Community communications through collaboration

Traditionally the UK sheep industry has been a low user of antibiotics - and so there was concern both farmers and vets might be complacent and unwilling to reduce usage levels.

Under the leadership of the Sheep Health and Welfare Group, leading sheep veterinary and sheep farming organisations have come together to communicate simple, coordinated messages.

flock health clubs

Dalehead Foods

AHDB

National Sheep Association
www.nationalsheep.org.uk

Responsible Use of Medicines in Agriculture Alliance ruma

NFU

The University of Nottingham

SHAWG Sheep Health & Welfare Group

dunbia

Waitrose Farming Partnership

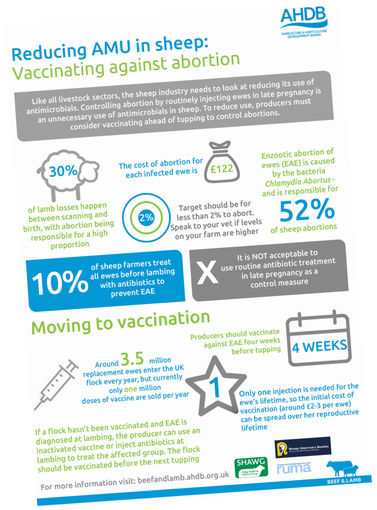
Sainsbury's

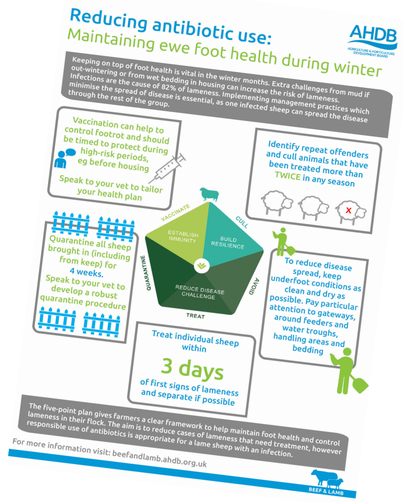
Sheep Veterinary Society
Division of the British Veterinary Association

University of Liverpool

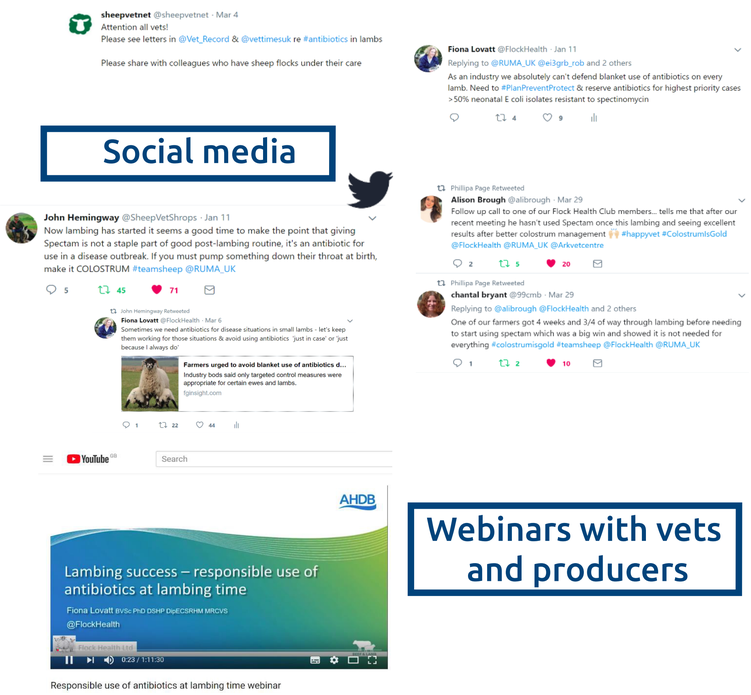
Briefings and case studies have been published in national farming media such as Farmers Weekly and NSA Sheep Farmer magazines and letters in leading veterinary journals, Veterinary Record and Veterinary Times

Events on farm with vets and producers





Best practice infographics



Responsible use of antibiotics at lambing time webinar

Social media

Webinars with vets and producers

Our community is UK sheep farmers and vets who are jointly responsible for some 32 million sheep - rams, ewes and the lambs born each year