

MEDICINE+HUB

You have probably heard about Medicine Hub, an industry-wide online tool developed by AHDB to help record medicine use in cattle and sheep. It has been created in response to the ruminant sectors' pressing need to demonstrate how responsibly antibiotics are used; something the practice fully supports.

The ruminant sectors are thought to be lower users of antibiotics than most others and but capturing exactly what and how antibiotics are used will give us the evidence to prove it. At the same time, collating this information in an easily accessible format will mean we can refine medicine use as management decisions are being made based on recorded evidence. Ultimately, this will lead to improvements in animal health and protect the reputation of meat and milk for customers at home and overseas.

Medicine Hub has recently streamlined the process of uploading farm-specific sales data from vet practices to Medicine Hub. Once we have the right third party permission in place, data can quickly and securely be shared with Medicine Hub by us, on your behalf.

The data will always belong to you, the producer, and only anonymised, aggregated data will be published; you will specifically have to agree to your data being used beyond that.

Interested?

We hope so. All you need to do is register each enterprise (dairy, beef, sheep) on www.medicinehub.org.uk and set the third party permissions so that we can access the account and update it for you. Alternatively, if you give us your instruction and your email address, we can start the process of registering you on the Hub. In this case, you will receive an automated email notifying that an account has been requested in your name and asking you to grant or reject third party permission so that we can proceed with data upload.

For more information, go to <https://www.medicinehub.org.uk> Further support is available via a dedicated bureau service at medicinehub@ahdb.org.uk (Tel 02477 719 414).

If you'd rather talk to one of the vets about how Medicine Hub can work for you, please don't hesitate to get in touch.

