Press release template: Toxic risks for livestock

You can tailor this press release using local details in order to promote your own practice and services to your local media.

Template

[Your practice name]

For immediate release

Contact: [Name of practice contact to deal with press enquiries, with phone number and email]

[local area] vets warn farmers of toxic risks to livestock, as almost half of production animal vets see cases

[Name of practice and location of practice eg. Nice Vets in Hexham, Northumberland.] today warned [local area] farmers to guard against toxic risks to their livestock as findings from the British Veterinary Association’s (BVA) survey show almost half (46%) of production animal vets had seen cases of toxic ingestion or other toxic incidents last year.

Across the UK, production animal vets saw, on average, four cases of poisoning during the year.

The majority of cases involved the ingestion of toxic plant material by cattle, sheep and goats, particularly acorns, yew, rhododendron, ivy, water dropwort and St. John’s wort. A small number of vets cited cases of barley overload as well as some cases related to mycotoxicosis/mould from mouldy silage. There were a number of mentions of lead poisoning from, for example, car batteries.

[Name, job title,] from [practice name] said:
[Insert practice quote here, highlighting the message you really want to get across. Include – after clear permission from owner – any case studies from your own practice. And don’t forget to tell local farmers to visit their local vet if in doubt/need of advice]

British Veterinary Association President Gudrun Ravetz said:

“These findings from BVA’s Voice of the Veterinary Profession survey show the ever-present risk of poisons both natural and man-made to livestock and the need for farmers to be vigilant about where their herd is grazing and their access to plants which may be toxic to them. BVA recommends working with your local vet to ensure the environment of your farm and grazing land is safe for your livestock as part of your herd health plan.”

ENDS/

Notes for editors

1. [practice name] was set up by [founder’s name] [number of years since founding] years ago and is situated at [practice address]

2. BVA is the national representative body for the veterinary profession in the UK. We represent the views of over 16,000 members on animal health and welfare, and veterinary policy issues to government, parliamentarians and key influencers in the UK and EU.

3. BVA’s Voice of the Veterinary Profession survey ([www.bva.co.uk/voice/](http://www.bva.co.uk/voice/)) is a bi-annual survey of veterinary surgeons and veterinary students drawn from BVA members and carried out by the independent research company, Alpha Research ([www.alpharesearch.co.uk](http://www.alpharesearch.co.uk)). BVA’s Voice of the Veterinary Profession survey ([www.bva.co.uk/voice/](http://www.bva.co.uk/voice/)) is a bi-annual survey of veterinary surgeons and veterinary students drawn from BVA members and carried out by the independent research company, Alpha Research ([www.alpharesearch.co.uk](http://www.alpharesearch.co.uk)). The Voice of the Veterinary Profession captures the profession’s views and experiences by asking questions about animal health and welfare, public health, and trends in the veterinary profession. The panel is broadly representative of the BVA membership, which is largely in line with RCVS membership. These figures are taken from the Spring 2015 survey, which was completed by 592 BVA members between 1 and 25 October 2015.
The survey asked production animal vets: “**Approximately how many cases of toxic ingestion or other toxic incidents have you seen in production animals in the last 12 months?**”

Almost half (46%) of production animal vets across the UK had seen cases of toxic ingestion or other toxic incidents in the last 12 months, with 4 cases being seen by individual vets within the year on average (mean).

4. The [Veterinary Poisons Information Service](https://www.vpis.org.uk) (VPIS) provides 24-hour advice for veterinary professionals on the diagnosis and management of poisoned animals.

5. For more information please contact [practice contact details].