

## Future UK ban on antibiotic advertising

As of 2013, it will no longer be allowed to advertise for antimicrobial medicines towards farmers in the UK, informs AllAboutFeed.

The President of the British Veterinary Association (BVA) welcomes the changes and says that this could provide for a more responsible use of antibiotics, and that it will help to take away some of the pressure formerly put on veterinarians.

The new legislation is due to an incorrect implementation of a previous EU Directive in the UK, but it is also a natural development, taking the general concern for antibiotics and antibiotic resistance into consideration.

Literature:

- AllAboutFeed, Antibiotics advertisements to farmers banned in UK, Oct. 18 2012, [link to article](#)

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