

# Vital industry to animals, people & the environment

## Animal health products ...

are essential to the wellbeing of animals, people and the environment.

These products include vaccines and antibiotics needed to protect the lives of animals – including farm animals, pets and working animals.

They do this by preventing disease from occurring and managing it if it does. They also prevent animals from spreading disease to people, which protects human health and livelihoods.

Without them farms would struggle to produce healthy food and animals would suffer or die. An inaugural report by KPMG and Agcarm reveals that New Zealand's animal-based industries would lose **\$12 Billion per annum** without animal health products. These industries represent most of New Zealand's exports.

## New Zealand's animal health industry....

- Supports food security by providing safe and healthy food
- Prevents animal diseases from transferring to humans e.g. leptospirosis
- Supports prudent use of antibiotics in animals to reduce the risk of antimicrobial resistance.

## Healthy animals....

- offer health and wellbeing benefits to pet owners
- help protect the border, the Police and offer guiding services
- produce more for the resources they use

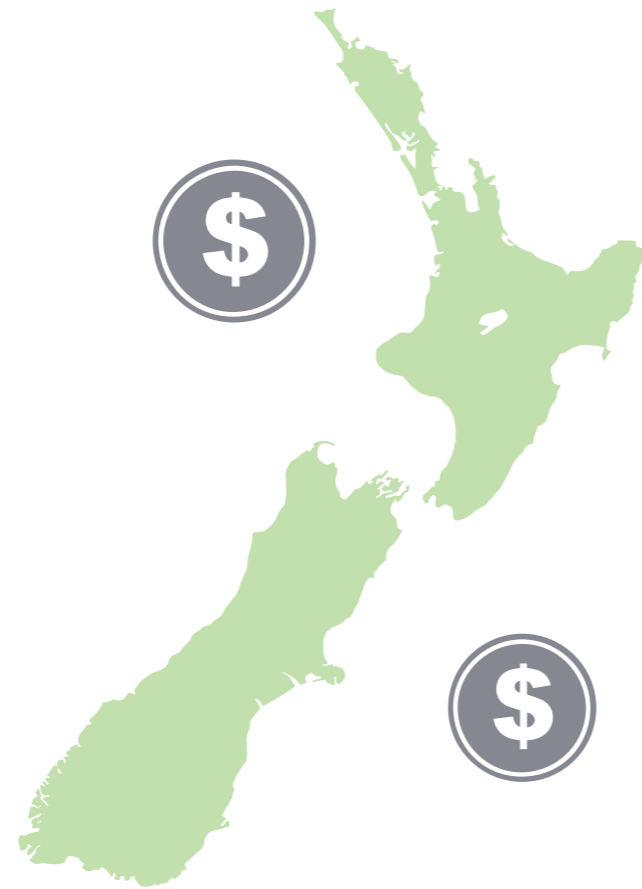
Read the full report on the Agcarm website [agcarm.co.nz](http://agcarm.co.nz)





## NZ's animal health industry

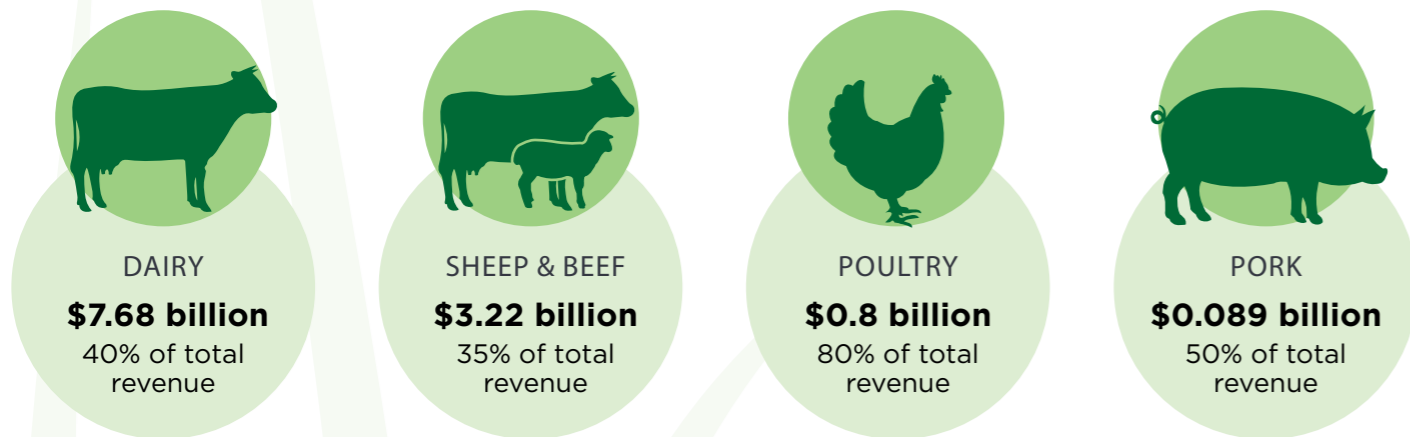
- is relatively small - contributing **\$430 million** to New Zealand's economy - but punches above its weight based on its contribution.
- is concentrated with a **90%** market share held by seven companies, the rest is made up of smaller businesses.



## Without animal health products farming industries would lose

**\$12 billion** per annum from lost production

For each industry, this represents a loss of ....



## Environmental benefits



- Healthier animals produce more** for the energy, water, and land they use - and produce less methane per unit of production.
- Newer, greener products** lead to lower residues in the environment.
- Opportunities for developing products to reduce methane** production in farm animals.
- Enables more sustainable farming** e.g. provides products for free-range chickens that experience different diseases compared to colony chickens.

## NZ's animal health spend

**20-25%**  
Pets and working animals



**75-80%**  
Farming

Most of NZ's animal health spend is on products for farm animals such as cattle, sheep, chickens, pigs and deer. Up to **25%** is spent on pets and working animals.

## Trends

Growth of products aimed at **preventing disease** such as vaccines and nutritional supplements.

Decline of treatment products e.g. antibiotics.



The **value of antibiotics** is expected to continue **declining** due to New Zealand's strategies to reduce the risk of antimicrobial resistance (AMR).





# The future

## Opportunities to add more value include...

- educating people on product use.
- more targeted use of products through precision animal management and increased traceability.
- developing more preventative products that help keep animals healthy and detect infection early, to reduce the risk of AMR.
- reducing waste through collaboration to develop biodegradable, recyclable or circular-economic solutions.
- innovative products that respond to New Zealand's unique animal health challenges.
- a science-based approach to regulation that manages risks and provides a level of confidence for investment in innovation.



Healthy crops : Healthy animals : Healthy business

[agcarm.co.nz](http://agcarm.co.nz)