

RUMA Business Plan 2019

Background

RUMA provides leadership on the responsible use of medicines in farm animals which includes antibiotics. Its work is 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 to ensure good animal health and associated welfare. It works to ensure confidence amongst stakeholders including government and the public that the industry is fully engaged on issues of responsible use and is 'doing things right'.

RUMA provides best practice advice on the use of animal medicines to farmers and veterinary surgeons by publishing free guidelines aimed at each of these groups and providing advice/comment on specific issues mainly through its website ruma.org.uk. RUMA guidelines reflect the best practice within each sector giving information on good farm management and health planning which contribute to the responsible use of medicines. RUMA does not support the use of medicines as a substitute for good farm management and animal husbandry.

RUMA supports vets, farmers and supply chains by promoting:

- a) Prevention of disease and illness – based on adoption of sound biosecurity, provision of good feed and water, vaccination programmes, pen-side diagnostics and proactive, meaningful health planning.
- b) Responsible use of antimicrobials in treatment of bacterial infections – based on updated RUMA guidelines, including guidance on use of critically important antibiotics (HP- CIAs) where this is a necessity.
- c) Improved Antimicrobial Stewardship – working to achieve species specific goals which also meet government targets and societal expectations.
- d) Monitoring and reporting – the comprehensive collection and publication of antibiotic usage data as well as surveillance and monitoring regimes.
- e) Creating a positive environment for progress – ensuring stakeholders understand what the industry is achieving and addressing challenges.

RUMA Strategy

As detailed in its Strategy 2019-2024 document, RUMA has two key strategic objectives, under which it will coordinate a series of activities in 2019:

Strategic Objective 1: **Champion the responsible use of animal medicines in UK livestock**

Strategic Objective 2: **Maintain a specific focus on AMR and the responsible use of antibiotics in UK livestock coordinating activities which contribute to the UK 5 Year AMR Strategy**

RUMA 2019 Work Programme

The following areas of activity will be pursued over the course of 2019 to deliver the strategic objectives. Updates will be primarily conveyed to RUMA Alliance and Board Members through four meetings held over the course of the year, March, June, September and December. In addition, more regular updates will be conveyed to members via the RUMA monthly briefing.

Independent Scientific Group (ISG)

An independent group convened by RUMA to provide impartial scientific advice to the organisation on all aspects of responsible use of medicines, particularly in relation to antimicrobial resistance (AMR) and antibiotic use in animals. RUMA will:

- Support the Independent Scientific Group to meet as required and provide RUMA with scientific opinion on issues as they arise.
- Bolster the independent and credible reputation of the group through communications and transparency on the RUMA website
- Expand the role of the independent Scientific Group to include advice on environmental issues relating to AMR.

Targets Task Force (TTF)

A group of sector representatives convened by RUMA, whose initial aim was to deliver on the Government objective of identifying sector-specific targets for the reduction, refinement or replacement of antibiotics in animal agriculture. RUMA will:

- Support the evolution of the Targets Task Force to reflect the RUMA strategy of holistic assessment of responsible use of medicines in UK livestock
- Continue to monitor progress against the original TTF species target plans in agreement with the sectors and the VMD (initial target period 2017 – 2020)
- Support the sectors in raising awareness of any obstacles to achieving the targets and finding solutions, e.g. funding shortfalls, policy barriers, identifying need for technical innovation
- Publish an update in November 2019 on progress towards meeting the sector targets.

RUMA Guidelines

A series of documents which outline guidelines for the responsible use of medicines in livestock production. They cover aspects of application and responsibility relating to the farmer and veterinary surgeons. RUMA will:

- Maintain a series of on-line guidelines for the responsible use of medicines with a current prioritised focus on antimicrobials in livestock production
- Review and update the current guidelines to ensure the guidelines are kept up to date. Work with sector organisations to ensure consistency of messaging between RUMA and sector generated documents.

UK Government Vision and 5-year AMR Strategy

RUMA will:

- Liaise with the Government as it implements its AMR vision and new 5-year strategy
- Provide visible leadership for the livestock industry's implementation of the 5-year strategy expected to be published in 2019
- Continue to liaise with stakeholders to ensure they understand progress and have opportunities to support pre-competitively.

RUMA Biennial conference

To provide a national platform to promote RUMA activities and issues of topical relevance. RUMA will:

- Deliver a national conference, 29th October 2019, to raise the profile for RUMA's key messages and topical issues – to include AMR progress to targets
- Ensure the conference is delivered to budget
- Generate maximum exposure for RUMA and the conference messages.

Communications

Strategic Objective 1: Champion the responsible use of medicines in UK livestock

- Ensure an accurate 'baseline' of information is available to explain the industry position on use of medicines, and that RUMA internal stakeholders/ members have full access to ensure consistency in their messaging
- Where necessary, co-ordinate and/or respond to misinformation that poses a material risk to reputation or progress
- Contribute communications input to any policy-related response to media, government or regulatory developments pertinent to RUMA
- Deliver frequent and overt communications regarding progress in any areas of responsible use, ensuring stakeholders and influencers are aware of achievements as well as challenges and opportunities, with the aim of them 'sharing the journey' rather than criticising
- Consult RUMA's Independent Scientific Group to help hone responses or positions on contentious issues to ensure a scientific basis

Strategic Objective 2: Maintain a specific focus on AMR and the responsible use of antibiotics in UK livestock coordinating activities which contribute to the UK 5 Year AMR Strategy

- Provide communications support towards sector efforts to deliver the stated TTF targets by 2020
- Provide communications support around efforts to collect data which will be used to demonstrate the use of antibiotics and progress against the TTF targets.
- Contribute strategic communications input towards the scoping out, defining and delivering of the next goals/targets for antimicrobial use
- Support the sharing of RUMA's experience on AMR with interested domestic and international parties
- Maintain and evolve the bank of public-facing AMR information to provide a source of evidence-based facts and figures.

Budget

RUMA is financed primarily through fees paid by its members, reviewed annually to ensure adequate funding of RUMA's intended activity. The total budget available through these means for 2019 is £98,800.

Membership

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. There are two categories of membership, Category A members make up the RUMA board, and Category B members join the Category A members on the Alliance. The RUMA Board is happy to consider membership requests from similar interested membership organisations. RUMA Alliance Members have a shared responsibility to promote the activities of the organisation and encourage other relevant organisations to consider membership.

Please also see RUMA Vision and Responsibilities; RUMA Strategy 2019-2024

**Responsible Use of Medicines in Agriculture (RUMA) Alliance
January 2019**

ANNEX A - RUMA MEMBERS JANUARY 2019

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Category A RUMA members:

AHDB Dairy / Beef & Lamb
AHDB Pork
Agricultural Industries Confederation (AIC)
Animal Medicines Training Regulatory Authority (AMTRA)
Assured Food Standards
British Egg Industry Council
British Meat Processors Association
British Poultry Council
British Retail Consortium
British Veterinary Association
Dairy UK
NFU
National Pig Association
NOAH

Category B RUMA Members

Animal Health Distributors Association
British Trout Association
City and Guilds
Game Farmers Association
Hybu Cig Cymru
National Sheep Association
NFU Scotland
Royal Association of British Dairy Farmers
RSPCA
Scottish Salmon Producers Association
Ulster Farmers Union

RUMA Officers

Chairman	Gwyn Jones
Vice Chairman	Cat McLaughlin
Treasurer	Tim Brigstocke
Secretary General	Chris Lloyd
Targets Task Force Group Chair	Gwyn Jones
Independent Scientific Group Chair	Cat McLaughlin

Contact: chris@ruma.org.uk www.ruma.org.uk www.farmantibiotics.org