



# The World's Best Horse Industry?

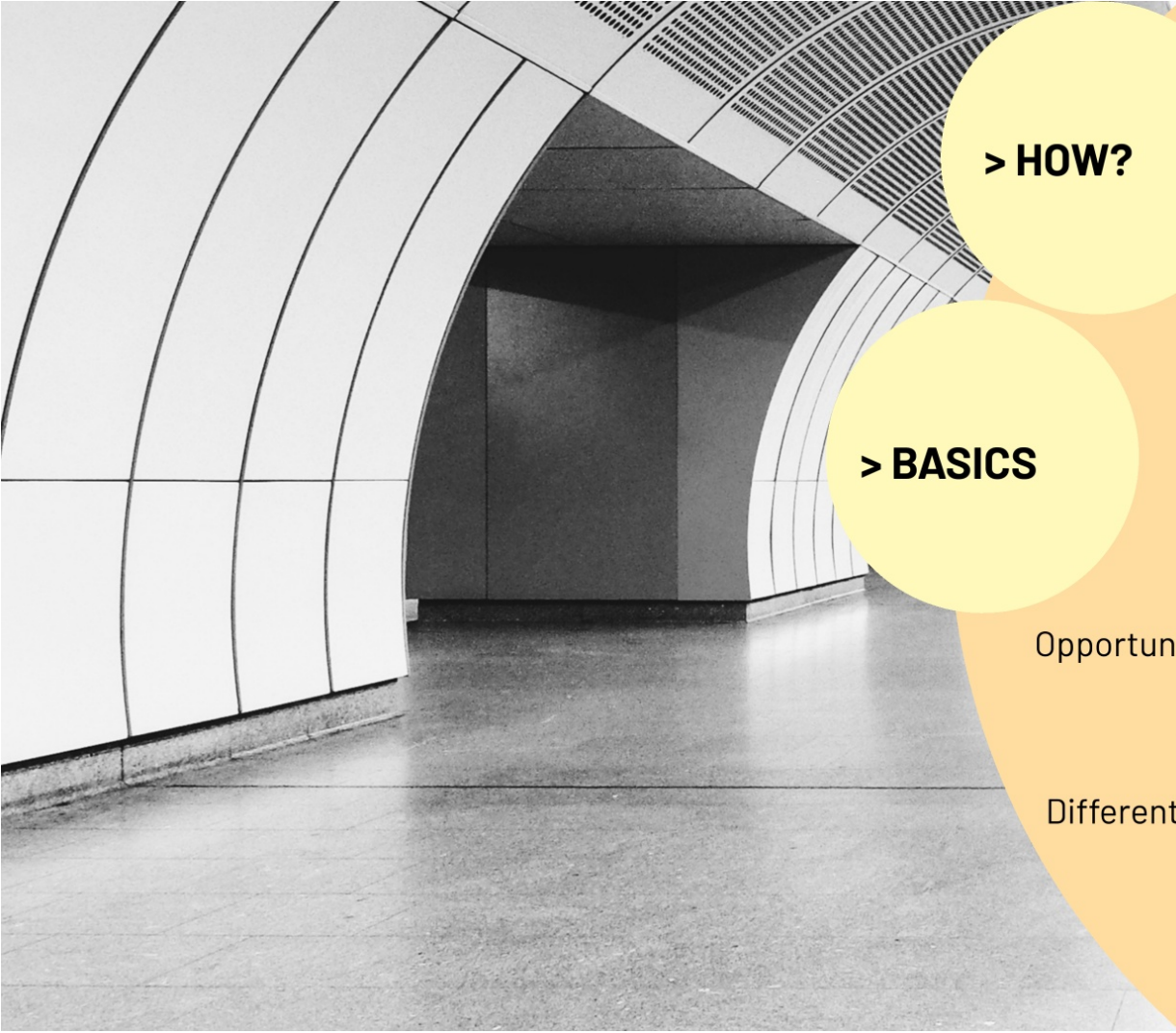
> PATHWAY

> HORSE HEALTH

> WELFARE

> BUSINESS

> FUTURE



> HOW?

> BASICS



## Equine Health & Welfare Pathway

Opportunity to improve the UK's Horse Industry

Partnership between Industry & Govt

Different perspectives across Administrations





## STEPS

- CONSULTATION
- CONSIDER WHOLE INDUSTRY GOALS
- STAKEHOLDER INPUT
- SELECT AMBITIOUS CHANGES THAT:
  - WILL DRIVE INDUSTRY FORWARDS
  - WILL NOT IMPAIR OTHER GOALS
  - ARE ACHIEVABLE
- APPROVAL



**> HOW?**

**> BASICS**



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## Fundamentals

### **Better Health**

Prevent disease  
Prevent Injury  
Limit Impact

### **Better Welfare**

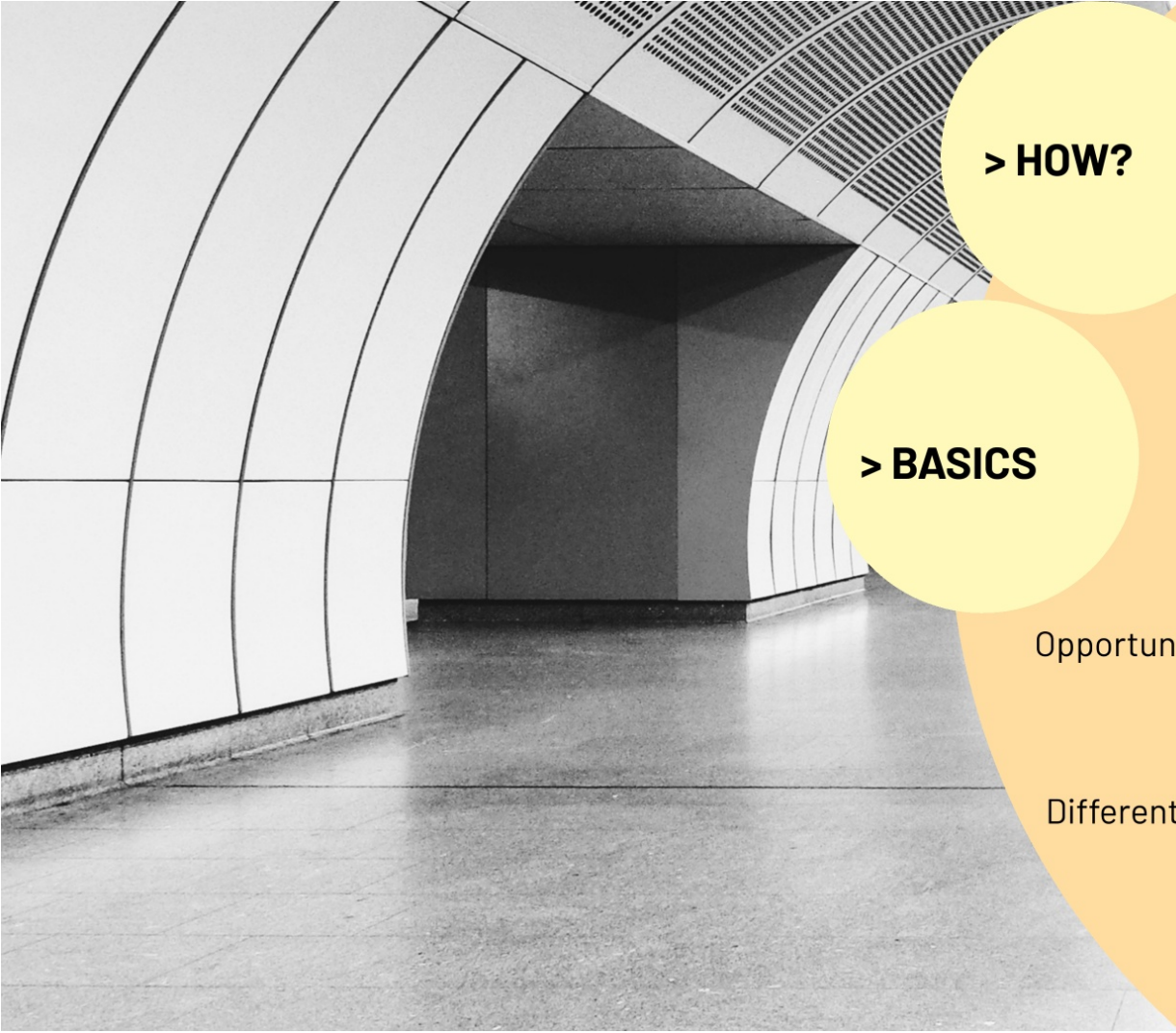
Good Husbandry  
Good Facilities  
Accountability

### **Better Business**

Vibrant Racing  
Vibrant Eq Sport  
Vibrant Leisure

### **Better Future**

Social License  
Inclusivity  
Engagement



**> HOW?**

**> BASICS**



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# Protection From Disease

Effective Vaccination Uptake

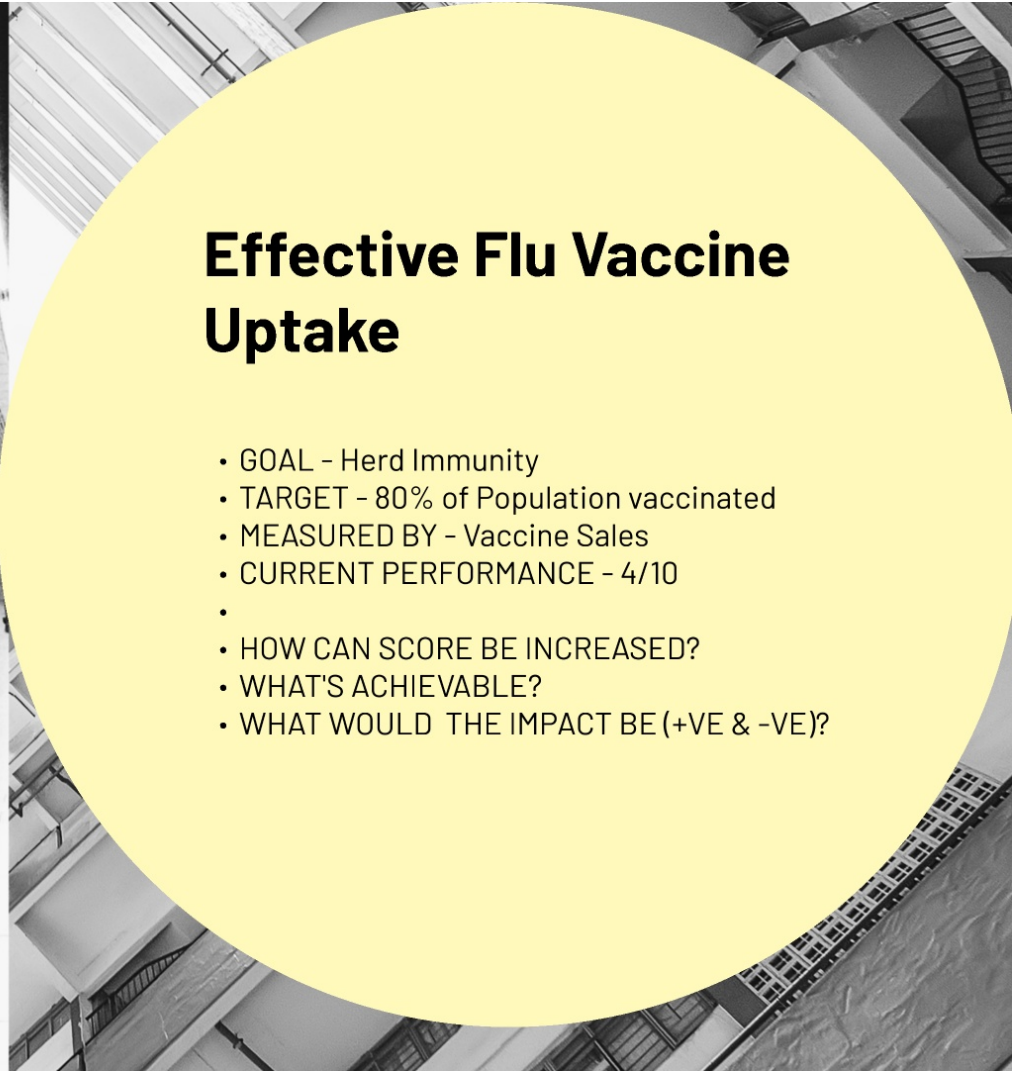
Effective Vaccines

Effective Infectious Disease Control

> UP

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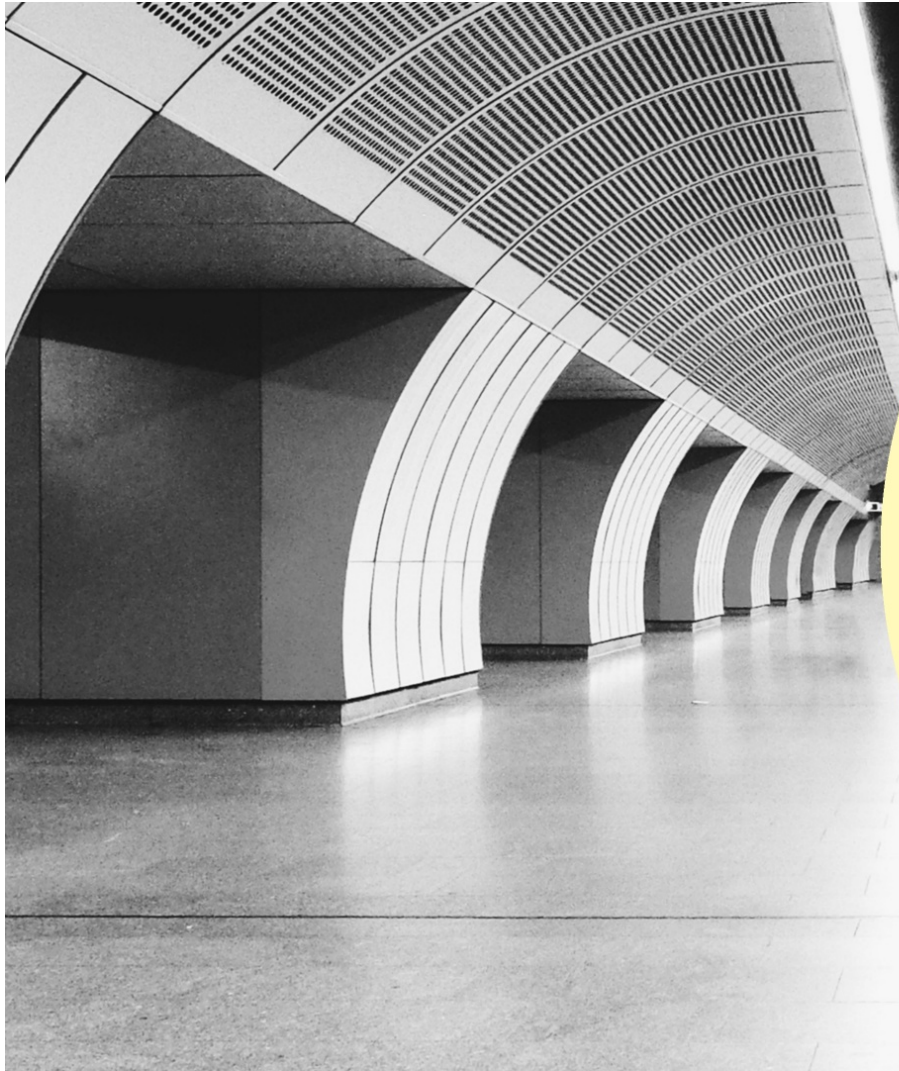


## Effective Flu Vaccine Uptake

- GOAL - Herd Immunity
- TARGET - 80% of Population vaccinated
- MEASURED BY - Vaccine Sales
- CURRENT PERFORMANCE - 4/10
- 
- HOW CAN SCORE BE INCREASED?
- WHAT'S ACHIEVABLE?
- WHAT WOULD THE IMPACT BE (+VE & -VE)?







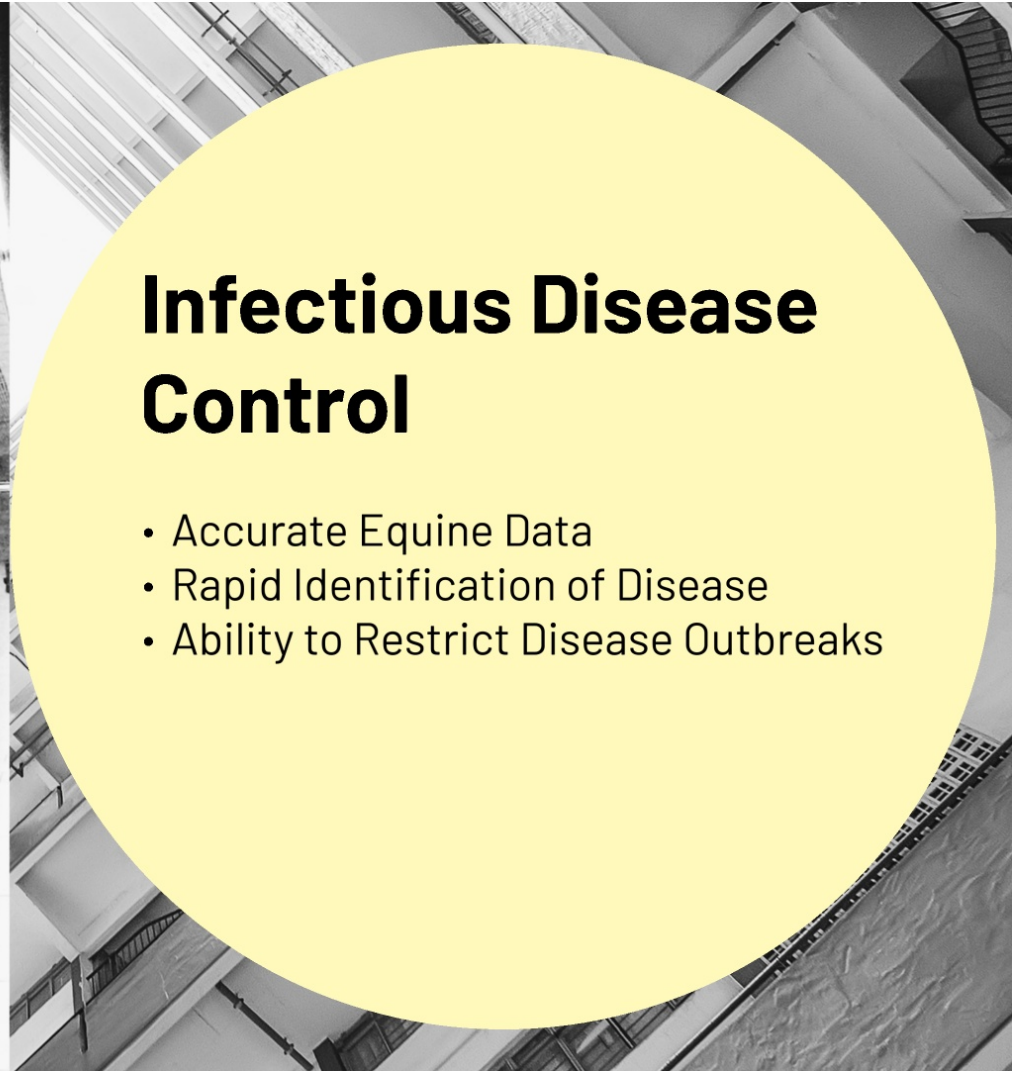
## **Vaccine Efficacy**

Vaccines effective against circulating strains

Ability to rapidly develop vaccines effective against novel strains







# Infectious Disease Control

- Accurate Equine Data
- Rapid Identification of Disease
- Ability to Restrict Disease Outbreaks





# Limit Injury/Disease Impact

Effective Medicines  
Effective Veterinary Care  
Research



# Protection From Injury

Effective Preventative Healthcare  
Research







## Better Welfare

- Good Husbandry
- Good Facilities
- Accountability



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## Better Business

- Vibrant Racing Sector
- Vibrant Eq Sport Sector
- Vibrant Leisure Sector







## Better Future

- Social License
- Inclusivity
- Engagement/Participation



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