

ANNUAL MEMBER'S REPORT 2013-14



MESSAGE FROM THE CHAIR

“It is easy to sit up
and take notice.
What is difficult is
getting up and
taking action.”

Al Batt, American writer



Each year, in conjunction with the Canadian Animal Health Institute's Annual Meeting, I look to this Annual Report as a reflection of the previous year's accomplishments. I view it as a report card highlighting new ideas, projects and partnerships forged over the course of the previous year. While only a reflection of the many tasks undertaken on behalf of our industry, it provides each of us with encouragement on the progress the staff supported by a dedicated coalition of volunteers has accomplished. Regardless of the complexity of an issue, if it has the potential to impact human, animal or environmental health, CAHI not only takes note, but where appropriate, takes action.

No activity is more prominent than the government relations advocacy work of the CAHI. As someone who engages infrequently with government, I find it difficult to accept the disparities in the pace of change in what I've seen recently between federal and provincial regulations. While federal timeframes are measured in years despite CAHI's efforts to enact reforms to modernize the Food & Drugs Regulations, it seems like overnight, provincial environmental ministries are able to legislate "extended producer responsibility" requirements on these same industries. This shifting of responsibility for the management and disposal of waste packaging and un-used product from municipal/provincial-funded programs to industry-led platforms leads one to predict there will be even more demands on our stretched corporate resources (both financial and human) in the future. The time is now to solidify relationships with groups with like challenges and experiences.

Full Members will be asked to support a stewardship "levy" which, if approved, will commence in January 2015. While a bold initiative, by implementing a voluntary program in the absence of regulation, the

intent is to demonstrate to provincial ministries of the environment that an industry-led and managed program will meet the needs of producers and the environment. The success of the two pilot programs, where unwanted animal health products were collected from farmers in Ontario and volumes collected increased from 900 kgs in the first year to 4,400 kgs in the next collection, is testament to the engagement of producers in management of this waste.

Similarly, it wouldn't have been possible for an industry to agree to phase-out the use of the medically important growth promotants without the collective support garnered through the expertise of the CAHI membership. This is a significant commitment on the part of our industry to address a perceived risk to human health. It behooves our industry to remain united and support science-based dialogue as more products will undoubtedly come under public scrutiny in the months and years ahead. At the same time, we need to demand that federal and provincial governments close the risk management gaps that exist with use of antibiotics, particularly OUI and API. It would do no good to overregulate the regulated industry while leaving the door open to use of non-approved product.

Do take the time to reflect on the past year's accomplishments. On behalf of the Board, thank you to each of you who commit your time and energy to the Canadian Animal Health Institute.

Lastly, a heartfelt thanks to our hard-working, dedicated staff.

Respectfully submitted,

A blue ink signature of Fiona McLellan, written in a cursive style, set against a light blue rectangular background.

Fiona McLellan,
Chair 2013-2014



MODERNIZATION – ANIMAL DRUGS & FEEDS

CAHI members took a monumental step forward in early April by agreeing to phase-out uses of medically important antibiotics for growth promotion with a view also of having greater veterinary oversight of the same when used in feed and water. The process is anticipated to take about three years. Our industry effort aligns with a United States, Food and Drug Administration initiative based on their Guidances for Industry #209 and #213. To align timelines with the US initiative, CAHI advocated that this be an undertaking of the Regulatory Cooperation Council. As well, CAHI insisted that this undertaking coincide with Health Canada's regulatory modernization agenda including addressing the issue of oversight of importation for own-use and use of active pharmaceutical ingredients in veterinary medicine.

CAHI continued to advocate with both Health Canada and the Canadian Food Inspection Agency for a veterinary feed directive approach to labeling, modeled on that in the US to accommodate dosage ranges, compatibility claims and added species be available to veterinarians to assist with managing disease in herds and flocks. Practical field application, to accommodate veterinarians, feed mills and their customers of a directive approach, is also a priority.

LOW RISK VETERINARY HEALTH PRODUCTS NOTIFICATION PROGRAM (LRVHP)

Efforts continued on the part of the LRVHP working group of CAHI members for the expansion of the interim program to include products targeting food animals. CAHI is supporting implementation of a PEI Bioalliance proposal that provides expert opinions to the regulators regarding substance safety and use, particularly for medium risk substances that have limited use experience and novel substances that

potentially could be used in both food and non-food animals. Expert opinion would become the foundation of the LRVHP for companion and food animals serving both regulatory and food and animal safety needs, while helping to manage resources in existing programs. The expert opinions would be used in a similar manner to that of the European Food Safety Authority (EFSA) and the US Food and Drug Administration (FDA) GRAS Programs processes for determining market availability for similar type products in those countries, respectively. The expert opinions would become recommendations to Health Canada to facilitate a decision on whether a substance should be added to the list.

Low-risk products are being used in food animal production globally. It is important that Health Canada work with industry to find an immediate and a long-term solution to ensure the safe use of these products while enabling availability of complimentary medicines in animal medicine and supporting innovation.

WASTE “PRODUCT” STEWARDSHIP

A second provincial collection of unwanted/expired food animal products took place in Ontario in October 2013. Collection of unwanted/expired food animal health products took place alongside a pre-scheduled obsolete pesticide collection coordinated by CleanFARMS. Partial program funding was provided by the Ontario Ministry of Agriculture and Food, in addition to CAHI's contribution. Taking place at 31 locations across the province, the 2013 collection kept 4,400 kgs of product out of landfill. This was a significant increase over the previous (2009) collection that gathered 900 kg of unwanted product. CAHI is proposing partnering with CleanFARMS to develop a national collection of expired/un-wanted products from farms funded through a member levy moving forward. The goal of the industry-led program with “like” products is to avoid the need to belong to different provincial organizations as is occurring relative to packaging requirements.

CAHI continues to represent the animal health industry on the Board of the Health Products Stewardship Association (HPSA). The HPSA is the organization coordinating collections of unwanted companion animal medications in 3,000 human pharmacies across Ontario as a result of regulations passed in October 2012 requiring industry-administered medication drop-off depots.

WASTE “PACKAGING” STEWARDSHIP

CAHI continues to provide members with assistance in navigating the complicated requirements of provincially regulated packaging programs in ON, QC, MB, BC and soon SK. A webinar was held for members in the fall of 2013 to remind brand owners of their requirements as “stewards” of their products’ packaging. “Extended Producer Responsibility” is the environmental concept being embraced by provinces as a means of shifting the costs of end-of-life management of products (and packaging) from the public purse back onto the manufacturer (steward) of products.

TOOLS FOR THE PROFESSION

CAHI provided both financial and in-kind support for two important tools for veterinarians over the last year:

- The Therapeutic Decision Cascade for Animal and Public Safety poster was spear-headed and nationally distributed by CAHI in the late fall. Endorsed by Health Canada, CVMA and five provincial veterinary licensing bodies, the document continues to gain support and further traction with provincial veterinary regulatory associations.
- CVMA's Antimicrobial SmartVet App was launched in both the iTunes and Google Play stores. Developed by a veterinary expert panel, the bilingual free SmartVet app is an antimicrobial treatment decision tool for companion animal practitioners. A urinary tract infection (UTI) application is the first of a set of decision tools being built into the SmartVet app.

MEMBER SERVICES

CAHI Code of Marketing Practice

The CAHI Code was updated in late 2013 to address studies used in promotions where the phrase “data on file” was used, to provide further clarification of where it is appropriate in the provision of gifts to both health professionals and animal owners and lastly, an explanatory note was added to the Code to enhance clarity where appropriate.

Product Sourcing Study

Ipsos and Impact Vet were contracted by CAHI to provide a report into product sourcing. The study is intended to help provide members with a qualitative and quantitative report on sourcing of animal health products by veterinarians and by animal owners. Included in the study was one-on-one interviews with specie veterinarians and animal owners. Impact Vet sales information was being used to determine changes in sales trends in clinics within a two-hour drive of the U.S. border. Results of the study will be presented at the Annual Meeting. Outcomes of the study will also be used in CAHI advocacy efforts to address own-use importation and the use of active pharmaceutical ingredients.

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