



## **RUMA Vision and Responsibilities**

### **What is RUMA?**

- RUMA is a not-for profit organisation
- A cross sectoral Alliance of 25 organisations representing supply chains from farm to fork
- Provides leadership to the UK livestock industry encouraging innovative and proactive efforts to improve the responsible use of veterinary medicines while ensuring optimum animal health and welfare.
- Uses evidence-based information to promote the industry's responsible use of medicines
- The organisation has a current focus on antimicrobial resistance (AMR) and is committed to supporting a One Health strategy to address the risk.

### **RUMA vision**

“For the UK to be appreciated as a major food producing country, adopting the responsible use of animal medicines to deliver world leading farm animal health and associated welfare”

### **RUMA's Responsibilities**

- Communicate evidence-based information to champion and promote the responsible use of medicines on behalf of Alliance members
- Provide accurate information about the responsible use of medicines to uphold the reputation of UK livestock sectors
- Provide leadership on related issues and act as a catalyst for change
- Raise awareness of related issues, from its position as an industry wide independent organisation, helping to develop opinions based on scientific information and fact
- Present a 'whole-industry' view on responsible use issues, when called upon to comment, give evidence, or speak to the media
- Co-ordinate and endorse relevant communications supporting sectors where requested or leading where RUMA can give an independent perspective on a sector issue
- Facilitate frameworks for activity bringing sectors together e.g. The Targets Task Force
- Development and communication of technical information is the primary domain of the sector organisations

- Generate relevant cross sector information campaigns to inform and demonstrate responsible use principles e.g. #Colostrumisgold
- Draw boundaries on key issues e.g. waste milk position statement
- Amplify relevant messages generated by RUMA members e.g. sector generated AMR reports and activity
- Provide best practice guidelines on the responsible use of medicines to farmers and veterinary surgeons, hosted on its web site
- Encourage industry to upskill in the area of animal medicine use

## **RUMA Stakeholders**

RUMA will tailor its communications to reflect the wide base of stakeholders with which it interacts. An annual communications plan will set out detail to address the following audiences:

### Direct audiences

- Alliance members
- Government/regulators in VMD, FSA, EA and devolved partners
- Supply chain – retailers, brands, manufacturers, processors, food service
- Independent influencers
- MPs/Lords
- Civil servants
- Science community
- Pressure group audiences
- Healthcare sector/medics
- Media

### Indirect audiences

- Public – citizens and consumers
- Primary producers/vets

## **RUMA Committees**

### Independent Scientific Group

RUMA's advice and position statements are based on the latest science. In order to ensure this, the Independent Scientific Group provides impartial scientific advice to the RUMA board and office holders on all aspects of responsible use of medicines, particularly in relation to antimicrobial resistance (AMR) and antibiotic use in animals.

### Targets Task Force

The RUMA Targets Task Force was initially convened to deliver on the Government objective of identifying sector-specific targets for the reduction, refinement or replacement of antibiotics in animal agriculture. It delivered these targets in the RUMA Targets Task Force Report published October 2017.

*Please also see RUMA Strategy 2019-2024; RUMA Business Plan 2019*

**December 2018**