRC)
British Meat Processors' Association (BMPA)
British Trout Association (BTA)
British Veterinary Association (BVA)
City and Guilds Land Based Services
Dairy UK
Game Farmers' Association (GFA)
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)
NFU Scotland (NFUS)
Royal Association of British Dairy Farmers (RABDF)
Royal Pharmaceutical Society (RPS)
Royal Society for the Prevention of Cruelty to Animals (RSPCA)
Scottish Salmon Producers' Organisation (SSPO)

RUMA Officers

Chairman	Gwyn Jones
Deputy Chairman	Cat McLaughlin
Treasurer	Tim Brigstocke
Secretary General	John FitzGerald
AMR Sub-Committee Chair	Cat McLaughlin

Contact:

rumasec@btinternet.com

www.ruma.org.uk

www.farmantibiotics.org