



Birth Date

28th August 1971

Education and Professional Qualifications

2015 RCVS Recognised Specialist in Cattle Health and Production
2013 Diploma in Cattle Health and Production (DCHP), RCVS
2000 Certificate in Cattle Health and Production (CertCHP), RCVS
1989-1994 Bachelor of Veterinary Science (BVSc, Distinction), Liverpool University

Employment History

2013-present Owner, founder and director of Dairy Veterinary Consultancy Ltd., specialising in technical advice, research and training within the dairy industry
2003-2013 Director and owner of UK Farm Vets Ltd (t/a Lambert, Leonard and May Farm Vets), a large busy dairy vet practice based in North Shropshire. As an owner, responsibilities included business development and management as well as clinical work
1999-2003 Veterinary clinician at Daleside Vet Group, a specialist large animal practice in Wrexham, North Wales
1999 Farm animal veterinary clinician at Kebir House Vet Group, North Yorkshire
1998-1999 Sabbatical overseas travel, including working in India at Bangalore Veterinary Department
1996-1997 Resident Clinician in Ruminant Medicine and Surgery at Liverpool University Veterinary School: tuition of final year vet students
1994-1996 Veterinary clinician at Kebir House Vet Group, North Yorkshire

Additional Professional Memberships and Awards

2008-present Cow Signals® certified Master Trainer. Additional modules: youngstock; foot health
2009 Awarded Trehane Trust Nuffield Scholarship (Nuffield Farming Scholarship Trust), culminating in a dissertation on *“The Role of the Vet in Knowledge Transfer in the Dairy Industry”*
2009-present Lantra accredited trainer (completed 5 day course on instructional techniques)
2003-present Member of National Association of Cattle Foot Trimmers. Veterinary adviser to the committee '04-'08
2012-present Member of British Veterinary Forensic and Law Association
2013-present Member of UK Steering group on Dairy Industry Cattle Mobility (Lameness Reduction)
2014-2017 Director of BCVA (British Cattle Veterinary Association); education lead
2016-present Member of Dairy UK antibiotic/ veterinary medicines working party
2018 Facilitation for Organisation Leadership - postgraduate CQFW Level 7 module, Aberystwyth University, Wales
2018-present Appointee to NOAH (National Office of Animal Health) Code of Practice Committee, independent member
2019-present Appointee, UK Food Standards Agency Register of Specialists: special advisor on veterinary medicines and dairy food residues

Selection of Recent Peer Reviewed Publications and Academic Texts

1. Atkinson, O. 2009. Guide to the Rumen Health Visit. In Practice. 2009; 31:314-325
2. Atkinson, O. 2010. Communication in farm animal practice 1: Farmer-vet relationships. In Practice; 32 114-117
3. Atkinson, O. 2010. Communication in farm animal practice 2: Effecting change. In Practice; 32 163-165
4. Kleen, J.L., Atkinson, O., Noordhuizen, J.P.T.M. 2011. Communication in production animal medicine: modelling a complex interaction with the example of dairy herd health medicine. Irish Veterinary Journal, 64:8
5. Atkinson, O. 2013. Practical and effective management of foot lameness in dairy herds. In Practice; 35 171-182.
6. Atkinson, O. 2014. Prevalence of subacute ruminal acidosis (SARA) on UK dairy farms. Cattle Practice, 22 (1) 1-9
7. Weaver, A.D., Atkinson, O., St. Jean, G., Steiner, A., 2018. Bovine Surgery and Lameness, 3rd Edition. John Wiley and Sons Ltd., Oxford, UK
8. Atkinson, O. 2019. Medicine Residues in Milk and the MilkSure Initiative. UK-Vet Livestock 24:1 25-29
9. Atkinson, O. 2019. Stewardship of Veterinary Medicines on Dairy Farms, Research Comment. Vet Record, 184:5 150-152

Selection of Recent Conference Presentations

1. Mastitis: the role of the milking machine. Dairy Conference, Tehran, Iran, 2006 (for MilkRite Ltd).
2. Developing an approach to herd lameness reduction. Cattle Lameness Conference, Nottingham University, 2011, and 2011 BCVA Autumn conference
3. British Society of Animal Science: Best practice knowledge transfer. March 2011, Worcester, UK
4. Facilitating change on dairy farms. Vet Trust Annual Conference, Stirling University. 2011
5. From wellies and stethoscope to flip chart and ears: the evolving role of the dairy vet. Royal Dutch Dairy Veterinary Association Conference, Arnhem, Netherlands. 2011
6. Herd health management and data management. BCVA housed herd seminar, Harper Adams University, Shropshire. March 2012
7. Prevalence of subacute ruminal acidosis in dairy cows. BCVA Congress, Harrogate, October 2013
8. A day in the life of a cow. BCVA Congress, Leicestershire, October 2014
9. The consultant dairy vet. Vital 90 days Conference, Barcelona. November 2014
10. Changing farmer and vet behaviours (medicine use). N8 AgriFood Conference, University of Manchester. June 2016
11. Improving dairy youngstock rearing. International Summit on Dairy Cattle Health and Innovation, Rome. April 2017
12. Meeting the challenge of reducing antibiotic use in food animals. Innovation for Agriculture Conference, Stoneleigh. July 2017
13. Vet:farmer communications for better herd health. Belgium cattle vets symposia, January 2019
14. Key note speaker at Australian Cattle Veterinarians conference, Gold Coast, Queensland, March 2019

Present activities within Dairy Veterinary Consultancy Ltd

- Regular tutor/speaker for small groups (farmers, vets, other dairy professionals)
- Dairy farm herd health audits and support for a supermarket dedicated dairy supply pool
- Design and delivery of research projects for agribusiness and the dairy supply chain e.g. Welsh Dairy Youngstock Project; Arla/Morrisons Herd Health Management project
- Collaboration with larger projects and organisations to provide specialist veterinary and scientific expertise e.g. AHDB Dairy for creation and development of national Healthy Feet Programme
- Knowledge exchange projects and copy writing specialising in making best science accessible to a farmer audience
- Second opinion (expert) clinical investigations in dairy practice
- Development and administration of MilkSure, a UK-wide dairy industry programme to reduce medicine residues in milk

Relevant industry experience

- 20 years' clinical experience in first opinion practice with heavy ruminant (predominantly dairy) caseload until 2013.
- Well known ruminant vet within UK veterinary profession, with broad dairy industry and veterinary connections throughout UK and enjoying a high level of respect as a RCVS Recognised Specialist; known for my impartiality, expertise in cattle health and production and balanced viewpoints.
- Up to date relevant veterinary knowledge: e.g. contributor to debate within BCVA council meetings on matters pertaining to cattle welfare, cattle health, milk production and infectious diseases.
- Specific expertise in dairy production including the monitoring and management of dairy production diseases, and understanding industry norms.
- Involved with developing campaigns for animal health initiatives; aided by knowledge of UK farming practices, as well as how farm animal veterinary practice businesses operate.
- Deep understanding of medicine residues in milk; industry testing regimes; legislation and common practices. This expertise has been developed initially through the creation of MilkSure, the industry-wide programme to reduce medicine residues in milk, and then deepened through ongoing work and training with milk processors and regulators.
- Valuable experience gained through membership of NOAH Code of Practice Committee and attendance of hearings; a full understanding of NOAH's CoP on the promotion of animal medicines.
- Good written communication skills, e.g. trained in Excellence in Report Writing (Bond Solon, 2015).
- Bond Solon trained in witness familiarisation and courtroom skills (2017).