

BUSINESS PLAN 2020

Introduction

- RUMA is a not for profit organisation
- It is a cross sectoral Alliance over 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, welfare and food safety
- 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.

Background

RUMA provides leadership on the responsible use of medicines in farm animals including antibiotics. Its work supports the development of a UK livestock industry which is innovative and proactive in its efforts to drive the responsible use of medicines to ensure good animal health and associated welfare. It works to secure 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 and specific commentary on the use of animal medicines to farmers and veterinary surgeons by publishing and promoting free guidelines through its website ruma.org.uk. RUMA endorsed 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 such as the preventative use of antibiotics.

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 highest priority antibiotics where this is necessary
- c) Improved stewardship of medicines – particularly antibiotics, by 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

RUMA has two key strategic objectives, under which it coordinates a series of activities: -

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 2020 Work Programme:

A programme of activity will be pursued over the course of 2020 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 'e' newsletter which is circulated widely through the Alliance network and via ad hoc communications direct to members where necessary.

Delivery against strategic objectives

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
- Access the expertise of 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 support towards sector efforts to communicate and deliver the stated TTF targets by 2020 and subsequent follow-on targets set by TTF2 for 2021 and beyond.
- 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.

Specific activities

The UK Government Vision and 5-year AMR Strategy.

RUMA will:

- Liaise with the Government as they implement their AMR vision and new 5-year Strategy. Provide visible leadership for the livestock industry's implementation of the 5-year strategy published January 2019.
- Continue to liaise with stakeholders to ensure they understand the progress made by agriculture and have opportunities to support the voluntary industry approach pre-competitively.

RUMA Guidelines

A series of documents which outline guidelines for the responsible use of antimicrobials 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 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.

RUMA Biennial conference

To provide a national platform to promote RUMA activities and issues of topical relevance. RUMA will begin preparations for a national conference, in the Autumn of 2020.

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 the RUMA Alliance 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 work of the refreshed Targets Task Force (TTF2) to develop a series of sector antibiotic reduction targets and activity plans to follow the initial targets which come to fruition in 2020. These should reflect the RUMA strategy of a 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. policy barriers, identifying need for technical innovation.
- Publish an update on progress towards meeting the sector targets November 2020, alongside the new targets for 2021 and beyond.

Budget - RUMA is financed primarily through fees paid by its members, reviewed annually to ensure adequate funding of RUMA's intended activity.

- RUMA Alliance Members have a shared responsibility to promote the activities of the organisation and encourage other relevant organisations to consider membership
- 2020 fees will be based on the following charges
 - Category A Members - £6366
 - Category B Members - £1060

Responsible Use of Medicines in Agriculture Alliance ANNEX A - RUMA MEMBERS DECEMBER 2019

RUMA values its diverse membership and recognises the shared interests in the areas of animal health, welfare and food safety 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.

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 England and Wales
National Pig Association
NOAH

Category B RUMA Members

Animal Health Distributors Association
British Trout Association
City and Guilds
Game Farmers Association
Hybu Cig Cymru
Innovation for Agriculture
National Sheep Association
NFU Scotland
Quality Meat 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
Communications officer	Amy Jackson
Targets Task Force Chair	Gwyn Jones
Independent Scientific Group Chair	Cat McLaughlin

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