



SASKATCHEWAN
VETERINARY MEDICAL
ASSOCIATION

SVMA NEWS

February 2014



FEATURING:

- > More on practice inspection fees
- > Pricing hamburgers: a lesson in practice economics
- > Importing rescued dogs: hazards to humans

Upcoming CE Events

Feb – April, 2014

"Focus and Flourish" is running a series of hands-on workshops about veterinary surgical techniques in early 2014. 'Cruciate Extracapsular Repair' takes place Feb 8-9 in Calgary. For more information, go to www.focusandflourish.com.

March 11-14, 2014

32nd Annual Western Canadian Dairy Seminar, Sheraton Red Deer in Red Deer, Alberta. Fee for registrations received by February 10th, 2014 is \$250 (after February 10th is \$300). Further details and on-line registration are available at www.wcds.ca or contact Joanne Morrison, Conference Coordinator at wcds@ualberta.ca.

Sept 10-13, 2014

SVMA Conference in Saskatoon. Check www.svma.sk.ca for details, coming soon.

Continuing Education

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- CCIA (Canadian Cattle Identification Agency Program) supplying RFID tags, producer information uploads to CCIA free of charge and clinic customer support
- Vantage suite of programs CattleVantage (Herd Management Program), AdVantage (informational media tool) PracticeVantage (complete practice management suite)
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SVMA MISSION
We are an organization dedicated to the protection of the public by ensuring the proficiency, competency and ethical behaviour of its members in the practice of veterinary medicine. Our association promotes veterinarians and veterinary medicine. We support the physical, personal, financial and professional well-being of our members through continuing education and professional interaction. We regulate our profession through the licensing of veterinarians, approval of practices and disciplining of members as required.

- THE SVMA BELIEVES IN**
- the personal responsibility of veterinarians to develop and maintain competency in their chosen area of veterinary medicine
 - fostering our profession by involvement in education of future and present veterinarians
 - quality veterinary practice, humane animal care and compassionate treatment of the client
 - providing for public protection and confidence through the fair and unbiased administration of The Veterinarians Act
 - enhancing the public's awareness of veterinary medicine and its contribution to society
 - the unbiased treatment of members and we expect members to treat each other fairly
 - supporting members by providing guidance and information

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Cover photo: Keith Ecklund



Table of CONTENTS

Photo: Keith Ecklund

February 2014, Volume 49, Issue 1



ARTICLES

Rescue dogs	8
Introducing the practice inspector	11
Veterinarians and welfare at animal shows.....	13
Practice inspection fees.....	15
Pricing hamburgers	16

REPORTS

President's perspective	4
Registrar's report.....	5
Dean's update	7
Provincial veterinarian's update.....	8
Student update.....	10
SAVT update	12
CVMA report	14
Animal Health Perspectives – Prairie Diagnostic Services Inc.	Centre spread

ALSO IN THIS ISSUE

Communications corner	9
2013-14 Council	17
Advertising index	18
Membership changes.....	18

A photograph of a man with a beard and a dark jacket carrying a young child on his shoulders. They are in a snowy landscape with white trees and a clear blue sky. The man is looking up at the child, who is smiling. The child is wearing a green jacket.

President's Perspective

> **Dr. Andrew Acton**

Yesterday morning I was doing some chores, almost in shirt sleeves – this morning it has (again) turned so cold that shirt sleeves are not enough indoors! I am hopeful that by the time you read this, the cold of December has turned into a memory and not a continuation!

For those who consider a little light reading on cold winter evenings, I have a couple suggestions for you. Try The Veterinarians Act, 1987, "SVMA Bylaws", and/or several other riveting documents found on the SVMA website. No, I am not joking. To everyone reading this who is not well versed in the basic rules of our association, please, please take some time to familiarize (or re-familiarize) yourself with these documents. Yes, legislation is boring to read, and I know that each of you has many things to do, but I can almost promise that you will find items in our governing documents that you did not know, had forgotten, or will provide an "aha" moment while you are reading them.

The Veterinarians Act, 1987 is only 24 pages long, and is the basis for how each of us make our living in this province. How could you not want to read that? Of particular interest is the exact definition of what is considered the practice of veterinary medicine – each of us needs to be very well versed in that so we can answer questions or handle problems which may arise if we are made aware of a case of someone practicing veterinary medicine in an illegal fashion. So if you are willing to wake up your inner geek and read something as dry as legislation, congratulations! Your Association thanks you, and you will not regret it either!

Another bit of (slightly less dry) material for practicing veterinarians and practice owners is to have a second look at the SVMA Practice Economic Survey. Our response rate to this survey was quite dismal this past fall, and we would like to receive feedback on how to make the process more streamlined and rewarding for members. I will start things off by admitting to not filling out this year's survey, and noting that I find it a fair degree of work to report on fees given that our practice's fee schedule has enough differences in format from

the questions on the survey that it takes extra time to answer the questions correctly versus printing our common fees into the survey. One suggestion I have to fix this is perhaps to make an Excel version of the survey available, so that once we fill out the survey, it can just be saved and quickly updated each year for subsequent survey editions. I know many of you will have better suggestions on how to make the survey more meaningful, so please let us know what you think. I do know that the effort of going through your fees on a regular basis is a very wise thing for every practice owner to do, and is always worth the effort for the sake of the health of your practice.

One item of note in regards to SVMA governance is that the SVMA has joined the American Association of Veterinary State Boards (AAVSB). For a very nominal fee, it gains us access to an excellent forum of veterinary legislative bodies from across the U.S., who are all dealing with issues around governance and legislation which are very similar to issues facing the SVMA. When answering tough questions about things such as the legalities of alternative and complementary therapies, it is great to access the collective knowledge of veterinarians from both the United States and Canada. Our registrar Dr. Currie has had nothing but positive things to say about our involvement with the AAVSB thus far.

I'd like to extend a note of thanks to Sharon Murray, who attended her final council meeting in December as our Coordinator of Communication and Member Services. Best wishes in your retirement, and I know we will be seeing you in the future! Also, a warm welcome to Sue Gauthier, our incoming Coordinator. Sue has been in the office since November 12, and already she is as proficient as Sharon in the fine art of prodding council members for newsletter articles! Until the next issue, stay warm, and all the best in 2014!



Registrar's Report

> Dr. Judy Currie

If you are planning on hiring a veterinary student this summer, there are a few things you need to know:

Many of you who hire veterinary students for the summer like to give the student as much experience as possible during those four months. Taking blood samples, getting a urine sample by cystocentesis and performing surgical procedures such as spays and neuters are all valuable experiences for a young veterinarian-to-be. All of these procedures require the hiring veterinarian or another fully qualified, licensed SVMA member to:

"directly supervise all actions of the student member related to the practice of veterinary medicine." (Bylaw 20.1)

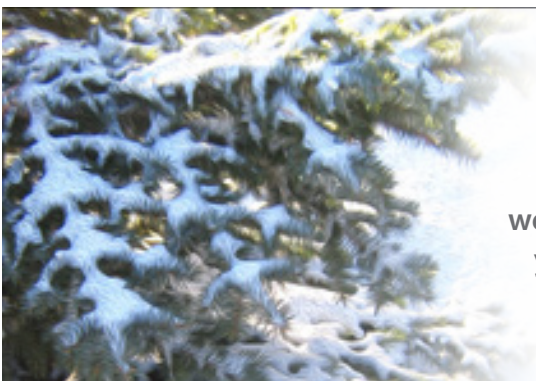
All students enrolled in veterinary medical colleges in Canada are Canadian Veterinary Medical Association (CVMA) members. A very small part of the school fee for each student is sent to the CVMA office along with a list of all students registered at each college. The CVMA, however, is not a regulatory body, so CVMA membership alone does not allow a veterinarian, professional or student, to practise anywhere in Canada. A practice license must be acquired through a provincial regulatory body. In Saskatchewan, that regulatory body is the SVMA.

All students enrolled at the WCVM become members of the SVMA when they register for classes. Students from veterinary schools outside the province and the country are not automatically SVMA members, and must be registered with the SVMA to practice veterinary medicine legally in Saskatchewan, even as a student.

If the student you hire does not have a student membership in the SVMA, s/he will have the same status in the clinic as any lay person. In order to qualify, the student must be

"enrolled in a professional degree program in veterinary medicine at a veterinary college or university accredited jointly by the Canadian Veterinary Medical Association and the American Veterinary Medical Association as being of adequate standards at the time of application." (Bylaw 19.1)

If the veterinary student you want to hire is from outside the province or the country, please give the SVMA office a call so we can get the student legally licensed to practise here in Saskatchewan. The good news is, student membership in the SVMA is free!



Keep informed of the decisions council is making and actions being taken on your behalf. The minutes from council meetings are posted on the website www.svma.sk.ca/members. Council welcomes comments and suggestions from the membership. Email your comments or questions to a councillor (addresses are on the website) or to the office and they will be passed on to council.



Dean's Update

> **Dr. Douglas Freeman**
Western College of Veterinary Medicine

An overview of some recent activities at the Western College of Veterinary Medicine (WCVM)

Annual veterinary meetings: A number of WCVM faculty members participated in several of the provinces' veterinary conferences last fall, including the Saskatchewan Veterinary Medical Association's annual conference in September, where Drs. Tony Carr, Valerie MacDonald, Chris Luby and Trish Dowling gave presentations to members.

The WCVM has committed to sponsoring two faculty members as speakers at provincial veterinary medical conferences. Based on feedback from organizers, this has been a mutually beneficial partnership that we plan on continuing in 2014. Thanks for your support!

Research funding: In the past few months, WCVM researchers have been successful in attracting substantial research funding for various studies. The list includes a \$320,000 grant from the Sylvia Fedoruk Canadian Centre for Nuclear Innovation for a project that will be led by Dr. Baljit Singh, the WCVM's Associate Dean of Research. Dr. Singh is leading a multi-disciplinary team that will explore the use of domestic animal models for human diseases as a means of developing nuclear technologies for diagnosis and treatment of prostate cancer, kidney disease, endometriosis and other diseases.

Another successful team is WCVM professor Dr. Gillian Muir, and director of the Cameco MS Neuroscience Research Centre, Dr. Valerie Verge. They received \$100,000 from the Saskatchewan Health Research Foundation (SHRF) for their spinal cord injury research. Dr. John Schellenberg, a postdoctoral fellow who is working in WCVM microbiologist Dr. Janet Hill's lab, also received \$100,000 from SHRF. His biomedical research will focus on the microbiological basis for bacterial vaginosis (BV), a common but poorly understood vaginal condition in women.

One Health update: Last November, I travelled to New York to attend the 2013 Zoobiquity Conference. This annual event brings together leading clinicians and scientists in human

and veterinary medicine to discuss and compare diseases that affect animals and humans. Exploration of ways to host a Canadian version of the Zoobiquity conference, and integrate it with our One Health Leadership Experience for U of S health science students, is now underway.

In January 2013, we welcomed several One Health experts to the WCVM and the U of S campus. Dr. Craig Vanderwagen, a human physician and retired rear admiral in the U.S. Uniformed Public Health Service, talked about his wide range of experiences. His career has included serving as assistant secretary of the U.S. Department of Health and Human Services in Washington, D.C., and he has a particular interest in Native American health services.

Drs. Kate Hodgson and Michelle Lem also visited in late January. Dr. Hodgson is a veterinarian and faculty member at the University of Toronto's Medical School, whose research focuses on positive influence of pet ownership on human health risk factors. Dr. Lem is a veterinarian who provides pro bono services to homeless and disadvantaged populations in Ottawa, and is collecting data on how these efforts can be used to enhance human health care and public health practices.

Agribition: A WCVM team, including Regina veterinarians Drs. Greg Harasen and Steve Kruzeniski, hosted an interactive animal health exhibit in the Family Ag Pavilion at the 2013 Canadian Western Agribition, Nov. 11-16. Our booth was a hit with the thousands of students who visited the agricultural show. It's the ideal opportunity for our WCVM representatives to emphasize the importance of animal health in food animal production and to promote general pet care to our younger visitors.

For more WCVM news, visit www.wcvmtoday.com or follow @WCVMToday on Twitter. You can always contact me (306-966-7448; douglas.freeman@usask.ca) anytime if you have questions or comments.

PROVINCIAL VETERINARIAN Update

> **Dr. Betty Althouse, Chief Veterinary Officer**



As we begin 2014, I want to focus on tools available to help veterinarians and their clients achieve better animal health and welfare.

In 2013, updated Codes of Practice for the care and handling of farm animals were released. Canada has a unique system of Code development, led by the National Farm Animal Care Council (NFACC). The process starts with a scientific review and a code committee comprised of a cross-section of researchers, producers, and humane organization members who come together to agree on a species-specific standard of care. This collaborative process also considers retail and consumer views. Revised Codes now include both “required” components, which should be met for all animals raised in Canada, and “recommended” components, which allows for continuous improvement. With time, “recommended” practices may become “required”. New Codes were released for beef cattle, sheep and equine species. The new swine Code is expected early in 2014. Codes can be accessed at the NFACC website and hard copies are available through industry organizations.

The equine industry, represented by the Saskatchewan Horse Federation and the Saskatchewan Society for Prevention of Cruelty to Animals, has spearheaded initiatives to help more horse owners become aware of the Code and meeting the needs of horses in their care. The Ministry of Agriculture is partnering with the Western College of Veterinary Medicine and Farm Animal Council of Saskatchewan to present back-yard horse seminars covering herd health, hoof care and nutrition at several locations in Saskatchewan this spring. Codes will be handed out to those who attend.

Watch for a location near you and please help promote the sessions.

Livestock Premises Identification (PID) has been introduced provincially. All premises with livestock, including veterinary clinics, should register and get a unique premises number. This can be used to quickly identify livestock operations within a specific area or zone in the event of a natural disaster or for disease tracing. Veterinary clinics will be contacted by a Ministry representative to assist with registration.

Biosecurity remains the best tool for disease prevention. National standards for biosecurity were released in 2012 by the CFIA's Office of Biosecurity, for beef cattle, dairy and sheep and goats. Existing standards were in place for poultry and swine. Implementation Guides accompany the Beef Cattle Standard to help producers apply the concepts to their operation. Farm biosecurity protocols should be developed by producers in concert with their veterinarians. Remember to review your in-clinic and farm-to-farm procedures to be sure you are preventing disease transmission. The emergence of Porcine Epidemic Diarrhea in the US has put the spotlight on biosecurity, as many facilities that thought they had good biosecurity procedures in place have broken with this disease, spread via the fecal-oral route. Canada remains free of the disease but all livestock transporters to the US, or anyone moving animals and trailers between Canada and US should be aware of this disease and be especially vigilant in trailer cleaning and disinfection to avoid introducing the disease here. The Animal Health Unit is working with the swine industry on prevention protocols as well as planning for early detection and preventing spread if this disease does enter Canada.

Provincially, some projects that may benefit your clients through better disease detection and control are:

- Sheep Abortion surveillance - We are supporting a sheep abortion project through Growing Forward 2 (GF2) to assist with diagnostics in cases of sheep abortion. This is the biggest identified production loss in the sheep industry and identifying the cause is the first step in any solution.
- Bovine Virus Diarrhea (BVD) surveillance - Funding continues for BVD diagnostics as well as support for producers to obtain veterinary advice on BVD control strategies if positive cases are detected.
- Johnes Disease Screening and Control projects- GF2 projects are administered by the Saskatchewan Stockgrower's Association (SSGA) for beef cattle and by Sask Milk for dairy herds. The beef program is new and targeted to purebred beef producers. Funding is limited, and offered on a first-come, first served basis.

More information on these programs can be obtained from the Animal Health Unit by calling Dr. Wendy Wilkins at 306-798-0253.

Lastly, I want to thank veterinarians and cattle producers for their response in increasing BSE surveillance in the province. We significantly increased submissions from 2012 to 2013 and Canada has again met the 30,000 per year target. We still need to keep up sampling to prove the effectiveness of our BSE controls; the federal reimbursement program remains in place, so remember to sample when you have the opportunity and remind producers of the importance of BSE surveillance!

> Dr. Dennis Will



SVMA | February 2014 | **8**

Brucellosis: cycles of infection

The diagram illustrates the cycles of Brucella infection. At the center is a circle labeled 'humans'. Radiating from this central node are lines connecting to various animal species, each enclosed in a circle. These species are grouped into three categories by curved brackets:

- Brucella melitensis** (top): goat, goat, sheep, dog, cat, pig, and sheep.
- Brucella abortus** (bottom): cow, cow, cow, and cow.
- Brucella canis** (left): dog and dog.

On the right side, a bracket labeled 'multiple species' groups the following animals: cattle, cow, sheep, and sheep. A dashed line connects the 'humans' node to the 'cow' node in the 'Brucella abortus' group.

Animal rescue groups and organizations are dedicated to the humane treatment of animals, animal population control, education, rescue and adoption. Rescue groups exist for most pet types but are most common for dogs and cats. Some rescue organizations specialize in rescuing animals from specific geographical locations like India, South America, Mexico and Asia. Others are active internationally. They often work in conjunction with local rescue organizations in these international locations. Rescue organizations which import dogs to Canada typically have systems in place whereby the animals are seen by a veterinarian and are placed in boarding facilities or foster homes until homes are found for adoption. Presently there is active importation of dogs from India, Southern USA and Mexico.

Rescue dogs are usually animals that were abused and taken from the owner, or were



conditions. A blood sample was submitted to a laboratory.

The initial laboratory results indicated a suspect *Brucella melitensis*. *Brucella abortus*, *melitensis* and *suis* are reportable diseases in Canada as they affect livestock. The CFIA took control actions while awaiting culture results from the Ottawa Laboratory Fallowfield. CFIA movement controls were removed when the final confirmation on culture was *B. canis*.

Although not a reportable disease, there are Public Health implications with a diagnosis of *B. canis*. **Brucellosis is a zoonotic disease that is highly pathogenic to humans and is one of the most easily acquired laboratory infections.**

Brucella organisms can be found in the male and female reproductive tracts (including testes), placentae, foetal fluids, vaginal discharge (lochia), blood, urine, udder, milk and semen. Several routes of transmission are possible in animals. Infection in humans occurs by direct contact with secretions, ingestion, the conjunctiva, aerosols (nasal mucosa), small skin lesions and possibly intact skin.

Practitioners should consider the hazards of exposure to diseases not commonly found in Canada when examining rescue dogs of international origin.

REFERENCES:

Emerging and Exotic Diseases of Animals; 3rd edition, 2006, by Spickler A.R. and Roth J.A., OIE and the Iowa State University, College of Veterinary Medicine, Ames Iowa, pages 141-143.

Zoonoses: Infectious Diseases Transmissible from Animals to Humans; 3rd edition, 2003, by Krause H, Weber A et al, from the Universities of Giessen, Marburg and Erlangen in Germany, Cornell University New York, Long Island Jewish Medical Center, New York and the University of Zurich, Switzerland, pages 185 - 187.

Clinical Medicine, 6th edition, 2005, by Kumar P and Clark M, from the Queen Mary's School of Medicine and Dentistry, University of London, UK, page 77 - 78.

Veterinary Medicine: A textbook of the diseases of cattle, horses, sheep, pigs and goats, 10th edition, by Radostits O, Gay C et al, (*B. melitensis*), pages 991 - 994.

given up by the owner, or were strays. Stray animals scavenge for food and are exposed to the disease conditions found in their local environment. This includes disease conditions in humans, as well as wild and domestic animals. **Some of the diseases these dogs are exposed to are rare or foreign to Canada.**

Commercial dogs eight months of age or older (with the exception of animals destined for research) simply require a valid rabies certificate for importation into Canada. A rescue group based in California, which routinely collects stray and surrendered animals from Mexico and Southern California, recently brought a shipment of commercial dogs to Western Canada. One of the dogs was taken to a veterinary clinic for acute pain and discharge from a recent castration. The diagnosis for the source of pain was disco spondylitis. The dog was treated for both

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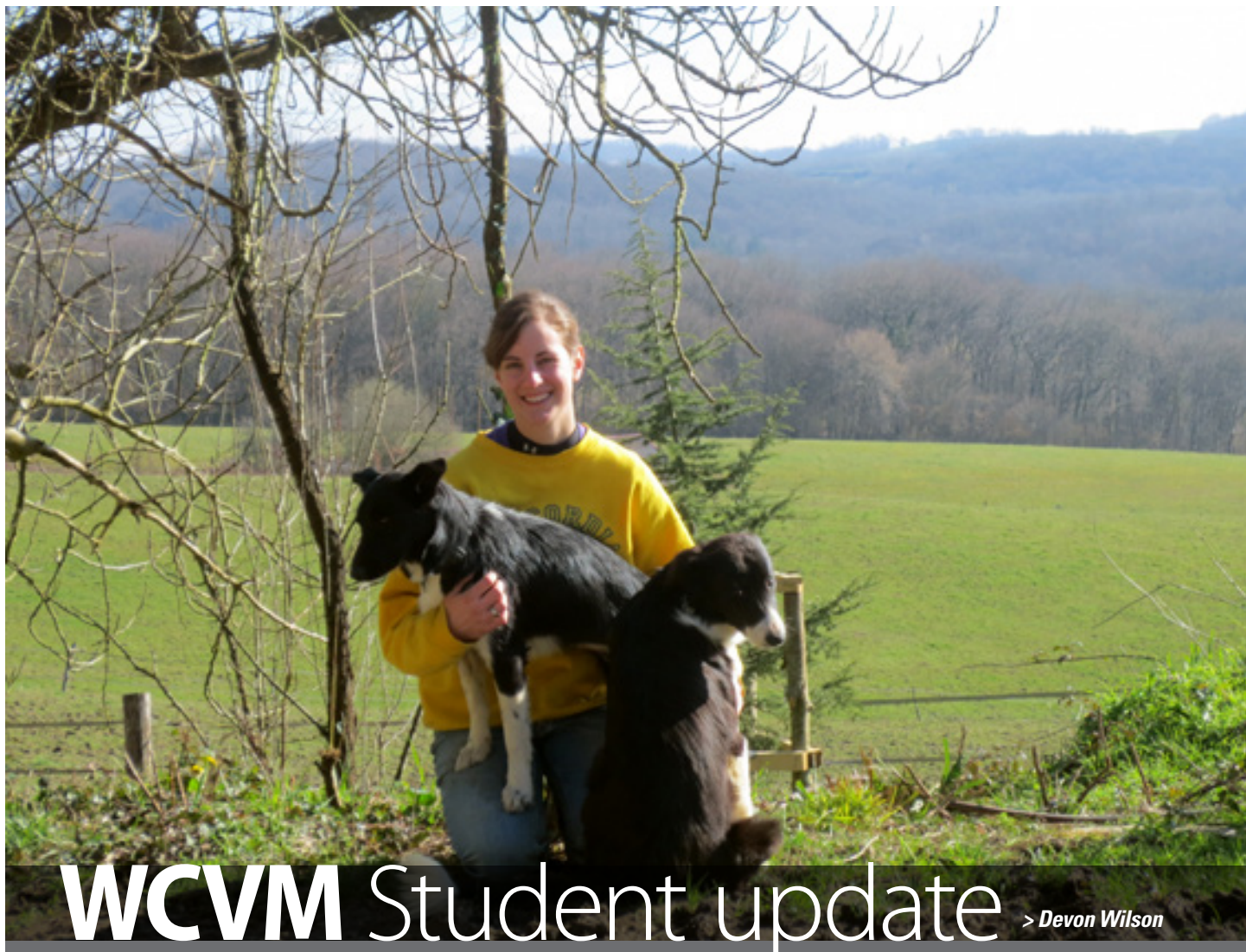


> **Sue Gauthier**

Hello everyone,
and welcome to
the first edition
of SVMA News
for 2014!

A "tip of the hat" to Sharon Murray, who retired from her position in communications with the SVMA at the end of 2013. She directed all aspects of SVMA communications for nine years, from editing newsletters to organizing conferences and everything in between. Her legacy of professional pride will be felt by the entire SVMA for many years to come. Sharon, thank you and congratulations! We all wish you the very best for the future.

This means that the torch must be passed on and my hand is already burning! I come from "back east": a Toronto girl who studied linguistics at Queen's University in Kingston. I spent many working years in communications and administration in Ontario until I moved to Saskatoon with my young family in 2005 and fell in love with this kind, relaxed and community-conscious province. I am very happy to be joining the SVMA and look forward to getting to know our members from all over Saskatchewan!



WCVM Student update > Devon Wilson

On behalf of the WCVM student body I would like to wish the members of the SVMA a Happy New Year. I am currently in my third year at WCVM and am looking forward to starting electives next semester.

As many of you know, the WCVM offers a diverse curriculum to prepare us for careers in veterinary medicine. In both second and third year we take courses in basic and clinical pharmacology. Throughout these courses our professor, Dr. Patricia Dowling, often presents interesting cases featuring pharmacological challenges. In particular, we have focused on cases of uncontrollable infections due to antimicrobial resistance.

We commonly learn about skin, urinary tract and musculoskeletal infections with "superbugs" that are forcing clinicians to move beyond their first choice of antimicrobial. For example, we have learned about the increasing use of antimicrobials with serious adverse effects such as

chloramphenicol and about the controversial use of important human antimicrobials like vancomycin in cases where the client really wants "this" pet. Further considerations such as cost, client convenience and sometimes drug availability or formulation add a layer of difficulty when determining drug therapy, especially in veterinary medicine. I am sure such challenges are becoming familiar to practicing vets, and in the future, will require more consideration due to the potential impact on human health.

As we prepare to practice, I think it is very important to be aware of the need for prudent antimicrobial use and be prepared to think outside the drug bottle when managing these difficult cases. This

is one part of the WCVM curriculum that is always changing to prepare students for the real world. I am grateful that Dr. Dowling challenges us to be cognizant of our pharmacological therapy and presents us with current information in this rapidly changing field.

Of course, student life at WCVM goes beyond chloramphenicol and vancomycin and continues to be full of social events, extracurricular learning and busy school schedules. We are looking forward to another excellent semester and I know many of us are also looking forward to summer and a chance to practice some of the exciting things we are learning. I wish you all the best in 2014.



Animal Health Perspectives

New PDS Disease Surveillance Veterinarian:

PDS welcomes Dr. Anatoliy Trokhymchuk (pronounced "trok him chuk") as our new Disease Surveillance Veterinarian. Anatoliy just completed his Masters of Science degree in Epidemiology in the Department of Large Animal Clinical Sciences, WCVN, under the supervision of Dr. Cheryl Waldner.

Anatoliy will be working with us over the next 2 years to support development of species-specific disease reporting from the PDS Laboratory Information Management System (LIMS) system. He will also be working on a project with the Canadian Animal Health Surveillance Network (CAHSN) network on national disease reporting with a focus on bovine disease.

Anatoliy comes to PDS with a diverse background in veterinary medicine, animal agriculture and more recently food safety. He received his veterinary degree in the Ukraine in 1997 and a further certificate as a veterinary public health inspector in 2004. Anatoliy worked for 5 years in dairy and swine practice in the Ukraine after graduation from veterinary school. He then worked as research associate in veterinary public health before moving to a role as a veterinary public health inspector. From 2004 to 2007 he worked as Director of the Vinnitsia State Veterinary Hospital where he supervised approximately 70 staff in programs involving veterinary public health and disease surveillance. Anatoliy and his family moved to Canada in 2007 where he

WHAT'S INSIDE

New PDS Disease Surveillance Veterinarian 1

Counting sheep, goats.... and worms! 2

Mammary Cytology: To aspirate or not to aspirate...it depends on your question! 3

Bovine Viral Diarrhea Virus (BVDV) surveillance in Saskatchewan 3

'Bovine Fetus Submission Form' available on-line 4

Prairie Diagnostic Services offers Trichomonas foetus real time PCR test on pooled preputial scrapings samples 4

worked for 3 years with Fast Genetics in breeding stock selection and research and development before enrolling in his Masters program at WCVN.



PDS DSO Staff at the 29th Annual Saskatchewan Association of Veterinary Laboratory Technologist (SAVT) Conference:

Doug Walde, Erica Zurowski, Leslie Read, Pauline Gaudette and Kathy Dielschneider (PDS Diagnostic Services Office) participated in the 29th Annual Saskatchewan Association of Veterinary Laboratory Technologists conference held at the Saskatoon Inn from Nov 1st to 3rd. Doug provided two wet labs on sample preparation and packaging.

Erica, Leslie, Pauline and Kathy developed a trade show booth with a "packaging theme" and "manned" the booth throughout the conference.

PDS Fundraising Campaigns in 2013

In October 2013, PDS hosted our first Silent Auction and raised \$1879.00 for the C95 Breast Cancer Marathon.

Our 2013 "Movember" campaign raised a total of \$ 3010.00 through web and anonymous donations; an auction for two dinners prepared by Dr. Bruce Grahm (Veterinary Ophthalmologist, Small Animal Clinical Sciences and Associate Dean [Academic], WCVN); the sale of decorative pens crafted by Brent Wagner (Department Assistant, Veterinary Microbiology, WCVN) and the sale of curry and butter chicken seasoning prepared by Anju Tumber (Head Technologist, PDS Molecular Diagnostics Laboratory). The funds raised are directed to programs run by Movember and their men's health partner, Prostate Cancer Canada.

Counting sheep, goats.... and worms!

By: Chris Wojnarowicz, Veterinary Pathologist, PDS

The last two years have seen a steady increase in sheep and goat submissions to Prairie Diagnostic Services. The accessions for 2011, 2012 and the current year are tabulated below. In the middle of August 2013 the small ruminant submissions nearly equaled those from each of the previous two years. The economic interest in sheep and goat production is likely being fuelled by the overall prosperity of the Prairie Provinces and the influx of an ethnically diverse immigrant population.

Species	2011	2012	2013
Goat cases	174	190	160
Sheep cases	314	339	336

The most frequently diagnosed and the most economically significant condition is nematode infestation, specifically, severe haemonchosis. The disease is most devastating in young/growing animals and there is often an accompanying history of overgrazing and overstocking. It is not uncommon for a producer to go from a few sheep to dozens. The gross findings are always the same and characteristic of profound anemia and hypoproteinemia. The animals affected are usually well nourished individuals that have died suddenly. The body shows striking pallor of all mucus membranes such as, oral (Fig 1), conjunctival (Fig 2) and vaginal/preputial.



Fig 1



Fig 2

Submandibular edema "bottle jaw" (Fig 3) in my experience is less frequently observed, especially in the young.



Fig 3

The internal gross lesions are also associated with anemia and hypoproteinemia. The carcass is pale. The muscles lack their vivid red/mahogany color, instead they are pale pink to tan. So are the lungs, liver and kidneys. Body cavities such as abdomen, thorax and pericardium are filled with a thin, light-yellow fluid (i.e. ascites, hydrothorax and hydropericardium, respectively).

The next diagnostic step is to document the presence of *Haemonchus* worms in the abomasum. The best way to do this is to open the abomasum and gently wash out the contents; paying close attention to the presence of dead/live nematodes. Often the abomasal contents are overtly hemorrhagic (Fig. 4) and rife with 1-2 cm long, red, adult *Haemonchus* worms--still alive in fresh carcasses!



Fig.4

This is followed by examination of the helminths under the dissecting microscope which reveals the spiral white ovaries against the blood-filled gut (Fig 5), hence the nickname, "barber pole worm".

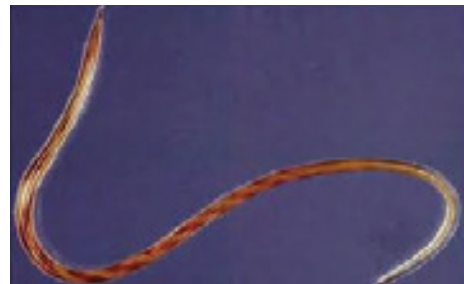


Fig. 5

The last step in the diagnostic process is fecal flotation which quantifies the egg number and allows for determination whether other parasites are present. Often a lamb is infected with other trichostrongyles such as *Trichostrongylus axei* and *colubriformis*, *Nematodirus* spp and coccidia (polyparasitism).

Microscopically, there is diffuse periarterial necrosis in the liver, due to hypoxia, and remarkable absence of blood in all tissues.

Haemonchus is a highly efficient egg producer. Under optimal environmental conditions the eggs reach L1 stage after 24h. This is followed by L1 to L3 transition within 5 to 6 days. Ingested L3's molt into L4 and preadults in the abomasum, their final destination point. Under certain circumstances the development is arrested at L4 stage ('hypobiosis') and resumes after 4-6 months; thus, ensuring even greater pasture contamination, ready to infect the spring-born lambs/kids.

The health problems associated with internal parasites are obviously important but are only one of many health problems in small ruminants. Increases in the goat and sheep population will lead to more queries regarding their health and productivity. For me, one of the most informative resources has been the website of the American Association of Small Ruminant Practitioners (www.aasrp.org). This organization is dedicated to the health and welfare of sheep, goat, South American camelids, deer and elk. The annual subscription for Canadian veterinarians is a modest \$105.00 US and you gain access to a discussion forum to post your questions, get advice and, in general, swap sheep/goat health cases.

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Mammary Cytology: To aspirate or not to aspirate...it depends on your question!

By: Hilary Burgess, Veterinary Pathologist, Department of Veterinary Pathology, WCVN

Mammary tumors are commonly encountered in companion animal veterinary practices. In dogs, 41-53% of mammary tumors, and in cats 85-93% of mammary tumors, are malignant, based on histologic evaluation. Histologic evidence of infiltration into surrounding tissue or vessels is one of the most important criteria for predicting behaviour.

Although cytology of mammary masses can be effectively utilized to differentiate inflammation from neoplasia, or to rule out alternate tumor types (e.g. mast cell tumors), the presentation of mammary masses as a continuum from hyperplasia to adenoma to carcinoma makes evaluation of behaviour difficult. The variable appearances within some tumors, which may not be represented on a single fine needle aspirate, and lack

of architectural features, such as invasion, further reduce the ability to cytologically differentiate benign from malignant lesions. Several studies have evaluated the correlation between histology and cytology of mammary masses. In two of these studies only 42% and 54% of the mammary carcinomas were correctly identified, with two benign lesions being diagnosed as malignant in each of the studies. In a third study, the sensitivity of detecting malignant tumors was 17-25%, varying with pathologist. These studies provide evidence that the cytologic appearance of mammary neoplasms does not correlate well with the histologic behaviour. Few studies have reported higher accuracy than those listed above; however, these have tended to limit their statistical analysis to conclusive diagnoses (excluding those suspicious, but not conclusive, for

malignancy), or have tried to capture the sometimes misleading variable morphology of these tumors through multiple samples.

Before pursuing any diagnostic test, it is important to consider what information you require from the test, or more specifically, what is your diagnostic question, and what information is the test realistically equipped to provide. In the case of mammary masses, cytologic evaluation can help to confirm the process (i.e. inflammation vs. neoplasia); however, it has been proven insensitive to differentiate benign from malignant neoplastic lesions. Currently, preoperative incisional biopsy and postoperative excisional biopsy followed by histopathologic examination offer the best methods to determine diagnosis and prognosis of mammary tumors.

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Bovine Viral Diarrhea Virus (BVDV) surveillance in Saskatchewan

By: Dr. Wendy Wilkins, Disease Surveillance Veterinarian, Ministry of Agriculture

In the fall of 2103, the Ministry of Agriculture initiated a one-year pilot project for the detection and control of BVDV in Saskatchewan beef cattle. The Ministry is pleased to announce that, consequent to a positive response by veterinarians and producers to the project, BVD screening and control will now become an on-going surveillance initiative funded under Growing Forward 2.

The project is based on testing skin biopsies from deformed, aborted, sick or dead calves for

BVDV to detect the presence of persistently infected (PI) animals, and veterinary consultation services to discuss and design customized BVDV control strategies for herds with BVDV. The skin test detects the presence of PI animals, the main cause of BVDV spread within and among herds. Veterinarians can collect samples from cases submitted by producers or animals seen during daily practice. Each veterinary clinic that expresses interest in participating will be sent sampling supplies

and instructions, as well as pre-printed shipping labels for sending samples to Prairie Diagnostic Services in Saskatoon. Producers can collect skin biopsies from suspect cases (an ear notch is the preferred method), but are asked to contact their local veterinarian for collection and submission instructions.

In addition to testing, this project will also provide follow-up when a PI animal is detected. The producer will be provided with information on BVDV and its

control, and will be encouraged to contact their veterinarian to set up an on-farm consultation to discuss and design a BVDV control strategy specific to their operation. Producers will be required to pay any resulting veterinary fee up-front, but will be reimbursed by the project up to a maximum of \$500 per herd.

For more information on the BVDV surveillance and control project contact Dr. Wendy Wilkins, Disease Surveillance Veterinarian at 306-798-0253 or wendy.wilkins@gov.sk.ca

'Bovine Fetus Submission Form' available on-line

By: Chris Wojnarowicz, Veterinary Pathologist, PDS

The 'Bovine Fetus Submission form' is available on the PDS website. To access the form go to the PDS website (www.pdsinc.ca); select "Resources" from the top toolbar and click on "Forms". The forms are listed alphabetically

The 'Bovine Fetus Submission Form' is based on a time-tested fetal worksheet that has been used in the PDS postmortem room for many years. The form will assist the practitioner in completing a thorough and organized fetal dissection.

The measurement of the 'crown-rump length' will allow an approximate age of the fetus to be calculated. The main body of the form consists of a check list of all the tissues that should be collected and submitted as formalin-fixed, fresh or frozen samples.

Under 'Split Femur' the acronyms 'GAL' and 'GRL' stand for 'growth arrest line' and for 'growth retardation lattice' respectively. Both lesions have been associated with fetal BVDV infection. If you are unable to split the femur at the time of dissection, please remove the

entire femur and submit the whole femur to us--we will do the work for you.

Page 2 of the form provides additional room for the dam and herd history.

This form should come in handy when a practitioner is called to investigate the cause of bovine abortion. It provides a regimented approach to tissue collection and as such, will hopefully help us in our pursuit of establishing an etiologic diagnosis.

Prairie Diagnostic Services offers *Tritrichomonas foetus* real time PCR test on pooled preputial scrapings samples

Prairie Diagnostic Services (PDS) is pleased to offer a real time Polymerase Chain Reaction (PCR) for *Tritrichomonas foetus* (TF) test on pooled preputial scrapings samples inoculated in the "InPouch™ TF" medium (BIOMED Diagnostics)".

TF infection remains one of the most important production limiting diseases for the cattle industry and performance of screening tests for the presence of the organism in potential carrier bulls have been addressed over the last few years. Not long ago, the diagnostic standard test to determine a negative bull was three consecutive TF-negative cultures from preputial scrapings collected one week apart from mature bulls and inoculated in the Diamond's (Hardy Diagnostics) or InPouch TF media; however, the sensitivity and specificity of this test are very low, in addition to intensive and time consuming labour for microscopic examination of cultures.¹ Over the last few years molecular diagnostics laboratories have offered a conventional PCR test on preputial scrapings inoculated mainly in the "InPouch™ TF" after incubation at 37°C for up to 5 days. This conventional PCR test has better detection rate of TF (i.e. greater sensitivity, specificity and overall more efficient than the culture method).²

Based on these observations, we had strongly recommended to our clients the conventional PCR test over the TF traditional culture and microscope examination.³

Since January 2009, the PDS Molecular Diagnostics lab has been offering real time PCR for TF test. This new generation of PCR has shown increased accuracy of testing and reduced turn-around-time over conventional PCR. For the real-time PCR, preputial scrapings are collected, inoculated into the "InPouch™ TF" medium and incubated at 37°C for up to 2 days (at the clinic or at the lab). Samples are processed using commercial DNA extraction kits and TF specific primers and probes.¹ The test has been run on individual samples. The PDS Molecular Diagnostics laboratory has now validated, and is pleased to offer, the current real-time PCR test on pooled samples (up to 5 preputial scraping samples), to attempt to reduce the cost of testing multiple animals. As usual, preputial scrapings are collected from individual animals, inoculated in the "InPouch™ TF" medium and incubated at 37°C for 2 days at the clinic prior to shipping samples to the laboratory. Sample pooling is done at the laboratory, as aliquots from individual samples are pooled together for further PCR testing. Please note there is a

slight decrease in test sensitivity when using the pooling system; therefore, it becomes critical that initial sample collection and incubation are done properly, as indicated above, and that samples are not exposed to freezing prior to incubation. Refrigeration or freezing do not affect the quality of sample anymore, once it has been incubated at the clinic for the two days; however, if samples cannot be incubated at the clinic, we strongly recommend that every effort be made to avoid freezing during sample shipment, especially during cold weather.

Cost for testing individual samples is currently \$34.00 and \$37.00, respectively, for in-province and out-of-province submissions; an additional \$5.00 will apply for pooled samples. If you have any questions, please contact the PDS Diagnostic Services office at 306.966.7316 and your call will be directed to the Molecular Diagnostics laboratory.

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READERS' FEEDBACK

The **Animal Health Perspectives** editorial team (Dr. Moira Kerr, Crystal Wagner and Kathryn Tonita) invite readers' comment on any material published in the newsletter or questions on material submitted by contributors.

Submit your comments or concerns to Dr. Moira Kerr (email: moira.kerr@pds.usask.ca) and they will be forwarded appropriately.

To be added to the distribution list for the electronic link, email: crystal.wagner@gov.sk.ca

Introducing the SVMA Practice Inspector

> **Darlene Tingtved**

Greetings! Coming from an inspection background with almost 25 years spent in various capacities with the Canadian Food Inspection Agency (CFIA), I joined the SVMA as a practice inspector in May of 2013 under the guidance of Dr. Sue Hunt.

I graduated from Kelsey Institute of Applied Arts and Sciences in Saskatoon in 1978 with an Animal Health Technology diploma. After graduation, I worked at Poundmaker Feeders in Lanigan, then went on to manage a farrow-to-finish hog operation for a number of years.

In 1988 I began working as a meat inspector with the CFIA in Moose Jaw. In my years with the CFIA, I have assumed various roles. While working as a meat inspector, I was a HACCP Auditor, a beef and hog grader and was

involved in developing a training program and training new inspectors. I was an inspector in Moose Jaw at the beef and hog plant and at various domestic plants in the south west area of the province for the first 17 years of my career with the CFIA.

I moved into an Animal Programs Inspector position in 2005. The Moose Jaw District was comprised of an area that extended from Davidson to the US border and from Chaplin to Stoney Beach. This meant many miles and many varied situations to deliver the programs that are under CFIA's mandate. This work included testing and taking samples from various species for disease control, monitoring and response. It also involved doing Humane Transport and CCIA inspections and being involved in disease

response. I took on a training role in both Humane Transport and Bio-Containment. When the Moose Jaw and Regina offices of the CFIA amalgamated, I decided to leave the CFIA at the end of March 2013 to explore other opportunities.

My husband and I operate a small farm by Mortlach SK. We have cattle, horses, two dogs and a donkey. I train and show horses as a hobby and lifelong passion, competing in various events including reining and, at the present time, mostly Saskatchewan Reined Cow Horse events.

I find my work as a practice inspector very interesting and I cannot thank Dr. Hunt and Dr. Currie enough for their assistance and for the opportunity to take on this role.



In Memoriam

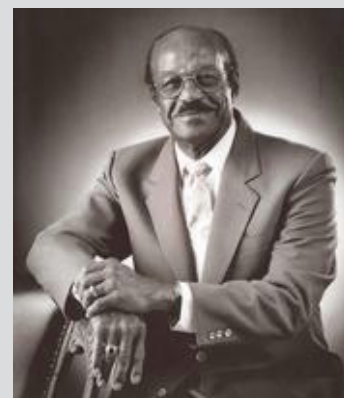
We are saddened to announce the passing of Dr Manley F. Robinson, Dec 6, 2013 in Calgary. Dr. Robinson was a highly distinguished and celebrated member of the SVMA.

After he married in 1956, he received his DVM from Michigan State University and then moved to Canada. His career took him from Prince Albert to Milestone to Canora, where he established the Parkland Veterinary Clinic in 1958.

Over the years, Dr Robinson was an avid professional, in veterinary practice and as a

contributor to the SVMA, serving on council and on several SVMA committees. He is remembered for his professionalism and high regard for and from his colleagues. He is fondly remembered by his four children, seven grandchildren and eight great-grandchildren. Funeral services were in Regina and Canora, interment in Regina.

Those wishing to make expressions of sympathy may make donations to a charity of donor's choice as tokens of remembrance. Further information can be obtained at lesonsfuneralhome.ca.



Manley F. Robinson, DVM

July 31, 1922 – Dec 6, 2013

Have something to say to the Membership?

Letters to the editor are always welcome and encouraged! Send your letter via email to sgauthier@svma.sk.ca and watch for it in the next issue of the newsletter.

SAVT Update

> Jan Erickson RVT, RLAT



My career as a research veterinary technologist over the past thirteen years has been an exciting journey. After graduating from SIAST in 2001, I married that fall and began working with the Vaccine Infectious Disease Organization the day after my honeymoon ended! And now, to my pleasure and surprise, I was voted in as this year's President Elect! As a minority in the veterinary technology profession as a whole, I have a lot to learn from sitting on the board and, hopefully, a meaningful new perspective to bring.

I am quickly learning that the SAVT is a very busy organization! The 29th annual SAVT conference was held at the Saskatoon Inn in November 2013. The weekend began with the annual wine and cheese reception and registration. Many were pleased to have their SCAT "Men With Cats" signed by the one and only Greg Johnson, 'Tornado Chaser'. The tradeshow hosted some new vendors with great products.

The Saturday talks began with an upbeat presentation by Dr. Jayne Takahashi, DVM, MBA. 'Making your Services "worth it" for your Clients' did not disappoint! Her advice on communication skills and methods to

ensure clients of the value of our services were exciting and innovative. Other Saturday presentation topics included safe handling of horses, pain assessment in cats, parasite control, career development, obesity in dogs, dog body language and handling, field service opportunities for RVTs and more. With my background in bio-containment, I enjoyed a presentation by Dr. Sandra Stephens entitled 'Emergency Preparedness- Planning for Extraordinary Events'. Jolene Watson, RVT, MBTI Certified Practitioner gave another inspiring presentation on feeling empowered and motivated to achieve our full potential in our professional and personal lives.

Our AGM was held over the lunch hour. Mikaela Thrasher, RVT, Laura Ostrander, RVT and myself were elected in as new Board members. The members also voted for the CNIB Guide Dog Assistance Fund as SAVT's charity of the year for 2014. Ensure you visit this wonderful organization's website at www.CNIB.ca

A wonderful array of performers made this year's banquet one not to be soon forgotten. A caricaturist, a balloonist, a magician, a snake charmer and more made the ballroom feel more like a state fair! Congratulations

to the veterinary technologists who celebrated their 10, 15, 20, 25 and 30 year anniversaries in the field. Huge congratulations also go to the 2013 award recipients: Veterinarian of the Year, Dr. Colin Palmer; SVMA Technologist of the Year, Wendy Fernets, RVT; Conference Appreciation Award, Sandy Hass, RVT; and the SAVT Appreciation Award, Dr. Joanne Post.

The Sunday wet labs held at WCVM were also well received. Titles included 'The Differential Count', 'The Five W's of Wildlife Immobilization' and 'PDS - Proper Samples/ Packaging and Forms'. I attended the abstracts, enjoying interesting and timely presentations on contamination in ground beef, employment opportunities in the zoological field and dealing with dogs in northern communities, to mention a few.

The SAVT has a busy and exciting year in store for us in 2014, including the 30th Anniversary of our conference. I encourage all of you to visit our website to stay current. I'm looking forward to learning about our Association and its role in our profession.

A safe and happy 2014 to you all!

Congratulations to

Rhonda Barnsley,
recipient of SVMA's
2014 Student Award
of \$500 for a student
registered in their
second year of the
Veterinary Technology
Program at SIAST,
Kelsey campus!



When you need to know – consult a librarian

The Veterinary Medicine Library at the University of Saskatchewan provides service for veterinary practitioners in the four Western Canadian provinces for a nominal fee. A professional librarian with access to the most relevant databases and collections will ensure you get the best, most up-to-date, most pertinent information on your topic. Check out www.tinyurl.com/USaskVet or email vetlib@library.usask.ca.



Veterinarians and welfare at animal shows

> Dr. Alex Livingston

Photo: WCVIM

In any rural area there will always be animal shows; these can range from Agribition to the “most handsome goldfish” show. What animal shows all have in common is the inherent responsibility to consider the welfare of the animals exhibited. At the biggest and best organized shows all aspects of animal welfare are typically documented and covered, but at the smaller shows there are sometimes areas of concern.

The duties of veterinarians at all shows are fairly consistent. There is the responsibility to ensure the animals are healthy and no infectious diseases are present (since a show will ensure a wide dissemination of any disease), to ensure the animals are treated and handled in an appropriate manner and to ensure the needs and welfare of the animals are satisfied.

In consultation with the show organizers, it is prudent to have a checklist available before the show that will cover the welfare aspects. Of course in the case of large shows this will already exist, but for smaller, local shows it might be worthwhile putting something together. Such a list might contain, for instance, some of the following:

- date, nature of show, site of show
- number of animals expected
- accommodations required, housing and exhibiting
- stewards and assistants and qualifications
- veterinary attendance or on-call
- any licensing
- safety of public and staff
- emergency access and plans
- loading and unloading
- water and food availability and storage

“ What animal shows all have in common is the inherent responsibility to consider the welfare of the animals exhibited.

With regard generally to the welfare of the animals in the show, a rough but useful guide might be the list of the five freedoms suggested for research animals; the list is as follows:

1. freedom from hunger and thirst – i.e. appropriate amounts of food and a supply of clean potable water
2. freedom from discomfort – i.e. adequate bedding and housing and appropriate surroundings
3. freedom from pain, injury and disease – i.e. what the veterinarian will normally be checking for anyway
4. freedom to express normal behaviour – this could cover holding pen size and proximity of same or different species, i.e. herd species like proximity, birds of prey do not
5. freedom from fear and distress – again this can be with housing and proximity but can also cover issues like public access, and public access with dogs, for instance.



Animal shows are organized for the benefit of the public, both as patrons and exhibitors. Organizers must remember that the health and welfare of the animals being exhibited, be they a humble goldfish or a champion bull, is also of paramount importance.

All veterinarians should take the time to inform their clients, who intend to participate in shows, of the importance of welfare considerations in regards to their pets and to ensure those responsible for animal welfare are advised about issues concerning their particular animal.

Canadian Veterinary Medical Association (CVMA)

One Profession. One Strong Voice.

CVMA strives to address issues of relevance to veterinarians across the country. We're pleased to provide you with an overview of what the CVMA has recently been working on for you, our valued members in Saskatchewan.

Strength in Collaboration

Your support as a member of the Canadian Veterinary Medical Association (CVMA) is important so that we may continue to be the influential organization that Canadian veterinarians need as our profession faces many challenges of the changing times. Your membership not only contributes to strengthening our collective voice on the national and international scenes, but also ensures the CVMA's ability to defend our profession and advance the interests of all veterinarians.

A joint Task Force of representatives of the provincial veterinary regulatory bodies and CVMA has developed a collaboration proposal. This proposal has been approved in principle by 7 out of 10 provinces and CVMA and is now being further considered by the Registrars. Most of the services CVMA provides benefit the entire profession and many of

them serve the public, directly or indirectly. Collaboration among the regulatory bodies and with CVMA creates efficiencies by eliminating duplication of processes and strengthens the effective flow of information and knowledge across all provinces.

At the national level, CVMA provides the forum to create one voice for the profession through seeking input from members, veterinary medical associations, species groups and regulatory bodies. CVMA represents Canadian veterinarians in key government discussions on national and international issues to ensure that important decisions that may affect veterinary practice will not be made by others without veterinary input. Our profession must be engaged in national and international issues and show leadership in areas such as antimicrobial stewardship,

regulations of extra label drug use, use of compounded drugs and telemedicine. Canadian veterinarians must show leadership on animal welfare issues such as cosmetic surgery, euthanasia and pain management. CVMA is participating in the development of food animal codes of practice and developing and maintaining the Canadian cattery and kennel codes of practice. CVMA's two journals provide the only national platform for peer-reviewed research. Our work-life balance and business management services, including CVMA's suggested fee guides and our very competitive insurance program are just some of the benefits and services that support the needs of CVMA members.

We are a small profession, and the proposed collaboration aims at more equal participation and contribution of all Canadian veterinarians to outcomes that benefit the entire profession and the public.

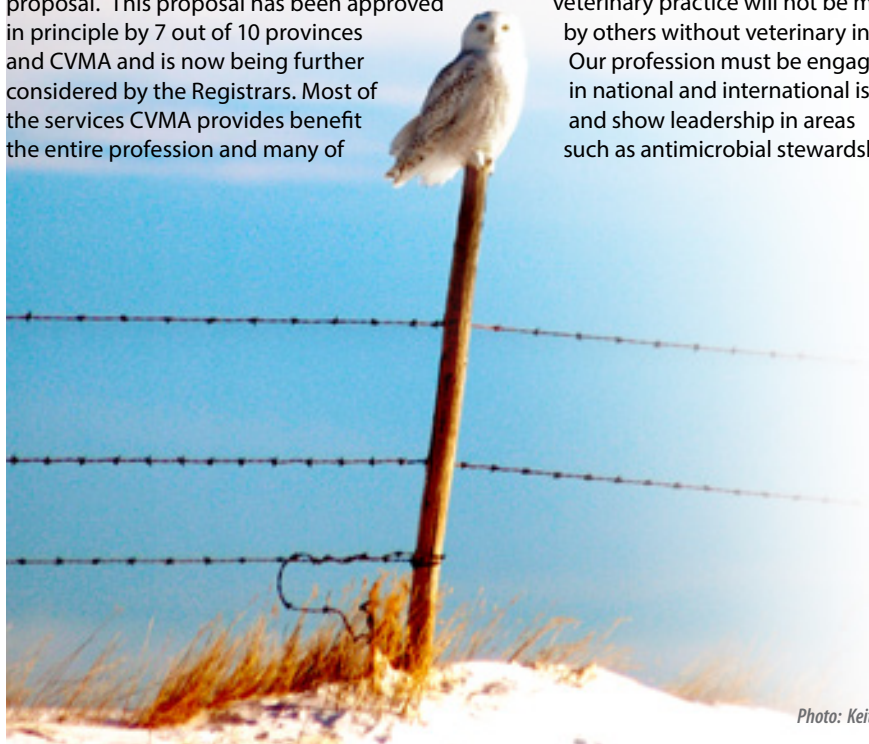


Photo: Keith Ecklund



CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRAIRES

Questions or Suggestions?

Contact your CVMA National Office
at admin@cvma-acmv.org or

1.800.567.2862.

Contact your provincial Council
Representative, Dr. Terri Chotowetz at
tchotowetz@gmail.com.

Practice Inspection Fees

“ The practice inspection program is critical to our survival as a self-regulated profession

There have been a lot of questions and lively discussions amongst the Saskatchewan Veterinary Membership regarding the newly instituted fee schedule for practice inspections. At the September 6, 2013 SVMA Annual General Meeting, members in attendance voted to support both an increase in inspection fees and a change in how the fees are paid. Rather than a single payment at the time of inspection, practices are now required to pay an annual fee. From the perspective of the Practice Standards Committee, we wanted to provide some information regarding how and why this recommendation to Council, and ultimately to the Membership, was made.

As per section 13(2) of The Veterinarians Act, 1987:

For the purposes of clause (1)(y):

(a) no member engaged in the practice of veterinary medicine, serving the public on a fee for service basis, is exempt from practice inspection;

(b) practice inspections are to be performed on a rotational basis so that members are not inspected again until all other members engaged in public practice have been inspected unless the member is subject to reasonable follow-up inspection as a result of issues identified in practice inspection;

(c) the cost of practice inspection is to be borne by a separate association assessment of all members subject to practice inspection.

We are a self-regulated profession. Practice inspection is a legislated requirement for those members engaged in private practice. Practice standards are developed and must be adhered to in order to serve and protect the public. This legislation also requires that all practices carry the aggregate cost of the practice inspection program.

Section 34 of the Bylaws of the SVMA discusses the roles and responsibilities of the Practice Standards Committee (PSC); section 35 of the Bylaws discusses the details of practice inspections, including the following:

35.9 “Every practice owner shall pay to the secretary-treasurer of the association the practice inspection fee as stated in the

fee schedule as approved at the annual general meeting for each year by the 30th of November of each year. The fee must be paid in full; payment by instalments is not acceptable.”

One of the concerns about the new system is about the overall increase in price. The inspection process is one of cost recovery and costs in many areas have risen in Saskatchewan. Also, a practice inspection program involves much more than an inspector spending a day or part of a day at a clinic; there are costs for the program throughout the year, every year. A known, set amount of funding is needed every year so the SVMA can appropriately budget and manage the cash flow of the Association. An annual fee from each practice allows for this stable funding to occur. As above, these costs must be borne by all practices. The fees for a particular clinic are used not only for that clinic but for the program as a whole. Not only must the Practice Inspector's (PI) salary and travel expenses be paid, but the SVMA staff must also spend time organizing files, assisting in preparations for inspections, and assisting the PSC and PI. This time is required both for compliant and deficient practices.

For the reasons explained above, the PSC recommended to Council to approve this change in the fee schedule for practice inspection. The practice inspection program is critical to our survival as a self-regulated profession.

Although there have been some complaints about it, it is important to keep in mind the change underwent due process. The change was proposed and discussed at a Practice Standards Committee meeting, the motion was put to a vote and it passed. It was then presented before Council, discussed at length, put to a vote and passed. It was then presented at the Annual General Meeting, discussed, put to a vote and passed by members present. There were three democratic opportunities to prevent this change, but the Membership has spoken and has clearly indicated that it is in favour.

Although some members do not agree with the new system, complaining to the Registrar after the fact will not accomplish anything. There are avenues available to all members for enacting change. As with any aspect of this organization, we strongly encourage anyone to become involved with this or any other committee so that we have a good representation of voices and opinions.



Cost benefit 101:

Pricing hamburgers

“ Practices that lower their fees end up working harder for the same or less income.

> **Darren Osborne, OVMA**

My brother-in-law, “Chef,” used to operate a restaurant that sold burgers for lunch. The restaurant was located near a university campus that had a steady flow of clientele who were hungry and ... frugal. Burger sales were great but a lot of the students complained that the burger was too expensive. Some business students, being self proclaimed experts in supply and demand, recommended to my brother-in-law that he lower the price of the burger so he could sell more. During a meeting between Chef and his manager, the idea of lowering the burger price came up for discussion.

“I really think we need to lower the price”, Chef said. “A lot of people are complaining about the price.”

His manager picked up a pencil and asked the following questions:

How many burgers are we selling now?	15 per day
How much does a student pay for a burger?	\$11
How much does a burger cost us?	\$7
How much would we have to lower the price?	\$2

After some simple calculations, the manager looked up with a grimace. “Could you sell twice as many burgers at \$9?” he asked.

“No,” Chef said, “we might sell five more at the most”.

“Then we should stay with the current price,” the manager offered. “If we lower the price by \$2 we lose \$30 from existing sales of 15 per day. Because our new profit per burger has fallen from \$4 to \$2, we would need to sell 15 more burgers to make up for the \$30 loss.”

“Wait,” Chef said, “You are telling me that if I lower the price by \$2 and sold twice as many burgers we would only break even?”

“Exactly,” the manager said.

“So what do we do about the complaints?” chef asked.

“Ignore them,” was the reply.

The problem of pricing burgers is a management problem. It has little to do with taste, presentation or the location of the business; the issue and the solution are both rooted in management. A lot of the problems facing the veterinary profession are similar to the burger pricing problem facing my brother-in-law. People are complaining about the price and the knee-jerk reaction from most is to lower fees to appease the complaints. They go on to rationalize that increased volume will offset the lower fees and they will be better off as a result. In reality, this rarely happens. Practices that lower their fees end up working harder for the same or less income.

Many of the problems facing the veterinary profession can be solved by managers. The “manager” can be the veterinarian or a bona fide practice manager. The burger problem did not involve complicated financial calculations and a computer. The problem was solved with a pencil, paper and good management.

Clearly, veterinary medicine is a world away from flipping burgers, but management is management. Lowering fees rarely increases demand for veterinary medicine. Several practices have solved the problem with decreasing demand by maintaining fee levels and changing the way they manage their client communication.

SVMA/CVMA can help you with your management. If you have a management question, please do not hesitate to call Darren Osborne or Terra Shastri with the CVMA Business Management Program.

Reprinted from OVMA Focus, Nov/Dec 2013




Photo: WCVN

2013 – 2014 Council

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Feeling overwhelmed?

Professional counselling services are available to active members of the association. The parameters are on the members' side of the website, www.svma.sk.ca.

On the move? If you change employers, phone number, email or leave the province, you must notify the SVMA office in writing. Fax to 306.975.0623, email svma@svma.sk.ca, or snail mail 202-224 Pacific Ave, Saskatoon SK S7K 1N9.

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O'MORROW, Colleen	Nov 4

EDUCATIONAL TO GENERAL

BAUER, Bianca	Jul 1
NEW, Dallas	Jan 1
ROBINSON, Katherine A.	Jan 1

SABBATICAL TO GENERAL

HERMANSON, Karen M.	Jan 1
HOLMAN, Stacey Jean	Jan 1
RABUKA, ESTHER	Jan 1
TIESSENS, Yvonne	Jan 1

T-LIMITED GENERAL

JIMENEZ LOZANO, Maria Angeles	Dec 1
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EDUCATIONAL TO LIMITED GENERAL

SATHYA, Suresh	Sep 1
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SHORT TERM

ADAMS III, William M.	Jan 6 – Jan 17
ANTHONY, James	30 day – Jan 1
HERING, Adam	30 day - Oct 29
.....	30 day - Jan 1
HODGE, Judy	Nov 19 – Dec 19
LAWRENCE, Collin	Oct 28 – 31
MOSLEY, Craig	Oct 28 – Nov 12
.....	Jan 6 – 20
TIESSENS, Yvonne	30 day - Oct 7
ZUR LINDEN, R. Alexander	Nov 12 – 22

GENERAL TO SHORT TERM

ALLEN, Robert W.	30 day - Jan 1
ATKINS, Gordon	30 day - Jan 1
DULL, Natasha	30 day - Jan 1
HALTER, KIRSTEN	30 day - Jan 1
MITCHELL-ROBERT, Krista	30 day - Jan 1
SOUCY, Jocelyn Cecilia	90 day - Jan 1
STEWART, Rebecca	30 day - Jan 1
ULMER, Andrea	30 day - Jan 1
WALKER, Lacey J.	30 day - Jan 1
WOHLGEMUTH, Nadine	30 day - Jan 1

SABBATICAL TO SHORT TERM

JANZEN, Alisha	30 day - Jan 1
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GENERAL TO SABBATICAL

BURGESS, Hilary	Jan 1
MAYER, Monique N.	Jan 1
PETZ, Magdalena P.	Jan 1
PINTO, Kathryn Romany	Jan 1

GENERAL TO EDUCATIONAL

HUNG, Germaine	Jan 1
SUKUT, Sally	Jan 1

T-EDUCATIONAL

WILSON, Sarah A.	Jan 1
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GENERAL TO SOCIAL

HARASEN, Karen I.	Jan 1
PETRENY, Joe N.	Jan 1
POST, Joanne N.	Jan 1
RUSSELL, Douglas H.	Jan 1

LIFE-PRACTISING TO NON-PRACTISING

BARTH, Albert D.	Jan 1
KESSLER, Gerald A.	Jan 1
KLEMMER, Alan D.	Jan 1
TOWNSEND, Hugh G.	Jan 1
WEEKS, Fred J.	Jan 1

SOCIAL TO NON-PRACTISING

WOBESER, Gary A.	Oct 21
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RESIGNED

ARROYAVE, Julian	Dec 31
BRYAN, Brenda	Dec 31
CAVE, Jennifer	Dec 31
CORY, Neil A.	Dec 31
DOLAN, Meghan	Dec 31
FORSTER, Lorraine	Dec 31
GIRGIS, Emad	Dec 31
HUNT, Susan	Dec 31
IBRAHIM, Ossama	Dec 31
JONES, Mary	Dec 31
LOTTON, Adrienne	Dec 31
MAXWELL, Keri	Dec 31
MONTEITH, Catherine	Dec 31
O'CONNOR, Brendan P.	Dec 31
PHARR, John W.	Dec 31

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BSE	inside back cover	Universal X-Ray	inside front cover
McCarthy & Sons	Page 17	Western Financial Group	outside back cover
Jackson & Associates	inside front cover	WDDC	inside front cover

The following BSE ad, supported by Alberta and Saskatchewan cattle industries, veterinary associations and governments will be running in the Western Producer through the winter. Veterinarians may get questions about BSE or requests for BSE testing as a result. BSE test numbers did increase in Saskatchewan last year by about 50% thanks to increased awareness.

BSE Surveillance is Everyone's Responsibility: Do Your Part



Test me for BSE

Help keep Canadian beef markets open by supporting BSE surveillance.

Contact your veterinarian to assess and collect samples from eligible cattle for BSE testing.



Saskatchewan: **CFIA toll-free number 1-877-727-5273**
or **www.Saskatchewan.ca/BSE**

Alberta: Call **310-FARM (3276)** or **www.agriculture.alberta.ca/bse**

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