

Subject: RMB Newsletter 9:1 Organized Veterinary Crime

February 2009

Dear Tom,

Welcome to the first RMB Newsletter of 2009. How are you? In the midst of life's uncertainties, I trust that you are safe, well and making progress however slow.

In the December 08 Newsletter we talked about the Animal Welfare Act draft Codes of Conduct for UK pet owners.

<http://seureshop.rawmeatybones.com/newsletter/view.epl?id=53>

Thank you to the many readers who raised concerns with the UK Government Department of Environment, Food and Rural Affairs. You did a fine job and you've been noticed. More than that, the information is now permanently on the UK Government record. Will they take due account and act responsibly? Time will tell.

In the November 08 'Partners in Crime' edition of the Newsletter we looked at the Ontario Veterinary College (OVC) connivance with the Mars Corporation.

<http://seureshop.rawmeatybones.com/newsletter/view.epl?id=52>

Thank you again to all those who wrote letters of complaint - whether to your local politicians or the Canadian politicians with responsibility for the OVC outrage.

In this newsletter we take another look at the Ontario Veterinary College -- one of the best veterinary schools money can buy. But first let's examine how Organized Veterinary Crime might be an apt descriptor of a global veterinary profession systematically abusing animals and exploiting pet owners.

Best wishes,

Tom Lonsdale

ORGANIZED VETERINARY CRIME

Frequently our (false) assumptions get in the way of clear understanding. And if we fail to understand our problems, then the chances of finding solutions are slim indeed.

Aren't vets supposed to care for and protect animals? Aren't they supposed to be a 'self-regulating profession' that identifies and

resolves its own mistakes? Aren't vets supposed to be scientists who welcome enquiry and vigorous debate that tests established orthodoxy? Aren't veterinary schools supposed to treat veterinary students fairly and to encourage the development of enquiring minds?

For too long I've fretted about a global veterinary profession that actively, knowingly spreads ill health and suffering. A profession that connives with the mass poisoners (the junk pet-food makers) to dumb down and exploit trusting pet owners under the full gaze of numerous government regulators whose role it is to protect the community from illicit, corrupt and fraudulent conduct.

Sadly, I believe it's time to stop pretending; stop hoping and face the reality that the veterinary profession (with notable exceptions) working on behalf of the junk pet-food industry displays many of the features of an organized criminal network.

See what Wikipedia has to say about Organized Crime:

http://en.wikipedia.org/wiki/Criminal_organization

(quote) 'In order for a criminal organization to prosper, some degree of support is required from the society in which it lives. Thus, it is often necessary to corrupt some of its respected members, most commonly achieved through bribery, blackmail, and the establishment of symbiotic relationships with legitimate businesses. Judicial and police officers and legislators are especially targeted for control by organized crime via bribes.

Organized crime most typically flourishes when legitimate government and civil society is disorganized, weak, absent or untrusted. This may occur in a society facing periods of political, economic or social turmoil or transition, such as a change of government or a period of rapid economic development, particularly if the society lacks strong and established institutions and the rule of law. Under these circumstances, criminal organizations can operate with less fear of interference from law enforcement and may serve to provide their "customers" with a semblance of order and predictability that would otherwise be unavailable.' (end quote)

For sure much organized crime is ruled by violent males in the mould of Al Capone, Tony Soprano and the Japanese Yakuza. A scary thought regarding organized vet crime -- increasingly it's a female preserve operating in full public view.

Unfortunately whilst ever legitimate government and civil society is disorganized, weak, absent or untrusted and whilst ever fundamental truths about carnivore biology are obscured then organized vet crime will continue to flourish.

Take a look at how it's manifested at the Ontario Veterinary College.

Hills' Contract with Ontario Veterinary College, University of Guelph,
Canada

In the 'Partners in Crime' edition
<http://seureshop.rawmeatybones.com/newsletter/view.epl?id=52> we looked
at the Mars Corporation \$3 million commitment to the OVC. Hills' the junk
pet-food division of Colgate-Palmolive have upped the anti.

My thanks to Carol Auld www.naturalcathealth.blogspot.com who conducted a
Freedom of Information enquiry that revealed further OVC depravity:

(quote)=====

University of Guelph, (Ontario Veterinary College) & Hill's Pet Nutrition

Primary Healthcare Centre Proposal

Memorandum of Understanding

1. Purpose

Hill's Pet Nutrition Inc. ("Hill's") and the University of Guelph (Ontario
Veterinary College) ("OVC") propose a joint collaboration to educate and
graduate the next generation of veterinary students who will be
exceptionally skilled in delivering preventative health care to companion
animals. This will be the model for companion animal primary healthcare
and service delivery for the 21st century.

OVC will build, staff and manage the operation of a state-of-the-art
companion animal primary healthcare centre ("PHC") on the site of the
University of Guelph campus and in accordance with the University of
Guelph policies. The facility will be operational by 2009/2010 and is
expected to be financially self-sustaining by 2013.

Hill's will be the only nutritional company engaged with OVC in
fulfilling the Purpose of the PHC for the terms of this Agreement.

2. Term

The term of this Agreement will be for a period of fifteen (15) years
commencing on January 1, 2009. Hill's has the first right of renewal of
this Agreement on terms as agreed to by the parties. If Hill's wishes to
exercise its right of renewal, it shall notify OVC 12 months prior to the
expiry of this Agreement.

3. Objectives

The key objectives of the PHC include to:

1. Create a talented and cohesive primary healthcare team that is
energized, engaged, and open to shaping and delivering primary healthcare
in veterinary medicine. This team will include veterinary technicians,

receptionists, clinicians, animal care attendants, students, and the director of the PHC.

2. Create new learning opportunities: from surgical & technical to business and communication skills for our student veterinarians and animal health technicians. Visiting veterinarians and staff will learn new methods for service delivery in primary healthcare;

3. Establish the critical role nutrition plays as part of general well-being of the pet as well as apply nutritional therapy as part of a multimodal protocol for sick pets;

4. Incorporate nutrition into all the programs and patient/client interactions within the PHC. For example, nutritional education will be included in the protocol for every client/patient visit and in the assessment and therapeutic plan for every patient.

5. Provide effective veterinarian-pet owner coaching and feedback, ensuring the veterinarian recognizes his/her role in the health care team and delivering effective advice and education to the pet owner;

6. Develop veterinary leadership skills;

7. Establish the importance of the human-pet bond and its role in behavioral science and public health education.

4. Funding

i) Hill's will provide funding to aid in the development of PHC in the amount of \$5 million dollars (Canadian) in cash. Hill's contribution will be paid in instalments of \$500,000 over 10 years. These payments will be paid on the 1st January each year, with the first payment scheduled for January 1, 2009.

[Details Blacked out By Freedom Of Information Officer Here]

Hill's financial commitment will be fulfilled no later than January 1, 2009.

ii) Hill's will provide \$250,000 "in kind" funding. The "in-kind" support will include curriculum resources contracted through Mark Morris Institute and support provided by Hill's local support staff (Director of Veterinary Affairs, Practice Development Veterinarian and Veterinary Account Manager, et al).

iii) The funding amount provided by Hill's will not be made public by the parties except as required by law.

5. Naming of the PHC

OVC has agreed to name the PHC as "The Hill's Pet Nutrition Primary Healthcare Centre at the Ontario Veterinary College".

This provision will survive expiry of this Agreement.

6. Supply of Nutritional Products

i.) Hill's Nutritional Products will be the only such products displayed in the public area within the PHC for sale at retail prices set by the OVC. Other nutritional products which are supported by clinical trials and/or faculty approval may be used in the medical areas of the PHC. Such products, if prescribed by clinicians, may be sold to clients; however, these products will not be on display in the public areas.

ii.)Hill's will also provide to PHC, the following as agreed to between the parties:

- a)use of Hill's client educational tools and literature;
- b)initial free food inventory and stocking of all wellness and therapeutic products; and
- c)food products at 70% of the wholesale price; funds generated from the retail sale of these products will support the PHC.

7. Joint Nutritional Curriculum Committee and Curriculum Resources

i)The parties will create a Joint Nutritional Curriculum Team including representatives from both Hill's and OVC. The team will be responsible for providing advice to OVC's Associate Dean, (Academic Affairs) on the development of a nutritional curriculum which supports the Objectives of this Agreement.

ii)Hill's will provide resources through Mark Morris Institute for the development of a nutritional curriculum for training veterinary students in primary healthcare including the "Small Animal Clinical Nutrition" textbook. Free copies of the text and companion handbook and all current and future educational tools provided by Hill's will be distributed (atlas, clinical product guides, etc.) to all students in the PHC.

8. Partners in Pet Care

The parties agree to establish a "Partners in Pet Care" team. The team will comprise representatives from Hill's, and the PHC healthcare team as deemed mutually appropriate. The team will work together to develop and implement global best practices in doctor-client education materials, merchandising systems and advice to the Director of PHC on practice health strategies which include multimodal protocols incorporating wellness and therapeutic nutrition.

9. Access to Hill's Facilities

Hill's will provide OVC's faculty and students access to the Hill's Pet Nutrition Centre in Topeka, KS, USA. Contingent on available funding, this access may include:

- i)Orientation about Hill's Topeka research and education programs to OVC primary care faculty/staff current and new, on an ongoing basis;
- ii)Opportunities for continuing education for undergraduate and graduate student; and
- iii)Supplement education for new and emerging sciences such as nutrigenomics and clinical studies.

10. PHC Advisory Board

The PHC will have an advisory board wherein Hill's will have a permanent advisory representative. This group will meet at least 3 times per year to measure and evaluate the progress and effectiveness of further directives mutually agreed to by the Dean of the OVC and the General Manager of Hill' Pet Nutrition Canada. An annual report will be prepared and circulated to all interested parties. Determination of scope and terms of reference for the advisory board will be created by December 31, 2008.

11. Continuing Education and Outreach Program

One of the goals of the PHC will be to promote opportunities to showcase best practice in teaching of clinical nutrition and take steps to attract fellow academics, practicing veterinarians and government officials, to visit the Centre. This goal will be achieved through continuing education programs and outreach programs including the following:

- An annual Nutrition Symposium to be hosted at the University of Guelph. Hill's will provide the necessary annual financial sponsorship for the Nutritional Symposium. It is intended that the Symposium will provide an opportunity where scientists and academics including those from other pet nutrition companies from around the world will be invited to participate and present their research.
- A certificate program in clinical nutrition which will be a combination of distance education modules and time working in the PHC;
- Certificates in continuing education for each of practicing veterinarians, student veterinarians and veterinary technicians;
- Development of a research program in service delivery with external funding. It is anticipated the research would include the development of a student survey to explore issues of confidence and perceived competence in clinical nutrition, overall healthcare and communication skills. The research program would also include how primary healthcare should be defined and delivered in veterinary medicine and education.
- Engagement of faculty members from other veterinary colleges to spend sabbatic [sic] leave or professional development time at the PHC;
- Establishment of workshops, which may be with AAVMC, AVMA COE or other organizations to showcase the novel approach to primary healthcare and integrated primary healthcare and effective communication teaching;
- Development of an elective training program for at least two clerkships for student veterinarians from other veterinary colleges to obtain training in primary healthcare and clinical nutrition at PHC. Funding to support travel and accommodation for the two clerkships would be awarded on a competitive basis from Hill's;
- Development of a visiting educational training program for international veterinarians/student veterinarians that would showcase the novel approach to pedagogy including the importance of clinical nutrition.

12. Communication Strategy

The parties will develop and implement a communication strategy to announce the Hill's/OVC collaboration outlined in this Agreement, highlighting the design of the facility, the pedagogical approach being used and the impacts/outcomes of the research into effective service delivery in a primary healthcare facility.

Public communication issued by the PHC will acknowledge, where appropriate, contributions of both Hill's and OVC and will include both Hill's and OVC logos in accordance with University policies.

Notices: All notices hereunder shall be delivered or sent by mail or fax

at the following addresses:

If to University of Guelph at:

Dean's Office, OVC

University of Guelph, Guelph, ONT, N1G2W1

Fax No.: (519) 837-3230

If to Hill's at:

General Manager

Hill's Pet Nutrition Canada, Inc

6521 Mississauga Rd.

Mississauga, ONT. L5N 1A6

Fax No.: (905) 819-4984

Severability: If any provision of this Agreement shall, to any extent, be invalid or unenforceable, the remainder of this Agreement shall not be affected.

Governing Law: This Agreement shall be governed by the laws of the Province of Ontario and the federal laws of Canada applicable therein. The parties hereto agree that the Courts of Ontario shall have the non-exclusive jurisdiction to entertain any action or other legal proceedings based on any provisions of this Agreement.

Entire Agreement: With respect to the subject matter of this Agreement, this Agreement: (a) sets forth the entire agreement between the parties (b) supersedes all prior communications between the parties, and (c) constitutes the entire agreement between the parties hereto. Any amendment to this Agreement must be made in writing and executed by both parties.

IN WITNESS WHEREOF both parties have hereunto executed this Agreement,

UNIVERSITY OF GUELPH Date: May 23, 2008

Per: Alastair Summerless, President, University of Guelph

Per: Maureen Mancuso, Provost and Vice President, Academic

HILL'S PET NUTRITION INC. Date: May 23, 2008

Per: Neil Thompson, President, Hill's Pet Nutrition Inc. Americas

Per: Gordon Dumesich, General Manager, Hill's Pet Nutrition Canada, Inc

======(end quote)

Can you believe it? Are you appalled? Do you want to do something to stop it - whether locally or on a global scale?

If the OVC were to experience community pressure leading to the abandonment of their contract of pet death and moral decay it might send a signal to organized vet criminals everywhere. Politicians are ultimately responsible for what happens at the OVC.

Ontario Provincial Members of Parliament can be contacted at:

<http://www.ontla.on.ca/web/home.do>

Members of the Canadian National Parliament can be contacted at:

<http://www.parl.gc.ca/>

Besides complaining to politicians it's a good idea to let the media know about the wholesale corruption pervading the vet profession. Google can provide contact details of newspapers, radio and TV.

If you know any vet students please pass on the newsletter. One day students may rise up against the junk pet food/vet school conspirators and seek compensation for the damage done.

<http://www.rawmeatybones.com/campaign/legal-vet.php>

For the sake of animals and a better world I wish you good luck and much success. Please send progress reports.

Best wishes,

Tom

We welcome copies of correspondence/emails/faxes for possible inclusion in future RMB Newsletters.

Please circulate, distribute or reproduce this newsletter as you wish.

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