

THE INNOVATIONS FEEDING THE WORLD

16 March 2016, Brussels. Empowering smallholders through innovative technologies will help meet soaring demand for animal protein in a developing world, says HealthforAnimals, the global animal medicines association.

Consumption of animal protein is projected to double by 2050¹ with the world's population expected to reach 9.7 billion. Experts predict that to meet this demand, it will be critical for the animal health sector in emerging markets to make greater use of both new technologies and the latest science-based decision-making on animal health.

Inexpensive mobile technology is one key area already being used and available for use in other developing markets and can be used to provide farmers easier access to greater knowledge and practical diagnostic assistance.¹

Societal acceptance of technological innovation in food production can be a slow process, hampered by a shortage of clear and unbiased information. In addition to this, globally divergent regulatory standards present the biggest barrier to swift development, according to a [report](#), authored independently by Oxford Analytica for HealthforAnimals.

As outlined in the report, innovative approaches are currently being explored to help tackle these barriers and move towards the greater harmonisation of regulatory processes. Alongside this, global organisations such as HealthforAnimals are working to raise awareness among stakeholders and the general public about the importance of driving innovation, in order to feed the world.

HealthforAnimals' Executive Director Carel du Marchie Sarvaas stated: "Innovation in animal health is having a positive impact around the world, bridging the gap between developed and developing countries. New mobile technologies, as well as greater education and a proactive veterinary workforce are enabling smallholder farming to generate a sustainable source of food, alongside the bigger world players."

"There are unavoidable realities that we will have to face in the coming years regarding feeding our growing population. Not only will there be more of us on the planet, there will also be increased demand for better quality animal protein. It is in the interest of all food producers to invest in keeping their animals healthy, as healthy animals are naturally more productive. It is vital for those within the animal health industry to support and promote these latest innovations to the wider world."

The report forms part of a stream of educational content HealthforAnimals releases which can be found on its YouTube channel and on its website. To be the first to hear about upcoming content, follow HealthforAnimals on Twitter @Health4Animals. For more information about zoonotic and vector-borne diseases, or to read the HealthforAnimals report: 'Innovation in Animal Health', visit the HealthforAnimals website at: www.healthforanimals.org

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¹ Developments in mobile phone technology and software could be used, for example, to automate remote faecal egg counts or FAMACHA anaemia scores, leading to better targeted treatment. Mobile penetration rates are rising almost everywhere, and several large emerging markets such as Brazil, Russia and South Africa, already have rates that are at least as high as in the OECD.

Notes for editors

HealthforAnimals

HealthforAnimals is an organisation representing manufacturers of veterinary medicines, vaccines and other animal health products in both developed and developing countries across five continents. The mission of HealthforAnimals is to foster a greater understanding of animal health matters and promote a predictable, science-based regulatory environment that facilitates the supply of innovative and quality animal medicines, vaccines and other animal health products into a competitive market place. These products contribute to a healthy and safe food supply as well as a high standard of health and welfare for animals and people.

For further information on HealthforAnimals visit: <http://healthforanimals.org/>

The HealthforAnimals report 'Innovation in animal health' can be accessed here:
<http://healthforanimals.org/innovation-in-animal-health/>

References

ⁱ <http://www.worldwatch.org/node/5443>

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