

# MEDIA RELEASE



15 November 2024

## **Celebrating the essential role of animal medicines in Australia's agricultural industry this #AgDayAu**

Australia's National Agriculture Day is an annual celebration of Australia's agriculture industry and the people and families that grow our food and look after the land.

Animal Medicines Australia (AMA) and our members are proud to support Australia's livestock farmers and farming communities. Animal health products help livestock businesses be more productive and profitable while managing the animal health and fostering sustainability across Australia's agricultural sector. AMA members provide essential animal medicines and health solutions for agriculture, supporting farmers and livestock producers in their efforts to provide world class animal welfare, enhance productivity, and implement sustainable practices in response to global challenges.

The Australian animal health sector is a global leader in the development of innovative technologies and products that contribute to more sustainable and efficient farming practices. From vaccines that prevent disease to veterinary treatments that improve animal welfare, the industry supports producers in meeting the growing demands of consumers while managing environmental impacts.

With innovations in diagnostic tools and preventive health solutions, the industry is helping farmers to proactively manage the health of their livestock.

Animal Medicines Australia Executive Director, Mr Ben Stapley said: "Agriculture is vital to our economy and rural communities, and the health of our livestock is fundamental to a sustainable agriculture industry.

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Mr Stapley continued. “AMA and our members are proud to help farmers proactively manage the health of their livestock, adapt to environmental challenges, and improve animal welfare to support Australia’s \$30 billion livestock industry. National AgDay is an opportunity to celebrate how fortunate we are to enjoy a world-leading agriculture industry, and the role animal medicines play in supporting it.”

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[Animal Medicines Australia](#) is the peak body that represents the leaders of the animal health industry in Australia. Our member companies are responsible for a range of veterinary medicine products that prevent, control and cure disease across the companion animal and livestock sectors.