By 2050, the United Nations estimates there will be an additional 2 billion people in the world. To feed them, we will need to help animal producers become more efficient and more sustainable.

Animal diseases cost farmers a significant proportion of their meat, fish and dairy yield every year. In fact, the World Organization for Animal Health estimates that animal disease reduces global food production by 20 percent. Its impact on food output is greatest in developing countries, where two-thirds of the world’s 1.5 billion poor are reliant on livestock as their main source of food and income. Preventing disease-related costs will also be crucial if we are to meet the increasing demand for animal protein, created by rising standards of living and population growth. In addition, the land and water available for agriculture is decreasing. Not only will food-producing animals have to stay healthy, they will have to be reared more efficiently, too.

As economies continue to grow and lifestyles change around the globe, the global appetite for meat, milk and eggs increases. In fact, the UN Food and Agriculture Organization (FAO) expects the global demand for animal protein to double by 2050.

Our portfolio of animal health products is focused on helping farmers keep their livestock healthy and productive. Targeted intervention with vaccines, antiparasitics, anti-infectives and other veterinary medicines and services helps protect the health and well-being of animals, and helps producers to avoid and/or limit their production losses.

**PROTECTING POULTRY FLOCKS AND ENSURING THE LIVELIHOOD OF FARMERS**

Through the introduction of a vaccine against a specific virus strain causing infectious bronchitis (IB) in chickens, farmers in Argentina recognized significant reduction of mortality in their chicken flocks and
improved their productivity. Often a novel approach can bring important additional features to protect against devastating diseases such as infectious laryngotracheitis and New Castle disease in chickens, like our innovative vector-vaccine concept to protect against severe poultry diseases that were first introduced a few years ago in South America. Another innovation is the SPHEREON® technology. In 2014, NOBILIS® IB Primo QX, which protects chickens against viral infectious bronchitis caused by QX-like variants of the infectious bronchitis virus, was the first vaccine developed using this technology in the EU.

Currently, half of all the fish consumed globally is farmed (proceedings of the National Academy of Sciences (PNAS)).

Demand for fish is also rising, and farmed fish are becoming more important—in order to meet this demand and protect wild fish. Our SLICE Sustainability Project, developed in partnership with fish farmers, continues to help control parasites and keep fish healthy. SLICE® (emamectin benzoate) controls sea lice, the naturally occurring parasites that live in the ocean and threaten the health and welfare of salmon. Our “Strep Control—Your Tilapia Health” program helps fish farmers to identify the strain and biotype of *Streptococcus agalactiae* present on their farm, implement a surveillance and vaccination program, and train staff on appropriate control strategies against the most prevalent disease affecting tilapia. In 2014, this program delivered a new fish vaccine to protect tilapia and other fish against the biotype 1 strain of *Streptococcus agalactiae*, the biotype specific to Thailand and other key tilapia-producing regions in Asia, including Malaysia.

**MANAGING OUR ENVIRONMENTAL FOOTPRINT**

We are taking action to help preserve the resources of our planet. While supporting our customers to ensure a sustainable food chain, we also look to reduce the environmental footprint of producing our animal health products. Learn more about our environmental sustainability strategy.

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1 OIE, B. Vallat. Opening speech, European Veterinary Week, Brussels, Nov. 10, 2008.