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20 Years Ago Today

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“It was 20 years ago today...” ran the first line of the famous Sergeant Pepper’s song. Actually the song is nearly 50 years old but it is 20 years since the very first edition of EA News, June 1995.

New Zealand had just won the America’s Cup for the first time, Jim Bolger was Prime minister and rugby remained an amateur game.

On the world scene it was the year of the Oklahoma City bombing and the controversial acquittal of O J Simpson, and Sepp Blatter was not yet head of FIFA!

As far as the veterinary



industry was concerned, the main NSAIDs available were phenylbutazone, flunixin and ketoprofen. In the dairy world, Calol was in its second year in the market and already changing the paradigm on milk fever treatment. (20 years later and it is still a ‘vet only’ OTC!)

Word ‘95 had not hit the New Zealand market so the first issues were modest broadsheets

typed in Word Perfect format and simply photocopied.

Cartoon animals (drawn by my daughter, Ed) signified which of the major species the accompanying story was about.



Special points of interest:

- * The new girls are on page 3
- * The latest copy of The Book is out

Is Pan Pac Dead?

The spluttering life that has been Pan Pac over the years may finally be about to expire. If so it will not be missed on this side of the ditch.

As happened 5 years ago Kiwi SIBs were overrun by the Aussies in the pro-

gram department. AVA itself sent e-mails about their conference in Brisbane whereas NZVA always referred to it as Pan Pac.

Perhaps one of the most galling things was that AVA had hard copy pro-

ceedings available to their members but not for NZVA members.

After complaints Kiwis were allowed to buy copies at \$A55 while Aussies got them free. Was Trevor Chappell on the organising committee?

Animals Do Matter

The market is cluttered with 'cheap' sutures, from catgut made in China (not certified BSE free) to so called 'veterinary' sutures. These are sutures not deemed to be of high enough quality for use in the human field and are aimed at the veterinary market because animals are 'not so important'.

Two factors come into play here. First of all the price difference between these 'cheaper' brands and the established human registered

"As I hurtled through space one thought kept crossing my mind - every part of this rocket was supplied by the lowest bidder"

brands is infinitesimal or non-existent, thanks to economies of scale and, secondly, the price of the suture material in any surgical procedure is insignificant in the



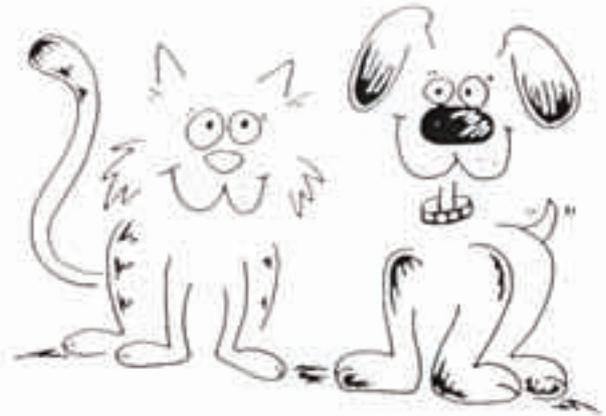
overall costs of the operation.

The repercussions for a failed suture line could, however, be horrendous. It is the classic risk/hazard scenario. The hazard is high and the risk varies with the material used.

The famous line, attributed to astronaut John Glenn, "As I hurtled through space one thought kept crossing my mind – every part of this rocket was supplied by the lowest bidder" sums up the situation. Price is fine but extreme cost cutting can have life threatening effects.

The change in paradigm does not have to be enormous.

What we are talking about is a few cents an operation when making the decision whether to use a high



quality human approved suture material or a 'veterinary' marked brand. If a Lada was a similar price to a Mercedes there is no doubt which would be the bigger selling car.

The same applies with suture materials; there is little difference between the top of the range, which encompasses three main brands, and sutures which do not meet high regulatory standards.

Animals do matter; their relationship to the vet is similar to that of a human to a bungee jump operator, "I'll have the best material available please!"

Captain Smithers

In the greatest days of the British Empire, a new commanding officer was sent to a jungle outpost to relieve the retiring colonel.

After welcoming his replacement and showing the courtesies (gin and tonic, cucumber sandwiches) that protocol decrees, the retiring colonel said - "You must meet Captain Smithers, my right-hand man. God, he's really the strength of this office. His talent is simply boundless."

Smithers was summoned and introduced to the new CO, who was surprised to meet a toothless hairless, scabbed and pockmarked specimen of humanity, a particularly unattractive man less than three foot tall.

"Smithers, old man, tell your new CO about yourself."

"Well, sir, I graduated with honours from Sandhurst, joined the regiment and won the Military Cross and Bar during the war, af-

ter three expeditions behind enemy lines.

I've represented Great Britain in equestrian events and won a Silver Medal in the middleweight division of the Olympics.

I have researched the history of ..." Here the colonel interrupted, "Yes, yes, never mind that Smithers, the CO can find all that in your file.

Tell him about the day you told the witch doctor to get stuffed."

The Page Three Girls



While not quite being presented in the same fashion as the old Sun newspaper, we have do our own page three girls.

In recent months two new voices have been heard on our phones and

two new names have appeared on e-mail replies to orders and queries.

Amélie and Rachel are our page three girls for June!

They are delighted to meet you.

Amélie

Amélie Rudich has a customer based background and has been with the company for a few short months focusing on customer service and, along with John Roberts, maintains our Facebook page.

She will be involved in telemarketing, as part of her role on customer service, and so, along with the Facebook work, is part of the marketing team itself.

Amélie is a product of a French father and a Kiwi mother, being Auckland born and raised in the wilds of the Far North.

Her primary education was in Paihia and Russell while her sec-

ondary schooling was at Kamo High.

Built like the girl from Ipanema, a song from well before her time, Amélie's bright and happy nature has ensured that she has rapidly fitted in with the atmosphere at EA; #grannyhair is a hit, while older staff members are hiding the grey Amélie's grey rinse is a stand-out. A few decades down the track she may wish to turn it around.

Amélie is more of an arty than a sporty type, being a skillful free-hand sketcher, and enjoying playing her guitar.

Finally, the love of Amélie's life is



Ricca, her German Shepherd X Ridgeback bitch.

Rachel

Rachel Remkes joined the team in May as part of the office team and as PA to Dennis Scott.

Rachel has extensive experience as a legal executive so is well qualified for anything that EA can throw at her. She claims to be more sporty than artistic and is heavily involved in school sport with her two sons aged 6 and 8.

As well as being on the school committee, Racheal is manager of the boys' soccer team and, in US parlance, could well be described as the ultimate soccer Mom!

However, despite her sporting emphasis, Rachel has definitely some

pronounced musical ability as a pro beatboxer (ask your kids).

Raised in the Counties-Manukau area Rachel attended Papakura High School. She is actually the daughter of our accounts manager Robyn French.

Thus with Robyn, Rachel and Amélie we have, in effect, three French women on the staff who can speak nary a *mot de francais* between them.

Rachel also has pets, quite a menagerie in fact. As well as hubby Kelly and the two boys, she has three cats a dog and four frogs, and is on the outlook for a couple of



lambs that are not to be destined for the Sunday roast. Pity that.

Dehorning Analgesia

The recent Pan Pac Conference had a lot of faults but the consensus was that the cattle program was excellent, especially the sessions on sedation and analgesia.

In particular the use of NSAIDs before such techniques has been shown to be very beneficial. It goes without saying that this is not instead of local anaesthesia but as an adjunct to it. It is multimodal analgesia that is being considered.

Many people take ibuprofen or paracetamol prior to a dental visit but always have the 'local' as well.

NSAIDs are not panaceas and also vary considerably in their attributes.

For calf dehorning the local analgesia wears off reasonably quickly so that an NSAID with a rapid onset of activity is required.

This is where the fenemates, tolfenamic acid and flunixin, come to the fore; they are by far the most rapid acting and ideal for acute situations.

There has been talk that longer acting NSAIDs may have a long

"Many people take ibuprofen or paracetamol prior to a dental visit but always have the 'local' as well."

anti-inflammatory effect but the pain relief is much less, as a lot of pain is centrally mediated.

This again is where tolfenamic acid distinguishes itself. While many NSAIDs claim a long action by persisting at the site of inflammation, only tolfenamic acid is able to demonstrate 48 hours therapeutic blood levels, which must mean extended pain relief.

Coupled with its rapid onset of activity, this makes it the ideal NSAID for dehorning analgesia.



Lopaine and Tolfedine - For complete dehorning analgesia.



AUSSIE TECHNOLOGY - AT THE BRISBANE CONVENTION CENTRE

New Mayoral Car

The City Council had just taken possession of the new mayoral car and called on the three denominations to consecrate it at a special ceremony.

The priest chanted a blessing and sprinkled it with holy water.

The parson chanted a blessing and waved the cross over it.

Then the rabbi chanted a blessing, went round the back, and cut an inch off the exhaust pipe.

The Book 2015-16

The latest version of The Book has now gone to print.

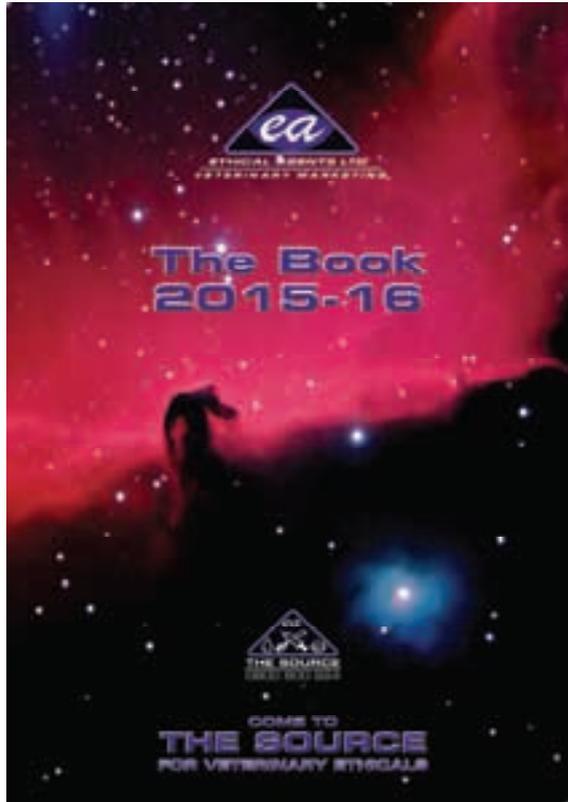
Some years ago EA decided to forego advertising in the IVS and spend on its own publication.

This resulted in The Book, all products listed in IVS format with therapeutic listing and also giving the potential to list devices such as disinfectants and sutures as well as pharmaceuticals.

The project as grown like Topsy over the years and it is now an impressive piece of work.

Set now in A4 size there are colour photographs of every product as well as detailed information about that product.

Copies off the book are available, free of charge, for every practice and, naturally more are available



for enquiring practitioners (again gratis); just speak to your EA rep.

Altogether a work to be proud of and it certainly is valued by our important overseas suppliers.

The Miracle

Murphy drops some buttered toast on the kitchen floor. It lands butter-side-up. He looks at what he has done in astonishment, for he knows it's a law of nature - that buttered toast always falls butter-down.

He rushes round to the presbytery to fetch the priest. He tells the priest that he thinks a miracle has happened round at his flat. He won't say what it is but wants Fr Flanagan to see it with his own eyes.

He brings Fr Flanagan into the kitchen and asks him what he sees on the floor.

"Well," says the priest, "it's pretty obvious what we have here. Someone dropped some buttered toast, and then for some reason flipped it over so that the butter was on top."

"No, Father, I dropped it and it landed like that."

"Well," Fr Flanagan says, "it's certainly a natural law of the universe that dropped toast never falls butter side up. But it's not for me to say it's a miracle. I'll report the matter to the bishop, and have him send people round, to interview you, take photos, etc."

An investigation of some rigour is

INNOVATION • SERVICE

TOLFEDINE CS
A7321 RVM

Description: 100mL of sterile aqueous solution containing 4.0% w/v tolfenamic acid as active ingredient and 1.04% benzyl alcohol as preservative.

Indications: Tolfedine is an anti-inflammatory, antipyretic and analgesic agent indicated: CATTLE: As an aid in the treatment of acute inflammation associated with respiratory disease and as an adjunct to the treatment of acute mastitis. PIGS: As an adjunct to the treatment of metritis mastitis agalactia syndrome.

Dosage: CATTLE: 2mg/kg (1mL/20kg b.w.) by i/m or i/v injection. Treatment may be repeated once, after 48 hours. PIGS: 2mg/kg (1mL/20kg b.w.) as a single i/m injection.

Special Precautions: Do not exceed 20mL per injection site. Do not exceed the stated dosage and duration of treatment. Use aseptic precautions when administering the product. Do not administer other NSAIDs concurrently or within 24 hours of each other. Tolfenamic acid is highly bound to plasma proteins and may compete with other highly bound drugs.

Withholding Times: MEAT: Pigs, Cattle 14 days. MILK: Nil.

Other Information: Keep out of reach of children. Store below 25°C. Protect from light. Following withdrawal of the first dose, the product should be used within 3 months. Any unused material should be discarded.



Tolfedine CS entry in The Book.

This rapport helps ensure the position of Ethical Agents Veterinary Marketing as The Source for all things veterinary, including valuable overseas R&D.

conducted, not only by priests of the archdiocese, but by scientists sent from the Curia in Rome.

The final ruling is a negative, however. it reads: "It was certainly an extraordinary event that occurred in Murphy's room, quite outside the normal run of the phenomena. Yet we have to be very cautious before ruling any happening miraculous, ruling out all possible natural explanations.

In this case we have declared no miracle. For it possibly resulted from Murphy's having buttered the toast on the wrong side."

Nationalism and Science

The extreme example of nationalism getting in the way of science is the Nazi period in Germany when all of the famous Jewish scientists, including Einstein, were discredited. This, of course, indirectly led to the allies developing the atomic bomb ahead of Germany as the persecuted scientists fled to them. That must also be an extreme example of karma!

On the other hand Kiwis are proud of Rutherford's splitting of the atom, putting his image on our \$100 note, and Australians even have David Unaipon (known as Australia's Leonardo) on their \$50 note for his contributions to science and the Aboriginal people.

However science trained professionals and academics are themselves not immune to nationalism occluding scientific judgement. In 1980 the University of Sydney Post

-graduate Committee in Veterinary Science put on a course entitled "The J D Steel Memorial Refresher Course in Electrocardiography and Cardiology." The course was small animal focused but Steel himself was widely known in the equine world as the inventor of the "heart score" concept, prevalent at the time, where a horse's heart size could be predicted by measuring the QRS complex on the electrocardiogram.

At a session on the subject of heart scores principal course speaker, Professor Robert Hamlin of Ohio State University, totally discredited the concept using very sound scientific argument, including the fact that no one else worldwide was able to replicate Steel's findings. The mutterings and murmurings in the predominantly Australian audience were clearly audible as the equine vets, in particular, had fervently embraced the concept developed by one of their icons. For nationalistic reasons they were not about to let sound science get in the way of preconceived ideas.

At the recent Pan-Pac conference in Brisbane there were some sessions on antimicrobial resistance followed a couple of days later by a plenary on the

subject by Professor Peter Collignon, an infectious diseases physician and microbiologist at Canberra Hospital, with a passion for the subject and someone who has been very vocal in the past regarding veterinary use of antibiotics.

Despite the fact that earlier presenter Guy Loneragan had emphasised that stewardship means "use

"The nationalistic message was loud and clear and that is, of course, when science goes on the back burner."

less but zero should never be tolerated," Collignon loudly espoused Australia's policy of banning the use of fluoroquinolones in food producing animals proudly pointing out that the policy has been in place for many years and Australia is the only country in the world to have to foresight to implement such a policy. The nationalistic message was loud and clear and that is, of course, when science goes on the back burner.

To prove the point Collignon put up a slide comparing resistance to enrofloxacin in humans in Australia and children in Spain. He chose

(Continued on page 7)



Heart Attack On The Golf Course

A husband and wife are on the 9th green when suddenly she collapses from a heart attack! "Help me dear," she groans to her husband.

The husband calls 111 on his cell phone, talks for a few minutes, picks up his putter, and lines up his putt.

His wife raises her head off the green and stares at him. "I'm dying here, and you're putting?"

"Don't worry dear," says the husband calmly, "the emergency services have found a doctor on the second hole, and he's coming to help you".

"Well, how long will it take for him to get here?" she asks feebly but with desperation.

"No time at all," says her husband.

"Everybody's already agreed to let him play through."

Nationalism and Science

(Continued from page 6)

children for the very valid reason that fluoroquinolones are not used in children therefore any increase in resistance is very likely to come from other sources, such as animal products. To accentuate the point the slide showed that enrofloxacin resistance in chickens in Spain is around 90%.

This is cherry picking in the extreme; Spanish abuse of enrofloxacin does not automatically mean that Australia's blanket policy is the correct one. A comparison with the New Zealand situation would bring some interesting questions to the fore. New Zealand, like most Western Countries, allows fluoroquinolones use in food producing animals albeit with strict conditions of use. This is stewardship, i.e. taking ownership of the issue and, as Loneragan pointed out, a ban is not the same as judicious use.

Fluoroquinolone resistance in *E coli* in humans in 2014 was 8.3% as compared to 10.6% in Australia and 37.5% in Spain (Source: Antimicrobial resistance: global report on surveillance. WHO 2014). This lower result in New Zealand would tend to indicate that judicious use

"This is cherry picking in the extreme;"

in New Zealand is at least as effective as Australia's blanket ban!

At the very least it is evidence that the blanket ban is not scientifically proven to be the correct approach.

Even the chicken situation is misleading; resistance breakpoints for fluoroquinolones in chickens are so vastly different from those in humans that any comparison is meaningless.

A farther departure from science is that, although 3rd and 4th generation cephalosporins are every bit as important to human medicine as fluoroquinolones, there is no blanket ban on their use in food animals in Australia.

In question time Professor Collignon did explain that the extended action of some of these drugs led to a long tail below MIC, thus their use could cause increased resistance development. By definition below MIC (minimum inhibitory concentration) means no bacterial inhibition, hence no selection

pressure is applied.

While sub-inhibitory stresses can affect resistance development it is the time at, or just above, MIC that is most critical in the development of resistance. That is the real danger with extended time periods with antimicrobials.

Altogether an emotive and well applauded talk that was deficient scientifically in several aspects.

References:

- 1) Collignon P. One health and superbugs; The ever growing threat that includes our food supply; Plenary Address Pan Pacific Veterinary Conference 2015
- 2) Hamlin R. The J D Steel Memorial Refresher Course in Electrocardiography and Cardiology. Sydney University Foundation of Continuing Education 1980.
- 3) Loneragan G. Antibiotic use and resistance in animal agriculture. Development of policy on antibiotic stewardship. Pan Pacific Veterinary Conference 2015
- 4) WHO 2014 Antimicrobial resistance: global report on surveillance.

This Bloke Walks Into A Bar...

A bloke who was obviously the victim of a nasty accident walks into a pub with both arms in plaster casts.

"I'll have a beer thanks mate," he says to the barman, and could you hold it up to my lips for me?"

"No worries," says the barman.

"Couldn't light a ciggie for me too, could you?" asks the bloke.

No problem," says the barman.

"Thanks mate," says the bloke, "my wallet's in the back pocket, if you'd like to get it out for me."

"There you go," says the barman

"Cheers," says the bloke, "and by the way, "where's the toilet?"

Without a moments hesitation the barman says,

"Go two blocks up the street, turn right and it's the second left."





The Nagging Wife

An old hillbilly farmer had a wife who nagged him unmercifully. From morning 'til night she was always complaining about something.

The only time he got any relief was when he was out ploughing with his old mule. He ploughed a lot.

One day, when he was out ploughing, his wife brought him lunch in the field. He drove the old mule into the shade, sat down on a stump, and began to eat his lunch.

Immediately, his wife began nagging him again. Complain, nag, complain, nag - it just went on and on.

All of a sudden, the old mule lashed out with both hind feet, caught her smack in the head. Killed her dead on the spot.

At the funeral several days later,

the minister noticed something rather odd. When a woman mourner would approach the old farmer, he would listen for a minute, then nod his head in agreement; but when a male mourner approached him, he would listen for a minute, then shake his head in disagreement.

This was so consistent, the minister decided to ask the old farmer about it. So after the funeral, the minister spoke to the old farmer, and asked him why he nodded his head and agreed with the women, but always shook his head and disagreed with all the men.

The old farmer said, 'Well, the women would come up and say something about how nice my wife looked, or how pretty her dress was, so I'd nod my head in agreement.'

'And what about the men?' the minister asked.

'They wanted to know if the mule was for sale.'

