

## Animal health products and sustainable agriculture

---

'Sustainable agriculture' is, in essence, about the production and supply of food in a manner that is economically viable and environmentally responsible. It involves the reconciliation of such diverse goals as consumer safety, animal health and welfare, the supply of quality food at affordable prices, the provision of fair returns for producers, and the protection of environmental resources.

The responsible use of technology is an integral part of sustainable agriculture, and the animal health industry plays a key role in this respect. Veterinary medicines are essential tools in the production of safe, quality food, and are vital to the protection of animal health and well-being. They also have a significant impact on the economics of animal production, preventing losses that could otherwise jeopardise the financial viability of farmers and helping to ensure that animals make best use of the food they eat. In doing so, they also limit the number of animals required to produce food at levels required to meet global demand. In turn, this limits the environmental impact of livestock farming around the world.

The need to pursue sustainable agricultural practices is recognised increasingly by governments, regulators and stakeholders at all levels of the food chain. A real impact on both farming practice and attitudes to livestock agriculture is a result.

The animal health industry is committed to maximising the economic, social and environmental benefits offered by animal health products. Accordingly, it will continue to invest significant sums in the development and commercialisation of new technologies.

It is also determined to ensure that the contribution of animal health products to sustainable livestock agriculture is recognised fully by consumers, policy-makers, regulators and fellow stakeholders. To that end, it will pursue the development of co-operative alliances with partners in all of these fields. For example IFAH Europe's associate membership of the European Initiative for Sustainable Development in Agriculture (EISA) is an illustration of the industry's co-operative approach, which will see it play an increasingly proactive role in joint initiatives designed to promote sustainable agriculture on a global scale.