

January 2007

Professor Neil Gorman FRCVS

These days Neil Gorman continues to sit on the Council of the Royal College of Veterinary Surgeons and is Vice-Chancellor of Nottingham Trent University.

Between 1993 and 2003 he was Head of Research at Waltham (the UK research establishment for the Mars Corporation, the world's largest processed pet-food maker). Why, in his 2006 RCVS Election Manifesto, does Neil Gorman play-down ten years of his professional life with the words 'after a period in industry'?

Check out his 1996 dubious attempts to protect his employer and then, when cornered, see how he refuses to respond.

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CANDIDATE BIOGRAPHY

Qualified from Liverpool University in 1974. Ph.D. at the University of Cambridge 1974-1977; 1977-1980 MRC at Cambridge and completed a Fellowship of the RCVS awarded in 1980. Assistant professor at the College of Veterinary Medicine, University of Florida where 1980-1984. 1984-1987 University of Cambridge as a lecturer Clinical Veterinary Medicine. 1987-1993 Professor of Veterinary Surgery at the University of Glasgow. After a period in industry appointed Vice-Chancellor of Nottingham Trent University in 2003. Awarded DACVIM (oncology) in 1988 and ECVIM (oncology) in 2005. Published 8 books and 150 scientific articles. Council Member 1990-1993; 1994-2006

CANDIDATE MANIFESTO

There continues to be many challenges for the RCVS to face and the next four years will be no exception. I am pleased that the veterinary surgeons act is going to be revisited and hopefully this should lead to better regulation of the profession and demonstrate a greater transparency to the animal owning public. I believe it is very important that new legislation must not lead to over regulation which compromises the ability of the profession to function and deliver quality veterinary care. The college and the profession have still to clarify a number of issues including:

- European equivalence of standards of veterinary undergraduate education
- Increasing access to postgraduate education and training
- Acts of veterinary surgery
- Preliminary investigation process
- Disciplinary process
- Transparency of the regulation of profession

The Council is currently reviewing these issues to ensure that any new regulations are fair and workable to all those concerned, particularly in clinical veterinary practice. I feel that I can represent the very broad interests of the profession in these debates.

There will be a continuing challenge from the government to the funding of veterinary education and research environment. I would hope that I can continue to ensure that factual and persuasive arguments are made to the authorities to challenge this under funding. The past few years has demonstrated the consequences of under funding of research in animal diseases and their control. Investment in public interest animal diseases remains important.

At times there appears to be confusion around the roles and responsibilities of the college. The College must continue to strive to communicate more effectively and clarify its role as the regulatory body. It has been a great privilege to be a member of Council over the past four years during which there have been some very important issues to deal with. I am delighted that members from all parts of the profession continue to contact me to let me know their views on developments within the college. I have served on all the committees and as an officer from 1996-1999. I would very much like the opportunity to serve on Council for another term to help address the issues above.

I can be contacted via email neiltgorman@aol.com

Proposer: David Catlow

Neil Gorman's wide-ranging knowledge of the veterinary profession and the industry in which we work is second to none. His combined experience of clinical work, research, industry, education and veterinary politics is unmatched. His continuing appetite for RCVS matters, enthusiasm for the profession, and the friendly professional manner in which he approaches a task, makes his contribution an asset the profession must continue to appreciate. I have no hesitation in endorsing his nomination.

Proposer: Michael Jessop

Neil has been involved in the management and smooth running of the various leading veterinary organisations for much of his Veterinary Career. From BSAVA, culminating in his Presidency in 1992-3, and through to his Presidency of RCVS in 1997-1998. He brings a wealth of clinical experience and a hands-on practical approach to problem solving. His knowledge of both undergraduate and postgraduate education both within and outside the profession is invaluable. During the period of regulatory change we need his wise counsel to protect members from academia through to the consulting room.

I would advise all members to vote for Neil.

Tom Lonsdale and Associates

Veterinary Surgeons

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20 June 1996

Dr N T Gorman FRCVS
Head of Research
Waltham Centre for Pet Nutrition
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire LE14 4RT
U.K.

Dear Dr Gorman,

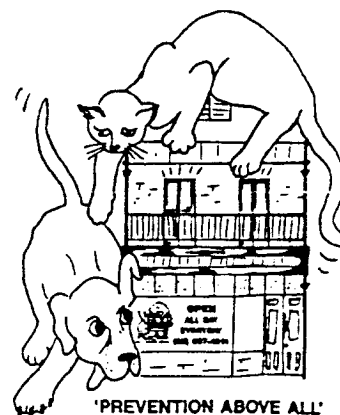
Please find enclosed photocopies of Uncle Bens of Australia (UBA) and Petcare Information and Advisory Service (PIAS) promotional material. Please also find copy of an article which appeared in the Sunday Telegraph, May 12 1996. Ms Jo Knowsely the author of the article confirms that Mr David Watson, the spokesman for Pedigree Pet Foods a division of Mars Corporation, was reported verbatim and that he knew his comments were for publication in a national newspaper.

UBA and PIAS are both divisions of Mars Corporation. UBA is the largest artificial pet food maker in Australia. PIAS presents itself to the public as, 'an autonomous, non-commercial organisation' with funding provided by UBA. The promotional literature of those Mars Corporation divisions, and their technical staff past and present, recommend that pet owners feed raw bones to domestic cats and dogs. In its promotional activities UBA makes much of the fact that its recommendations either stem from or are backed by the Mars Corporation research and development institute Waltham, 'The World's Leading Authority on Pet Care and Nutrition'. Common sense and scientific research both support the UBA and PIAS recommendations for the feeding of raw bones.

As a spokesman for Pedigree Petfoods, a major division of the Mars Corporation and based at Waltham-on-the-Wolds, it would appear likely that Mr Watson knew or should have known the common sense/scientific position concerning the feeding of raw bones. The comments attributed to Mr Watson in the Sunday Telegraph of 12 May 1996 appear to adopt an entirely different perspective and are inconsistent with UBA and PIAS published information.

Each of the following statements, numbered 1 to 4, taken individually and jointly gives cause for concern:-

1. "Research shows it [Rask] does reduce plaque." The action of eating many different food stuffs temporarily reduces plaque and thus this is a meaningless/misleading statement.



2. "Uncooked bones can damage teeth." If we accept the validity of the UBA and PIAS recommendations why does Mr Watson raise unnecessary concerns which contradict UBA and PIAS recommendations?

3. "There is no evidence that they [raw bones] clean them [teeth]." This statement contradicts common sense and published findings.

4. "They also carry a number of diseases such as salmonella, and are smelly and unpleasant to have about the house." This statement is inconsistent with UBA and PIAS recommendations and the practice, in the kitchens of most households, of storing and preparing raw meat and bones.

Please advise if each of the remarks numbered 1 to 4, whether individually or jointly, attributed to Mr Watson were or are a true representation of the views of Waltham, 'The World's Leading Authority on Pet Care and Nutrition'.

If the views expressed by Mr Watson in the Sunday Telegraph do not conform to those of yourself or your research institute please advise in which ways your considered opinion differs from that of Mr Watson.

Given the fundamental nature of, and level of interest in, the topic of raw bones for carnivores I should appreciate an unequivocal statement as to your recommendations. Noting your position as director of 'The World's Leading Authority on Pet Care and Nutrition' I suspect that you will have an enormous volume of research data and supporting literature. Please supply a list of references and if possible copies of supporting literature.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'T Lonsdale', written over a horizontal line.

T Lonsdale MRCVS

Encs.

C.c. Ms Jo Knowsley and other interested parties.



Coat and Skin

Regular grooming, with particular attention to problem areas such as ears and body folds, will help to maintain a healthy coat. Bathing can be used to remove excessive dirt and help with flea control. Pet shampoos should be used in preference to "human" shampoos and you should see your veterinarian if your dog has particularly dry or oily skin.

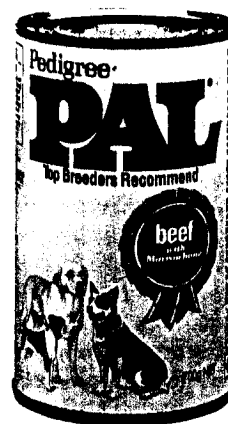
Lots of exercise on outside surfaces should keep your pet's nails short and neat, however, your veterinarian will be able to clip them if necessary.

Desexing

Dogs and bitches make much better pets if desexed at approximately six months. Unless you specifically want to breed your pet it is far better to have this operation done, both from the point of view of social responsibility and for the sake of your pet's health.

Feeding

The best way to feed is to rely on a complete and balanced diet as provided by PEDIGREE® PAL® or PEDIGREE® PAL® MEATY-BITES™. These foods, plus water, provide all the nutrition your dog needs. Feeding solely meat or "human" food can result in nutritional imbalances and, in some cases, severe disease. Most dogs will also enjoy a rawhide toy or large raw bone to chew on which helps to exercise gums and teeth. Remember never to give cooked bones to any dog, no matter how much they plead!



Summary

Vaccinations	Series of vaccinations for puppies starting at six - eight weeks. Annual boosters for adults, see your veterinarian!
Worms	Roundworm and hookworm in puppies every one - two weeks until four months of age. Roundworms, hookworms, whipworms and tapeworms in adult dogs once every three months.
Fleas and Ticks	Follow directions carefully when using any flea or tick product. Check dogs daily during summer for ticks.
Heartworm	Dogs need to be tested by a veterinarian before starting heartworm prevention. Use daily or monthly dosing.
Teeth	Offer large raw bones or rawhide chew toys. See your veterinarian for regular check ups.
Ears	Watch for scratching, head shaking or odour.
Coat	Regular grooming and bathing as required.
Desexing	Males and females at six months.
Feeding	PEDIGREE PAL and PEDIGREE PAL MEATY-BITES. Always have fresh water available.



PEDIGREE®, PAL®, MEATY-BITES™ and WALTHAM® are trademarks. ©Uncle Ben's of Australia, 1993.

Keeping Your Dog Fit and Healthy



Pedigree®

PAL

Practical Feeding Hints

1. Make any dietary changes gradually over three or four days to prevent "tummy upsets".
2. Be aware of excessive weight gain in your pet as dogs tend to overeat if given the chance. Regulate the food intake as required, remembering that dry food contains more calories than an equivalent volume of canned food.
3. Always have fresh clean drinking water available and provide a safe, familiar feeding place.
4. Remove uneaten moist food to prevent spoilage and store opened cans in the refrigerator.
5. Cow's milk is unnecessary and may cause diarrhoea.
6. Puppies and dogs enjoy chewing on large raw bones or beef-hide toys to help exercise teeth and gums, but remember never to offer cooked bones or those likely to splinter.



Your First Veterinary Visit

You and your new pup should visit your veterinarian during the first couple of weeks at home. At your pup's first visit (six-eight weeks) your pup will be vaccinated against parvovirus, distemper and hepatitis. Your veterinarian will also discuss worming, heartworm, flea control, diet and desexing, as well as answer any questions you may have. In general, pups are vaccinated three times before 18 weeks and then once a year for life. Worming should take place every two weeks until four months of age, then once every three months. Your puppy, either male or female, should be desexed at six months of age unless you have a very valid reason for wishing to breed.

Discipline

Dogs are pack animals by nature and need firm discipline in order to feel secure and to understand their place in the "family pack". Learning and responding to commands such as sit, drop, stay, heel and come, reinforce the fact that you are the leader and are to be obeyed. Your dog's motivation is to please you, so it is more effective to lavishly praise and reward good behaviour than to punish "bad" behaviour. Undesirable behaviour that does occur must be corrected at the instant it happens with a loud gruff "No". Once the undesirable behaviour stops, command the dog to sit or drop and then praise the correct behaviour.

Training with an obedience club is invaluable for both dog and owner and can start as soon as the full course of puppy vaccinations has been completed.

Holidays and Your Dog

When holidays are approaching, you will need to consider how best to care for your dog during this time. There are several options available:

1. Boarding
2. Home care
3. Taking your dog with you

Boarding

Ask your dog owning friends or local veterinarian for recommendations regarding nearby boarding facilities. When you have compiled a shortlist you will need to visit each kennel for an inspection. Arrange this with the staff and look for such things as clean cages and animals, sheltered sleeping areas, filled water bowls and access to exercise areas. Reputable boarding kennels will require proof of current vaccination status so you will need to have your vaccination record card or certificate handy. Kennels are very popular so you will need to make your booking well in advance of peak holiday times. Be prepared to leave a contact telephone number and the name of your veterinarian.

Home Care

If you are only going away for a few days, perhaps a neighbour or friend could come in and feed your dog. Your dog would also enjoy a quick walk around the block or game with the ball, as dogs do become lonely and bored, which can lead to negative behaviour such as digging holes or barking excessively. Some enterprising individuals now offer this as a service for which you are charged a small fee. Your veterinarian may know of a few of these people in your area. Obviously your dog must still have unlimited access to its protected sleeping area and fresh water. Leave your dog's collar and lead handy in case it needs to be transported to the veterinary clinic or your neighbour does decide to take it for a walk.

Travelling With Your Dog

Most dogs enjoy car travel and if care is taken to ensure frequent rest stops, the journey can be completed with a minimum of fuss. Frequent stops are required for your pet to relieve itself and have access to drinking water. During these stops it is best not to let your dog off the lead no matter how obedient it may be at home.

If you want to stop your dog moving around the back seat, catch its lead in the door to allow only minimum head movement. This is particularly useful if there are also small children in the car. While dogs love sniffing the breeze, do not allow your dog to hang its head outside as this can lead to eye, ear and nose damage from grit and insects as well as oncoming cars!

Some dogs do tend to become car-sick so protect your upholstery with sheets and towels and have your dog travel on an empty stomach. Medication from your veterinarian may also help.

Once at your destination, it is preferable to keep your pet in enclosed surroundings if at all possible, as it may get caught up in territorial fights with other dogs, or try to wander home again.

Lost Dogs

Unfortunately some dogs do get lost. You can help to prevent this by making sure your dog always wears a collar which has an identifying name and telephone number, and a registration tag for dogs. Be aware that most councils do not permit dogs to wander the streets alone so your dog should always be confined in your yard unless walking with you on a lead. If your dog is lost, contact your local pound, council, RSPCA and veterinary clinics as lost or injured animals are often brought to these centres.



INTRODUCTION

Dogs hold a very special place in the hearts of millions of Australians. Dogs and owners can do so much together – go for walks, play games or simply share a quiet snooze in the sun, and research has also shown that owning a pet can have measurable health benefits. Overseas research has shown that adults and children are more relaxed in the presence of a friendly dog and that pet owners suffer less minor health problems such as headaches, backaches, colds and flu, insomnia and general tiredness than non pet owners.

Medical research in Australia has found that pet owners have a lower risk of heart attack, having lower cholesterol, lower blood pressure and lower triglyceride fats in their blood than non pet owners.

When obtaining a dog particular attention should be paid to the type of dog with respect to the size of your yard, the amount of exercise the dog will receive and the amount of time available for grooming.

If you wish to obtain advice on selecting an appropriate type of dog, contact the Petcare Information and Advisory Service and use the SELECTAPET program to decide the type of dog best suited to your household.

To obtain a pure-bred dog contact the dog breeders' association in your State. Alternatively, animal welfare societies will have healthy puppies, as well as older dogs requiring new homes.

Remember to celebrate your relationship with your pet on World Animal Day October 4th, the Feast Day of St. Francis of Assisi, the patron saint of animals.



BRINGING YOUR DOG HOME

Whether your dog is a cross bred or a purebred it still requires the same care and attention.

Before bringing your new puppy home ensure that you are able to keep the dog securely confined to your own property. Decide whether the dog is to live outside or be allowed inside the house. For the first few nights the puppy will fret for the company of its litter mates and may whimper during the night. Make sure that the puppy has a snug, warm and secure bed in a confined area.

When you bring your puppy or dog home make sure the house is quiet and allow it to settle in without too much interference. Once your puppy or dog has settled in to its new home it should be familiarised with all the normal household noises and activities and introduced to visitors to ensure that it becomes confident and well socialised. Other pets should be introduced to the new arrival slowly and under close supervision.



FEEDING

To maintain your dog's health and well being it must have a balanced diet. Puppies and dogs fed an all meat diet will develop nutritional deficiencies and growth problems. The most reliable and convenient way to provide a balanced and palatable diet is to feed high quality prepared dog food, both canned and dry.

Puppies have different nutritional requirements to adult dogs and for this reason it is essential to feed your puppy with specially formulated puppy foods in canned and dry forms. Cows' milk is unnecessary and may cause diarrhoea. Commercially prepared pet milk with low lactose is available.

Puppies need frequent small meals and for details of appropriate amounts to be fed for your dog's age refer to the feeding guides on the packaging of the prepared products or be guided by the recommendations of your veterinarian.

Any changes to diet should be made gradually over several days.

Water is essential to your dog's well being and clean water must be available at all times.

Your dog should have its own sturdy food and water bowls which should be placed near the sleeping area.

Puppies and dogs enjoy chewing on large raw bones but remember never to offer cooked bones or those likely to splinter.

DENTAL HYGIENE

Clean teeth are important for healthy gums and fresh breath. Some dogs' teeth need more attention than others. Ask your veterinarian for the best approach for your dog. It may be a regular check up and cleaning, tooth brushing, feeding large raw bones or giving your dog specially designed dog 'chews'.

PIAS
'CARING FOR
YOUR DOG'
BROCHURE

INTRODUCTION

Cats hold a very special place in the hearts of millions of Australians.

Owning a cat is a responsibility that requires you to give understanding, affection, shelter and food and in return you will receive loving companionship, and research studies have also shown that owning a pet can have measurable health benefits. Overseas research has shown pet owners suffer less minor health problems such as headaches, backaches, colds and flu, insomnia and general tiredness than non pet owners.

Medical research in Australia has found that pet owners have a lower risk of heart attack, having lower cholesterol, lower blood pressure and lower triglyceride fats in their blood than non pet owners.

If you wish to obtain a pure-bred cat contact the Petcare Information and Advisory Service and use the SELECTAPET program to decide the type of cat best suited to your household. To obtain a pure-bred kitten contact the cat breeders association in your State. Alternatively, animal welfare societies will have healthy kittens, as well as older cats that may be requiring new homes.

Remember to celebrate your relationship with your pet on World Animal Day October 4th, the Feast Day of St. Francis of Assisi, the patron saint of animals.

BRINGING YOUR CAT HOME

Whether your cat is a stray or a purebred it still requires the same care and attention.

Before bringing your new cat home prepare its sleeping area. Your cat needs a warm, secure place to sleep. Cat beds and baskets are available commercially or a cardboard box arranged with an entrance hole and a blanket is equally suitable.

When you bring your cat or kitten home make sure the house is quiet and allow it to settle in and explore without too much interference. It is advisable to keep your new cat or kitten confined to the house for the first few weeks. Once your cat or kitten has settled in its new home it should be familiarised with all the normal household noises and activities and introduced to visitors to ensure that it becomes confident and well socialised. Other pets should be introduced to the new arrival slowly and under close supervision.

Cats are naturally playful and will appreciate a few simple toys.

FEEDING

To maintain your cat's health and well being it must have a balanced diet. Contrary to popular belief, meat alone is not sufficient for cats. Cats and kittens fed an all meat diet will develop nutritional deficiencies and growth problems. The most reliable and convenient way to provide a balanced and palatable diet is to feed high quality prepared cat food, both canned and dry.

Kittens have different nutritional requirements to adult cats and for this reason it is preferable to feed your kitten with specially formulated kitten foods in canned and dry forms.

Kittens need frequent small meals. Follow the feeding instructions on the labels of the prepared kitten foods. Adult cats often prefer to eat several small meals per day but will do equally as well if fed one meal at the same time each day. Cats prefer their food at room temperature. For details of amounts to be fed refer to the feeding guides on the packaging of the prepared products, or be guided by your veterinarian.

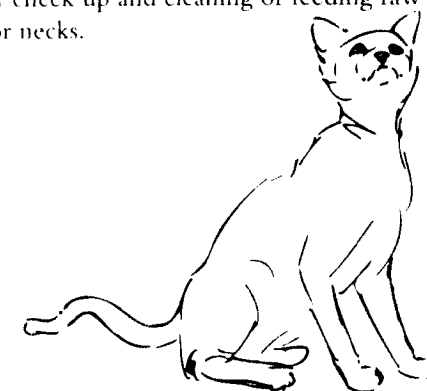
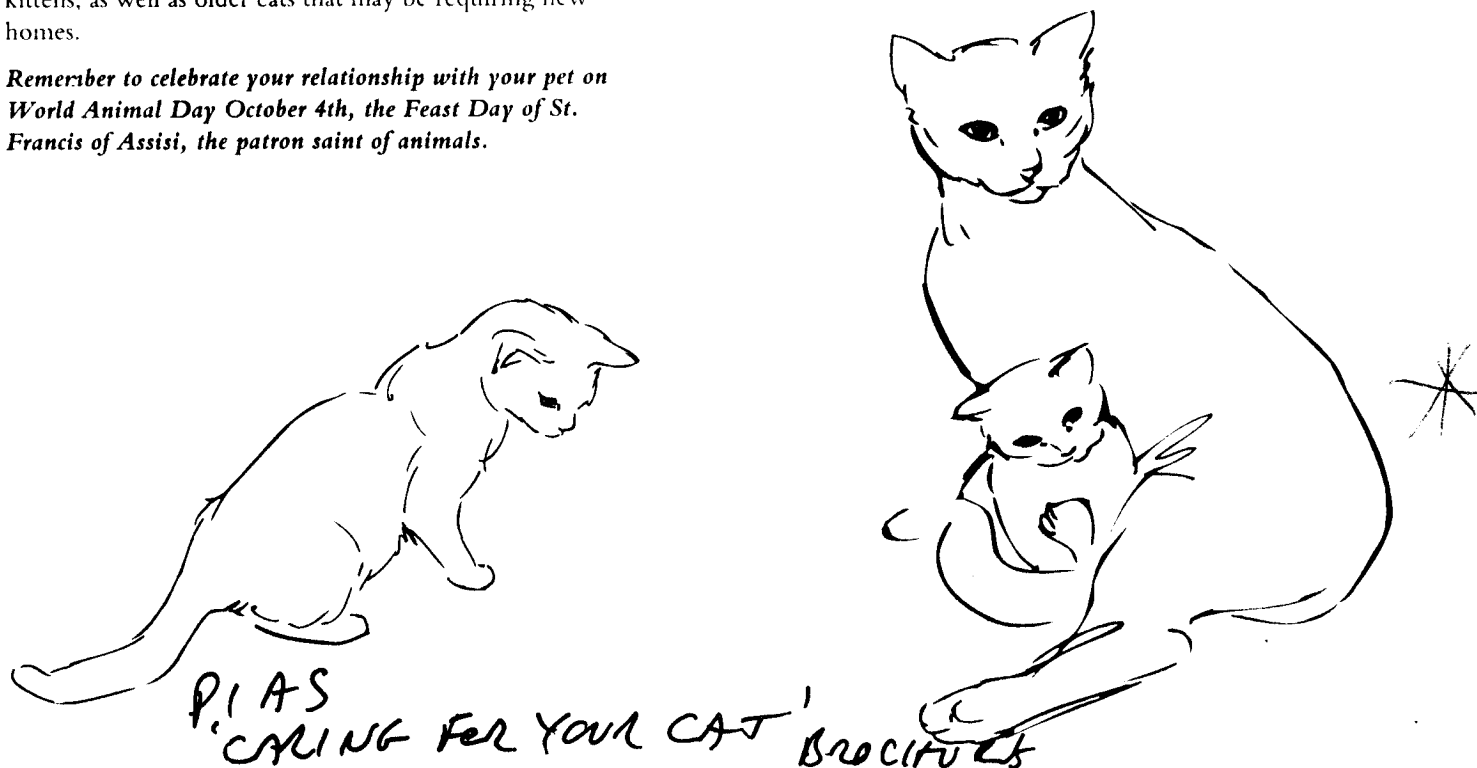
Milk is unnecessary for cats and may cause diarrhoea in those which have an intolerance to lactose in milk. Commercially prepared cat milk with low lactose is available.

Water is essential to your cat's well being and clean water must be available at all times.

Feed and water bowls should be shallow and clean and be placed in a familiar and safe feeding place.

DENTAL HYGIENE

Clean teeth are important for healthy gums and fresh breath. Some cats' teeth need more attention than others. Ask your veterinarian for the best approach for your cat. It may be a regular check up and cleaning or feeding raw chicken wings or necks.



NEWS

MAY 12 1996 n

Frowns greet Doggy Smile health claims

by JO KNOWSLEY

THIS is National Doggy Smile Week, but the product fronting the campaign to improve the health of canine teeth is itself under attack by vets who say it could actually add to dental problems.

Pedigree Chum Rask is a chewy, digestible dog "treat" made of milk and cereal. It is designed to stimulate gums and reduce the build-up of plaque.

Rask is promoted as the perfect accessory to tooth-brushing, and has been endorsed by the British Veterinary Dental Association, which together with Pedigree Pet Foods is staging National Doggy Smile Week.

Posters and packs of Rask have been sent to vets around the country for the promotion, which promises a free pack of the treats to dog owners who book their pets in for a dental check-up.

But the Canine Health Census (CHC), a group made up of vets and dog lovers, argues that processed food-based products are not the most effective way to give dogs healthy gums.

Backed by new Australian research, the group is now campaigning for dogs to be fed uncooked, meaty bones.

Rask, they say, has some impact in scaling off existing plaque while it remains crunchy. But it disintegrates into a biscuity-paste in the dog's mouth and, they say,

could attract bacteria which could cause new plaque.

Tom Lonsdale, a British vet working in Australia, has spent five years researching periodontal disease (mouth disease) in dogs. He says unhealthy teeth and gums can affect an animal's entire body. In severe cases it can cause an Aids-style breakdown of the immune system.

"Suggesting it [a product like Rask] can produce healthier teeth and gums is as ridiculous as feeding your children a processed food-based product and expecting it to clean their teeth."

Mr Lonsdale's early research in Australia met with strong resistance from the Australian Veterinary Association (AVA), which, like the British authority, has long advised dog owners not to give their pets bones.

But in 1995, the AVA conducted a £3,500 study of Mr Lonsdale's claims and found he was right.

Periodontal disease affects 85 per cent of pet dogs over the age of four. It is seen less in wild dogs.

A spokesman for Pedigree Pet Foods said that Rask was not intended to replace toothbrushing. "Research shows it does reduce plaque. Uncooked bones can damage teeth and there is no evidence that they clean them. They also carry a number of diseases such as salmonella, and are smelly and unpleasant to have about the house."

WALTHAM CENTRE FOR PET NUTRITION

Waltham-on-the-Wolds, Melton Mowbray, Leicestershire, LE14 4RT, England.
Tel: 01664 415400 Fax: 01664 415440 Telex: 34675

Mr T Lonsdale B.Vet Med., MRCVS
Riverstone Veterinary Hospital
Garfield Road
Riverstone
Australia
NSW 2765

10 July 1996

Dear Mr Lonsdale,

Thank you for your letter of the 20th June 1996, and your concern about the views of the Mars Corporation on the feeding of raw meaty bones.

As a corporation, our business unit in a country supports the views of the official body of veterinary experts in that country on this issue. As you will be aware, the recommendation of the Australian Veterinary Dental Association and the Australian Small Animal Veterinary Association is that dental health should be maintained by one or more of the following methods: supplementation of the diet with raw bones (2-3 times weekly) or large hard biscuits; provision of rawhide chew toys; home dental care such as daily rubbing or brushing of teeth and gums; and/or regular oral examinations and oral procedures as necessary.

The Manual of Small Animal Dentistry (2nd Edition 1995 edited by David Crossley and Susanna Penman) published by the British Small Animal Veterinary Association states that "The chewing of bones cannot be recommended; the hazards outweigh any possible benefits. Chewing on hard bone is likely to lead to tooth fractures, often with pulp exposure, and gingival lacerations. Softer bones will be chewed and swallowed, often causing digestive problems, or become impacted on or between teeth. Raw bones are also potential sources of infection for animals and owners (sarcocystis, toxoplasma, campylobacter, salmonella, etc.)"

It is recognised that dental hygiene recommendations vary around the world due to differences in feeding practices, differences in hygiene and sources of food (the USA does not recommend the feeding of any raw chicken due to the possibility of infection with salmonellosis and campylobacter) and cultural concerns of pet owners. These differences are reflected in the views of relevant local Veterinary Specialists and Veterinary Associations.

In general, the view of the Veterinary Dental Associations world-wide, is that complete and balanced nutrition is essential to optimal pet health. Dental hygiene can be maintained by several means, including the use of products that are effective in reducing plaque, such as Pedigree®Rask®. This is borne out in published research.

Yours sincerely,



Neil T Gorman BVSc., PhD, FRCVS, DACVIM

Tom Lonsdale and Associates

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31 July 1996

Dr N T Gorman FRCVS
Head of Research
Waltham Centre for Pet Nutrition
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire LE14 4RT
U.K.

Dear Dr Gorman,

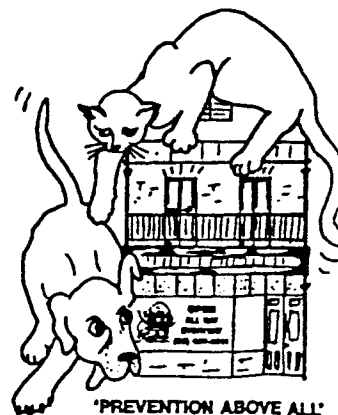
Thank you for your letter of 10 July 1996 in which you advise that the Mars corporation supports the views of the official body of veterinary experts, however conflicting those views may be, in any country in which the corporation conducts business.

There appears to us a number of inconsistencies in your letter and between the known conduct and advertising messages of the Mars corporation.

You intimate in your letter that the official veterinary bodies are to be considered as independent objective arbiters of scientific truth regarding the feeding of small domestic carnivores. It is however a matter of public record that divisions of the Mars corporation pay significant sums to veterinary associations. In some instances Mars employees sit on the various official boards. In your own case we understand that you are a Councillor of the Royal College of Veterinary Surgeons and a past president of the British Small Animal Veterinary Association.

The slogan of your institute is "Waltham. The world's leading authority on pet care and nutrition." If this is a true statement then we would expect you to be demonstrating an evident preeminence in the area of small domestic carnivore nutrition. We find it difficult to understand how you can justify following the lead of local veterinary authorities when as you say in your letter those authorities provide diametrically opposing advice.

We do acknowledge that the catchcry 'complete and balanced nutrition' involving the feeding of artificial food stuffs of known chemical composition is a modern phenomenon that now gains the support of various veterinary authorities. It is our belief that such feeding practices are responsible for devastating health consequences for pets, serious financial distress for pet owners and highly detrimental effects on the natural environment.



Having regard to the size and importance of the artificial pet food industry and the relative size of your corporation within that industry we feel that this places upon you certain obligations, viz:

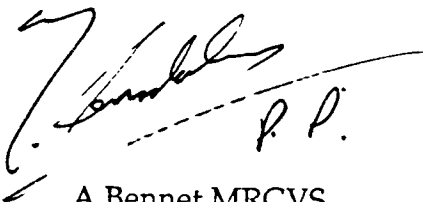
a. The allegations of pet health, economic and environmental damage are serious. We believe that the onus of proof, that your corporation's products do not give rise to the consequences listed, resides with your corporation. Please advise.

b. We note that in Australia you maintain that your company subscribes to the local veterinary conventions regarding the feeding of small domestic carnivores. It is our expectation that your company would be prepared to meet the requirements of National and State laws. As an example we refer to the Federal Government Truth in Advertising Policy and the Trades Practices Act. Please provide justification for your widespread media advertising, packaging claims, associated brochures and Petcare Information and Advisory Service schools programmes which appear to be out of step with local veterinary convention and therefore we believe in likely conflict with Australian law. Please advise.

c. It is accepted fact that the progenitors of domestic cats and dogs evolved on a diet of predominantly animal carcasses. These carcasses consisted chiefly of raw meat on raw bones. During the selection for modern breeds which took place over the recent few hundred years it is generally agreed that the predominant diet of the animals was raw meaty bones and table scraps. The incongruity now exists that many authorities advise against the feeding of natural food stuffs. Please reconsider the following paragraph from the 20 June letter. Please provide a comprehensive reply.

"Given the fundamental nature of, and level of interest in, the topic of raw bones for carnivores I should appreciate an unequivocal statement as to your recommendations. Noting your position as director of 'The World's Leading Authority on Pet Care and Nutrition' I suspect that you will have an enormous volume of research data and supporting literature. Please supply a list of references and if possible copies of supporting literature."

Yours sincerely,



A Bennet MRCVS
I Billingham B V Sc
T Lonsdale MRCVS
B Muir B V Sc

C.c. Ms Jo Knowsley and other interested parties.

Tom Lonsdale and Associates

Veterinary Surgeons

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6 October 1996

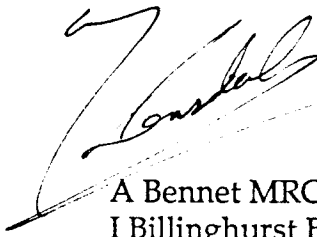
Dr N T Gorman FRCVS
Head of Research
Waltham Centre for Pet Nutrition
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire LE14 4RT
U.K.

Facsimile: 0011 44 1664 415440

Dear Dr Gorman,

Please find accompanying copy of letter of 31 July 1996. Please provide your responses.

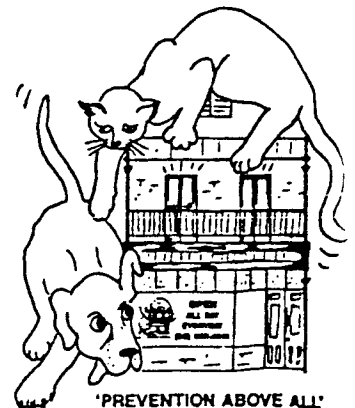
Yours sincerely,



A. Bennet

A Bennet MRCVS
I Billingham B V Sc
T Lonsdale MRCVS
B Muir B V Sc

C.c. Ms Jo Knowsley and other interested parties.



Tom Lonsdale and Associates

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23 October 1996

Dr N T Gorman FRCVS
Head of Research
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Melton Mowbray
Leicestershire LE14 4RT
U.K.

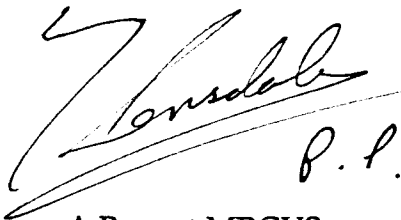
Facsimile: 0011 44 1664 415440

Dear Dr Gorman,

Your failure to respond to our correspondence leads us to a number of conclusions.

We would be happy to be proved wrong. Please reply.

Yours sincerely,



A Bennet MRCVS
I Billingham B V Sc
T Lonsdale MRCVS
B Muir B V Sc

C.c. Ms Jo Knowsley and other interested parties.

