



EU CITIZENS' ATTITUDES TOWARDS VETERINARY MEDICINES



2 in 3

EU citizens do not feel sufficiently aware of the use of animal medicines.

A survey of Danish, German, Dutch, Polish, Spanish and British citizens highlights a lack of awareness about the benefits, regulation and control of veterinary medicines in Europe. Yet veterinary medicines are necessary for the health and welfare of animals as well as public health and food security.



PETS VS. FARM ANIMALS

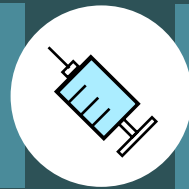


Veterinary medicines aim to keep both pets and farm animals healthy. Respondents, however, have different views on the use of medicines for these two types of animals.

"All animals are equal but some animals are more equal than others"

George Orwell Animal farm (1945)

2/3 say pets should be vaccinated regularly just like our children.



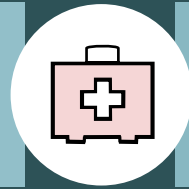
1/2 say farm animals should be vaccinated regularly just like our children.

65% say pets have the same right to receive medicines as people.



59% say farm animals have the same right to receive medicines as people.

53% say medicines have a positive impact on the welfare of pets.



40% say medicines have a positive impact on the welfare of farm animals.

SETTING THE RECORD STRAIGHT: THE BENEFITS OF VETERINARY MEDICINES FOR FARM ANIMALS AND PETS

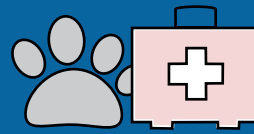


Food safety

PERCEPTION: Over 70% don't know or agree that medicines given to farm animals make food safer.

REALITY: Only farm animals that are healthy can enter the food chain and provide safe food for people.

EXAMPLE: The use of vaccines in poultry to protect against salmonella saw cases in people reduced by almost 50% in the EU since 2004.

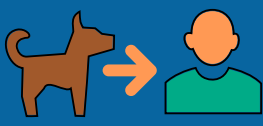


Animal welfare

PERCEPTION: 60% don't know or think that medicines have a positive impact on the welfare of farm animals.

REALITY: The use of veterinary medicines contributes to animal welfare by avoiding pain and suffering from disease. Good health is a prerequisite for good welfare.

EXAMPLE: The availability and the success of mastitis treatment has a positive impact on the welfare of cows as well as milk quality.



Transfer of diseases to people (Zoonoses)

PERCEPTION: Over 40% aren't aware that the vaccination of pets helps to prevent diseases being transferred to people.

REALITY: Pets can develop harmful diseases that can transfer to people. It is important to vaccinate them, so they don't suffer and people can enjoy their pets safely.

EXAMPLE: Rabies is one of the most deadly zoonoses killing as many as 70,000 people worldwide annually, mostly children in developing countries. Over 95% of human cases of rabies are due to dog bites and, unlike many other diseases, we already have and are using all the tools needed to eradicate it.



Legal compliance

PERCEPTION: 60% don't realise that manufacturers of animal medicines need to comply with all legal requirements before vets can use their products.

REALITY: Europe has one of the world's most stringent licensing systems for controlling medicines.

EXAMPLE: The procedures for veterinary medicines are very stringent with residue controls for farm animals, consumer safety and environmental testing, all assessed by independent experts.

MORE INFO ON WWW.ANIMALHEALTHEUROPE.EU

Source: Produkt+Markt commissioned to AnimalHealthEurope
Total Sample: 6,013 citizens (aged 18+) across Denmark, Germany, the Netherlands, Poland, Spain and the UK
Dates: March-April 2016 | The survey was conducted online