

# FVE General Assembly

13 November 2015

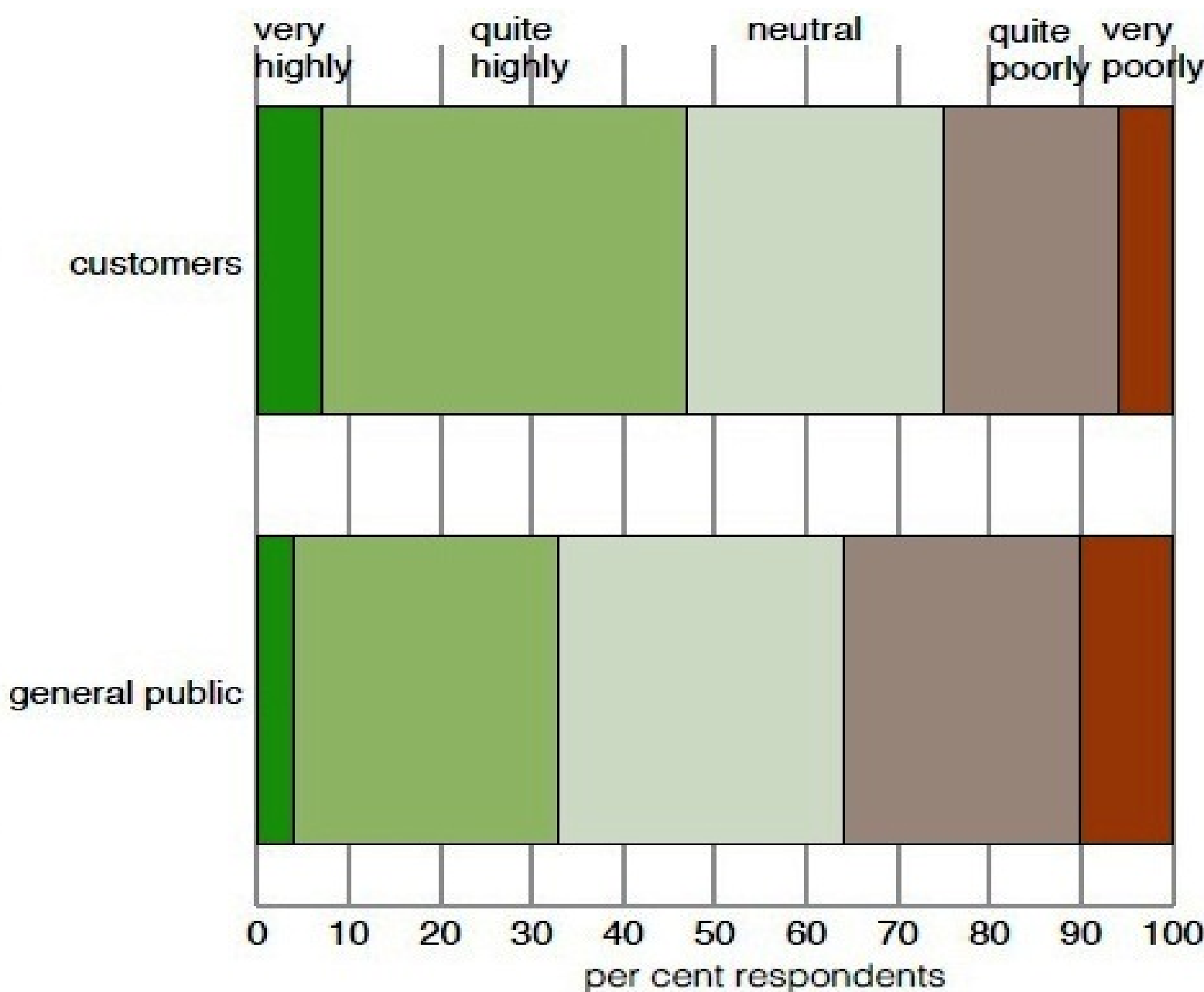
## WORKSHOP I

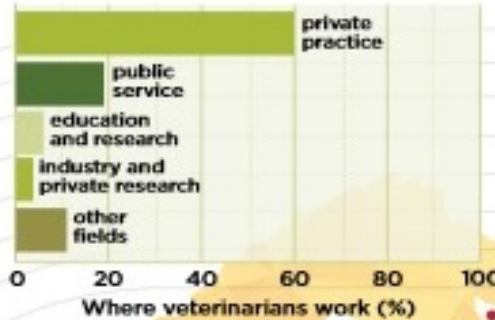
### Reputation of the profession and public trust



Federation of  
Veterinarians of Europe

# How well veterinarians think they are regarded by their customers and by the general public?

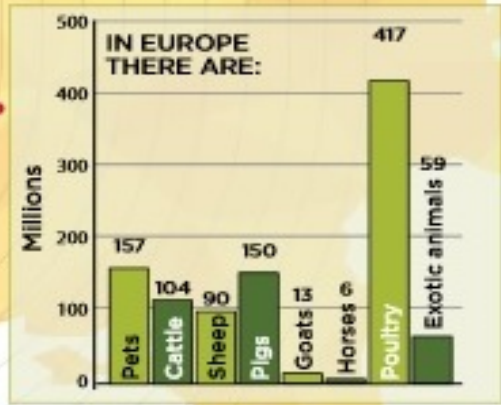




**46.8**  
Average hours worked per week



**3%** are unemployed  
**23%** are underemployed



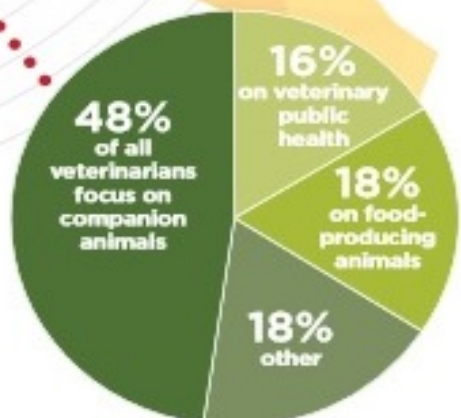
European annual expenditure

To meet the challenges of the next five years:

**83%** think they need to specialise more

**80%** think they need more business training

**49%** think there should be more legislation



# 1 - How can you and FVE improve these products and services to meet the needs of the modern pet owner and farmer?

1. Design products and services around clients needs and wants. Survey them! Listen to them! ***“make better yoghurt that people will like, not make a regulation to force them to eat more yoghurt”***;

***“Wellness visits”*** AVMA. Understand farmers needs, economic priorities & then match veterinary services;

2. ***“Speak their language”***

Developing good communication skills is key both in university and afterwards. (be careful of overload of college curriculum). This will help them be more confident;

3. Further education and specialisation gives the confidence to market new skills

4. **FVE & its members need to be ready to realise the potential of the farm visits (laid down in the AHL); Vets explain the value they can add during farm visits**

# 2 - How can you and FVE inform the public of the work we do throughout the food chain and how can we demonstrate our value?

- 1. Vets very focused into technical issues and too technocratic and therefore not easily understood by the public; Need better communication skills and promote ourselves; (FVE posters were excellent!). FVE represents the vet and also connects with the public;



2. Young vets should be able to step into the profession and should be willing to take the lead, show the way! Explore the diversity in the opportunities in the profession the many ways the vet can contribute to modern society;
  
3. FVE can market our profession effectively (but this has a cost).  
Targets markets should be identified. E.g.:
  - a. *Campaign to reach pupils at school and explain what the vet does This can certainly give more visibility to vets along the food chain;*
  - b. *Retailers could be more involved; they could show what vets do daily; what are healthy animals and let people know that vets are here! Testimonials are very useful;*
  
4. What if vets were not there? What are the consequences for the consumers and for the public? Vets are the strong guardians of the food chain and pets