The provision of frontline rural veterinarians and veterinary services is crucial worldwide to maintain biosecurity, animal health and ANIMAL WELFARE. However, globally this is becoming more difficult to maintain. Not only do younger graduates seem to find more intellectual stimulation in companion animal work, but after hours work and long days required mean that for many rural areas, attracting and retaining good production animal veterinarians is a major challenge. Recent reports from areas as diverse as Western Canada, the UK, Australia and New Zealand have highlighted this scarcity of rural veterinarians and the risks that this carries for production animal health and welfare. Furthermore, the risk of suicide and mental illness amongst rural veterinarians is unacceptably high around the world. All speakers have a passion for rural veterinary work and the veterinarians that make this critical work possible and have presented previously at international conferences including WBC. Mark Bryan has a strong interest in generational dynamics. He employs 35 vets in New Zealand and will discuss generational issues as well as strategies around building a diverse veterinary clinic allowing options for specialisation and lifestyle. Ian Goodbrand is an innovative clinic owner from Western Canada who has a passion for staff management and leadership. David Black guided his clinic through virtual devastation during FMD in the UK in 2001, and then, alongside re-inventing his clinic and building it back up from scratch formed XLVets, an organisation focussed on quality rural production animal medicine and clinic standards.