

The following shows correspondence between The Royal Dick School of Veterinary Studies and Pedigree Master Foods, Crown Petfoods and Ralston Purina International (UK) Ltd.

This correspondence was disclosed as the result of a Freedom of Information Act Enquiry



**Pedigree
Petfoods**

Division of Mars G.B. Limited

National Office
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire
LE14 4RS

Fax 0664 415661
Telex 34675 PPMX G
Phone 0664 410000

[REDACTED]
Department of Veterinary Clinical Studies,
Royal (Dick) School of Veterinary Studies,
University of Edinburgh Small Animal Clinic,
Summerhall,
EDINBURGH EH9 1QH
17/06/93

Dear [REDACTED]

Residency in Clinical Nutrition : Partnership Plan

Please find enclosed a draft Partnership Plan which I think encompasses all the major points that we discussed at our meeting at BSAVA Congress. Quite clearly there are some aspects which will need some 'fine tuning' but I would guess that we are well on the way to a successful joint venture.

With Best Regards,

[REDACTED]
[REDACTED]
[REDACTED]



MA Recycled Paper



University of Edinburgh : Faculty of Veterinary Medicine

Department of Veterinary Clinical Studies

1993 - 1995 PARTNERSHIP PLAN

PEDIGREE PETFOODS RESIDENCY IN CLINICAL NUTRITION

Background

For a number of years, increasingly close links have been forged between Pedigree Petfoods & WALTHAM and the Faculty of Veterinary Medicine at the University of Edinburgh. This Plan is a natural progression; reflecting our mutual interests in the education of veterinary students and the very strong scientific association already established with WALTHAM.

Final impetus to the development of a firm partnership has been provided by the Company's wish to become more closely associated with the educational process in veterinary schools and by the opportunity to fund the Clinical Nutrition Residency in the Department of Veterinary Clinical Studies. (Appendix 1)

The Plan

The Plan covers four main headings:

- 1) Direct Funding
- 2) Products
- 3) Commercial Development
- 4) Contractual Expectations

1) Direct Funding

i) Clinical Nutrition Residency / Teaching Partnership

The post of Resident in Clinical Nutrition will play the key role in our overall partnership. The Resident will be responsible for:

- a) the teaching of Small Animal Nutrition, including Clinical Nutrition, to veterinary students,
- b) the provision of a Dietary Advice Function for the Small Animal Clinic, especially with respect to the selection of appropriate Clinical Diets.
- c) the development of Strategies for Critical Care Management, in conjunction with WALTHAM.
- d) the implementation of Joint Research Projects with WALTHAM
- e) involvement in teaching subjects of joint interest to relevant veterinary audiences in the UK and abroad.

ii) WALTHAM / Department of Veterinary Clinical Studies Research Partnership.

WALTHAM will liaise with the Dept. of Veterinary Clinical Studies to explore subjects of mutual interest and benefit to both Edinburgh and to WALTHAM, preferably encompassing some aspect of critical care nutrition. Any projects will be run in conjunction with WALTHAM and will be subject to all the standard agreements concomitant with research projects of this nature. The results will be published, subject to prior review by WALTHAM.

2) Products

Pedigree Petfoods' products will be used exclusively in the Faculty of Veterinary Medicine, including the Referral and 'First Opinion' Clinics.

This will not only apply to the Pedigree & Whiskas Clinical Diets, but to the 'core' brands such as the Pedigree Chum, Pedigree Chum Formula, Chappie and Whiskas ranges. (The exception to this will be individual cases where clinical judgement dictates that no suitable Pedigree Petfoods product is available.)

* Pedigree Petfoods will supply the above products free of charge to the Veterinary Faculty; which can then either use them to feed hospitalised animals or retail them to clients, and bona fide staff and students, in order to generate further income for the Veterinary Clinical Studies Department. Periodically, this procedure will be reviewed.

3) Commercial Development

The partnership with Pedigree Petfoods offers a unique opportunity for mutual activity in the areas of:

- a) Waiting & Reception Room Merchandising
- b) Staff Training in Retailing Skills
- c) Pet Health Counselling

These activities are all examples of 'self-help', cash generating schemes, based on shared Pedigree Petfoods experience. They will be developed to create additional income, which in turn can be used to offset funding of Departmental costs, for example the Residency. (Appendix II)

The Vetcare Wholesaler Manager and the local Veterinary Business Consultant will establish close contact with appropriate staff at the Veterinary School to determine the way forward for these projects, with immediate effect.

- * Pedigree Petfoods to advise on appropriate product ranges and fixture layout; to arrange product supply and continuity; and to liaise with the Veterinary Faculty to arrange comprehensive & effective training.

- * Edinburgh to commit staff to the principles of retailing and to establish Pet Health Counsellors at the hospital.

- * Some basic principles of Practice Communication and Management to be taught to Veterinary Students by utilising these facilities in an informal way.

4) Contractual Expectations

The following mutual undertakings will apply:

- * Funding will be spread over 3 years.

- * The content of the Undergraduate Small Animal Teaching Curriculum will be assessed, in conjunction with Pedigree Petfoods & WALTHAM with a view to integrating the most up-to-date nutritional information available to the Company and the Faculty of Veterinary Medicine into the Course, at both the Animal Husbandry and Clinical Nutrition stages.

- * Within the Undergraduate Curriculum, the Use of Speakers, Written Material and Promotional Visits from other prepared pet food manufacturers will be discussed with the Company prior to any arrangements being made.



THE UNIVERSITY OF EDINBURGH.
FACULTY OF VETERINARY MEDICINE.
Royal (Dick) School of Veterinary Studies,
DEPARTMENT OF VETERINARY CLINICAL STUDIES.

PEDIGREE PETFOODS RESIDENT IN CLINICAL NUTRITION.

The residency will be based within the Department of Veterinary Clinical Studies, Royal (Dick) School of Veterinary Studies, Summerhall, Edinburgh.

The residency will be a full time appointment for a period of three years.

Aims and Objectives of the Programme

- i) To develop managed enteral and parenteral nutrition programmes for patients in either the medical or surgical hospitals.
- ii) To train the resident in all aspects of clinical nutrition and also internal medicine, particularly where these are relevant to nutrition.
- iii) To disseminate this knowledge to the undergraduate students and professional colleagues by written papers, lectures and tutorials, in order to improve the awareness of the importance of nutrition.
- iv) To encourage collaborative work with other clinical nutritionists including visits to the USA.

Specific Programme Details

A Division of Duties

The resident's allocation of time will be as follows;

- 30% Clinical Research.
- 70% Clinical duties and teaching.

CLINICAL RESEARCH;

i) The resident will be required to undertake clinical research under the direction of Mr. J. W. Simpson into the role of nutrition in the aetiology and treatment of both medical and surgical cases presented to the small animal clinic.

ii) In addition to reporting the results of such research, the resident will be required to register for a further qualification such as MPhil. or a certificate in small animal medicine. (We anticipate this latter qualification will be made available by the Royal Collège of Veterinary Surgeons in the near future)

CLINICAL EXPERIENCE AND DEVELOPMENT OF CLINICAL NUTRITION;

The Resident will attend medical first opinion and referral consultations (with particular emphasis on internal medicine and nutrition) in the Small Animal Clinic. Initially this will be under the guidance of an appropriate senior clinician. As the resident gains experience he/she will be expected to take full responsibility for referral cases.

The resident will be involved in student ward rounds and will take part in the out-of-hours duty rota for both medical and surgical cases. He/she will be expected to monitor his/her own clinical progress by maintaining a clinical log detailing the internal medicine cases seen.

Teaching Responsibilities

The acquisition of teaching and presentation skills is an important part of the residency programme.

- 1) The resident will be involved in clinical instruction to students on the internal medicine and first opinion rotations
- 2) The resident will hold seminars and be involved in case presentations at clinicians discussion groups and during rounds.
- 3) In order to gain experience in didactic teaching and develop clinical nutrition the resident will be assigned a number of lectures on small animal clinical nutrition.
- 4) In addition the resident will be encouraged to give lectures to the Veterinary Nursing programme and Continuing Education lectures to general practitioners through Unived and local BSAVA/BVA regions.

Academic Development

- 1) Weekly reviews; The resident and supervising clinician will meet once weekly and review and discuss the weeks' case material,
- 2) Journal/book review sessions; Monthly meetings will be held to review the current journal and book literature pertaining to internal medicine and in particular clinical nutrition.
- 3) The resident will be required to attend and contribute to the biweekly clinicians problem conferences and will be expected to take part in the biweekly informal pathophysiology of disease discussion club which is run by the residents and junior members of staff.
- 4) Informal research seminars; Attendance at the biweekly Departmental Research Seminars is required. The resident will present research proposals, in addition to giving a final report.

- 5) Publications; The results from the research project are expected to form the basis for at least two publications in refereed journals.
- 6) Attendance at meeting; The resident is encouraged to attend one national meeting or conference per year such as the BSAVA congress, for which the Department would cover the costs subject to the constraints of the clinical rota.

GENERAL;

At present the small animal area of the Department of Veterinary clinical Studies employs seven residents. Of these two are based in the surgery unit while the remainder work in the small animal medical unit. Three of the seven residents are funded by organisations outwith the University. All the residents are provided with training by the senior members of departmental staff and are encouraged to take an active part in departmental seminars and present papers outwith the university.

The resident will be entitled to six weeks holiday in the year, to be taken during vacations at times agreed by the Head of Department.

The post will be available from the summer of 1993 and the appointment will be made on a salary scale of £12,638.00 to £14,962.00p p.a. In addition to the salary paid to the Resident a further 26% is required to meet the Universities contributions towards the employees National Insurance and Superannuation. An allowance should also be made for an increase in the cost of living and national pay awards.

PRACTICAL FUNDING PLAN

- Pedigree Petfoods to underwrite total annual sums of £16K, £18K & £20K for the years 1994, 1995 & 1996 respectively. (The funding will actually coincide with the Academic Year and will therefore commence in October 1993).

- Progress will be reviewed during 1994.

- As mentioned in 3a),b) & c) of the Partnership Plan, it can be anticipated that the Veterinary Faculty will generate at least £5K p.a. from the retailing of PP products.

In the first year, this can be left as extra income, over and above the PP underwritten sum. In subsequent years, it is proposed that 50% of the additional revenue is retained as extra income; but that the other 50% is offset against the cost of the Clinical Nutrition post.

Thus:

	<u>Year 1</u> (£K)	<u>Year 2</u> (£K)	<u>Year 3</u> (£K)
Guaranteed PP Support	16	18	20
Profit on Sale of PP Products*	4	5*	5*
Actual PP Cash to Vet School	16	15.5	17.5
Net Vet School Income	20	20.5	22.5

* In reality this is a very conservative estimate. It is likely that, a steadily increasing amount of profit on sale is likely to accrue.



24 September 1997

DEPARTMENT of VETERINARY CLINICAL STUDIES
Royal (Dick) School of Veterinary Studies

The University of Edinburgh
Veterinary Field Station
Easter Bush
Roslin Midlothian
EH25 9RG

Fax 0131 650 6588
Telephone 0131 650 1800
or direct dial 0131 650 094

[REDACTED]
Technical Communication Manager
Pedigree Petfoods
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire LE14 4RS

Dear [REDACTED]

Re Waltham Lectureship in Clinical Nutrition

Thank you very much for your letter of 17 September 1997. I confirm that you have intimated quite precisely our understanding of our contractual relationship. I will ensure that any agreement we may reach with Purina does not infringe upon this and specifically I recognise that no other individual Pet Food Manufacturer will be involved in the teaching of basic clinical nutrition or business management. This applies of course to aspects over which I or the Faculty has direct control. However I would not be able to prevent a direct approach by the student body to another company in order to supply a speaker for their Clinical Club. I have no reason to believe that such would be forthcoming but I want you to know that this is a potential loophole over which we have no control.

I am of course aware that any agreement with Purina could put some strain upon our relationship. However, I am sure you will recognise that with the past and anticipated cuts in funding it would be silly for us to "look a gift horse in the mouth" and I would hope that we might be able to find some compromise that would not impinge to any extent on both our contractual and moral relationships.

As I mentioned to both yourself and [REDACTED] has had itchy feet for some time in that the salary we can pay him does not meet his requirements or expectations. I heard yesterday that he has accepted a post at Mississippi State. This is unfortunate for everybody concerned. Mississippi State, as I tried to impress upon [REDACTED] is probably one of the least desirable institutions and/or locations at which one could teach veterinary medicine. We in turn will lose a most valuable Faculty member.

[REDACTED] will leave us with effect from the end of December. We would naturally hope, as indicated in our agreement, that the funding for this post would be continued. It is my own belief that the joint programme that we have set up with [REDACTED] help is arguably the most successful of any of those at the UK Veterinary School and we would hope to do just as well in the future. Our current agreement will expire in 1998, and obviously it would not be possible for us to recruit a replacement with a possibility of only a 1 year term of appointment. I wonder therefore if you would be in a position to extend the contract to enable us to give the appointee a 5 year contract which I think is the minimum acceptable to enable us to recruit a top quality individual.

I look forward to your thoughts.

Yours sincerely

[REDACTED]

[REDACTED]

Head of Department



17 October 1997

DEPARTMENT of VETERINARY CLINICAL STUDIES
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[REDACTED]
Technical Communications Manager
Pedigree Petfoods
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire LE14 4RS

Dear [REDACTED]

Re Dog Food For Students (or rather for their pets!)

Further to our discussions of yesterday, I confirm that we have sent out a memorandum to all students advising them of the availability of half price Pedigree Foods. This will clearly preclude effectively any involvement from Iams via the back door.

Although in the contract it does indicate that food would be available for students, there is of course no indication that this was to be at half price. My recollections of our initial discussions were that you were concerned about upsetting the Supermarkets and that you had requested that this half price deal be applied initially only to members of our Department, and then later to the whole Faculty. [REDACTED] confirms that this was his recollection. However this may well have been a misunderstanding on our part, and be that as it may, we are of course more than happy to extend it at your suggestion to all the students forthwith.

I will look forward to hearing the deliberations regarding [REDACTED] post next week. Actually, in addition to being away on Monday, I have an RCVS meeting on Tuesday and will therefore be in London on that day. I will however be back for the rest of the week. We hope to conduct an international trawl to fill this post, and would of course welcome the input of yourself and your Waltham colleagues regarding suitable candidates, and would appreciate a representative for the interview panel.

I think it is clear that the programme at the "Dick" has been most successful, and has been a credit to both of our organisations. With your help, we are determined to maintain this momentum.

With best regards.

Yours sincerely

[REDACTED]
[REDACTED]
Head of Department



FACSIMILE SHEET

University of Edinburgh
Department of Veterinary Clinical Studies
Easter Bush Veterinary Centre
Roslin
Midlothian EH25 9RG

Tel: (0131) 650 6294

Fax: (0131) 650 6588

Total No. of sheets: 2

Date: 31 October 1997

To: (Name):

[REDACTED]

Address:

Ralston Purina International (UK) Ltd, 79 High Street, Chobham
Surrey

Fax No:

[REDACTED]

From (Name):

[REDACTED]

Message

Dear [REDACTED]

Many thanks for your fax of 27 October.

There are still some problems for us in 1E. We are, as I mentioned, obliged to use and recommend Pedigree diets as our first choice. Clearly, this would not apply if clinical judgement indicated that one of your diets was preferable. But it would apply in the case of the routine diets. There is a bit of an inconsistency between the first part, and the second part, in that the first part indicates that the diets will be free, and the second part indicates that they will be "at cost". There is, however, no problem with us selling them on at a recommended price. We would certainly like to have the diets, and the opportunity of using them on selected patients as indicated.

However, I really think that in terms of publicity for you by using a lot of the CNM diets, we will not be a whole lot of help. But, clearly, we will be able to be of enormous help in the generation of publicity through lectures etc. and publications by the appointee.

Other points, in relation to the feline aspect would be:

- A. "in the area of feline medicine and geriatrics" and ... "nutrition related activities in cats"
- D. We suggested 4 visits, but clearly you would be welcome at all times. Any lectures from visitors could not be in the area of clinical nutrition.

We do have the potential interest in the post of an outstanding individual who is very highly regarded in the feline field. However he is already at the level at which we could pay, having regard to the 22% expenditure on superannuation and national insurance. Are we completely fixed as to the upper limit, or would there be a little flexibility in terms of an outstanding appointee who would bring us both much credit?

I am in the clinic today and Monday, but will try to call to get your thoughts.

With best regards

Yours sincerely

A large rectangular area of the document has been completely blacked out, redacting the signature and any text that might have been present below the 'Yours sincerely' line.Handwritten initials, possibly 'PP', in cursive script.

Head of Department

[REDACTED]
WALTHAM Lecturer in Small Animal Medicine and Clinical Nutrition
Department of Veterinary Clinical Studies
Royal (Dick) School of Veterinary Studies
University of Edinburgh
Summerhall Square
Edinburgh
EH9 1QH

7th Dec 1998

Dear [REDACTED]

Apologies that I have not been in touch for a while, I hope that you are well and enjoying life in Edinburgh.

This letter is to formally confirm the provision, by Pedigree Masterfoods, of Pedigree, Chappie and Whiskas products free of charge for use in hospitalised patients (New order forms should have been received from your wholesaler). I do hope that this amend will be useful and help your feeding practices in the hospital.

Also I have attached the address listing that we currently use for mailing Waltham Focus. Waltham Focus is available to practicing vets on a subscription basis, £19.95 per year (4 copies), to cover costs. New graduates and the Veterinary Schools receive complimentary copies. I am suspicious that the address listing is out of date and would be grateful if you could amend for Edinburgh so we know how many copies you would like to receive and to whom.

As we discussed at the last meeting, I would like to invite a couple of key Veterinary Nurses from each vet school to Waltham. Please could you let me know who you think would be most appropriate so that I can make that offer to them.

Final bit of housekeeping is to confirm the delay of our proposed meeting until the beginning of next year. This is to allow the recently appointed Waltham Lecturer at the RVC to join us. I'll be in touch with some dates as soon as possible, look forward to hearing from you

Kind Regards
[REDACTED]
[REDACTED]
[REDACTED]

Run this past Andrew
Bernie - send good
to me.

James
thought
Diane
7.9
WPE

7th January 2000



[REDACTED]
Technical Communications Manager
Pedigree Masterfoods
National Office
Waltham-on-the-Wolds
Melton Mowbray
Leicestershire
LE14 4RS

DEPARTMENT of VETERINARY CLINICAL STUDIES
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Dear [REDACTED]

Re: Petfood sales

Firstly, may I wish you a very happy New Year. I hope that Waltham-in-the-Wolds was as "millenium bug-free" as everywhere else appears to have been!

I am trying to develop a more aggressive sales pitch in respect of the Pedigree products, as we have yet to recover anything like the sales levels that existed prior to the change in arrangements. My task has not been aided by Hills, who have developed a direct sales pitch to our students, which we were powerless to stop. So what I have to do is to ensure that the students know of the superiority of the Pedigree products, and also to indicate to them the precise costs.

In this regard, I would welcome your guidance. I know, of course, that we must sell the standard Pedigree and Whiskas canned food at the normal retail price, and we have taken the Dunwoods list price as our guide, merely giving our staff and students a 10% discount from that. However, staff and students tell us that they can usually obtain supplies for considerably less at the local supermarkets, hence our sales are miserly. I ask therefore, whether it would be in order for us to adopt a pricing policy that is at least competitive with the local supermarkets, whilst taking care not to appreciably undercut them. I attach, for your information, a current list of the prices that we are charging.

I look forward to your thoughts.

With best regards,

Yours sincerely
[REDACTED]
[REDACTED]
[REDACTED]

PEDIGREE CORE RANGE

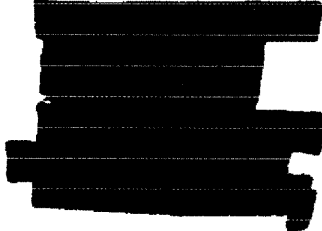
COST TO STAFF/STUDENTS/FACULTY				CLIENT	
inc vat				inc vat	
Puppy Advance	3 kg	2.57	3.02	5.65	6.64
	15 kg	11.01	12.94	24.22	28.46
Adult Advance	3 kg	2.13	2.50	4.68	5.50
	15 kg	9.12	10.72	20.07	23.58
Junior Advance	3 kg	2.35	2.76	5.17	6.07
	15 kg	10.07	11.83	22.15	26.03
Energy	3 kg	2.42	2.84	5.32	6.25
	15 kg	10.38	12.20	22.84	26.84
Light Menu	2 kg	1.58	1.86	3.48	4.09
	10 kg	6.92	8.13	15.22	17.88
Sensitive	2 kg	1.63	1.92	3.59	4.22
Pedigree Chum 400g (24 tins)		10.70	12.57	11.77	13.83
Pedigree Chum 400g (per tin)		0.44	0.52	0.48	0.56
Pedigree Chum 800g (12 tins)		9.82	11.54	10.8	12.69
Pedigree Chum 800g (per tin)		0.82	0.96	0.9	1.06
Pedigree Chum Puppy 3 pack		11.6	13.63	12.76	14.99
per 3 pack		1.45	1.70	1.59	1.87
Chappie 412g (24 tins)		8.02	9.42	8.82	10.36
Chappie 412g (per tin)		0.33	0.39	0.36	0.42
Chappie 825g (12 tins)		7.42	8.71	8.16	9.59
Chappie 825g (per tin)		0.62	0.73	0.68	0.80
Breath Buster		1.15	1.35	1.73	2.03
Whiskas Kitten 3KG		3.42	4.02	7.52	8.84
Whiskas Adult 3KG		3.42	4.02	7.52	8.84
Whiskas 8+ 3KG		3.42	4.02	7.52	8.84
Whiskas Less Active		4.02	4.72	8.84	10.39
Whiskas (Tins)	per 24 tins	11.49	13.50	12.64	14.85
	per tin	0.48	0.56	0.53	0.62
Whiskas Kitten 4 pack tins		16.43	19.31	18.07	21.23
per 4 pack		1.37	1.61	1.51	1.77



Pedigree
Masterfoods
A Division of Mars UK Limited

16th March 2000

To:



Dear Waltham Lecturer,

Please find enclosed current information on the Advance range. The price list is dated February 1999 but this is correct for 2000. There will not be an increase in the price of Advance this year. This list includes the Recommended Retail Price for sales.

Advance can be ordered along with the rest of the other Pedigree and Whiskas diets free of charge. These diets can be fed to hospitalised patients in the Intensive Care Unit or in the wards. We ask that you sell only the vet diets to the general public and clients. The vet diets should be sold at the RRP.

Advance can be sold to faculty, staff and vet students at each of the veterinary colleges at the price that you set. In other words, if you wish to sell them at 10% or 50% reduction of RRP we don't mind. Please bear in mind that the free of charge pet foods have been abused in the past by the veterinary universities so we will review the project on an annual basis. The funds generated by the sale of Pedigree and Whiskas diets can be used in whatever way is deemed most beneficial for each vet college. Please communicate these details at your university.

You will find enclosed guidelines for Advance feeding costs per day for dogs. I've also enclosed a sheet showing the new claim on Pedigree called Fortivil™. It has recently been launched in the grocery stores so clients may ask you about it.

If you need further details please do not hesitate to contact me. I look forward to seeing you soon at the BSAVA!

Sincerely,

[Redacted signature]
[Redacted name]
[Redacted title]

Technical Resource Manager



11 February 2002

DEPARTMENT of VETERINARY CLINICAL STUDIES
Royal (Dick) School of Veterinary Studies

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or direct dial 0131 650

[REDACTED]
Pedigree Master Foods
Waltham-on-the-Wolds
Melton Mowbray
LEICESTERSHIRE
LE14 4RD

Dear [REDACTED],

As you know our agreement indicates that Pedigree Master Foods wishes to be made aware of dealings we may have with other pet food manufacturers. In light of this I would like to let you know that Hill's Pet Foods are sponsoring [REDACTED] a neurologist at the Animal Health Trust to speak to students at all of the UK Vet Schools about Brain Ageing. In addition, they will put on a small luncheon afterwards. [REDACTED] will be speaking at the EBVC on 18th April. I see absolutely no conflict with this, but thought I would let you know.

Hope we can meet up again next time you are in the Edinburgh area.

Kind regards.

Yours sincerely,

[REDACTED]

pp [REDACTED]
Head of Department

12/11/02



Veterinary Clinical Studies
ROYAL (DICK) SCHOOL OF VETERINARY STUDIES

The University of Edinburgh
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18th December 2003

[REDACTED]
Managing Director
Crown Petfoods
25 Brympton Way
Lynx West Trading Estate
Yeovil
BA20 2JB

Dear [REDACTED]

I am writing to you with regard to the Waltham Lecturerships in Small Animal Nutrition and Medicine. It has come to our notice following a meeting with [REDACTED] that these positions will be terminating in July 2004. We are extremely grateful for all the support we have received from Pedigree Masterfoods in helping to create these university posts. I would like to suggest that we have worked very hard with Waltham and Pedigree in the past, offering a level of co-operation which has helped educate undergraduate students and veterinary surgeons in clinical nutrition in general, and your diets in particular.

Our association with Waltham and Pedigree extends over many years even before the Waltham Lecturerships were conceived. It might be useful to look at the history of our association with Waltham and review the work that has resulted in significant contributions to the veterinary literature, education of veterinary surgeons in clinical nutrition and sales of your products.

In 1987 [REDACTED] Head of Small Animal Internal Medicine, forged the initial relationship with the Waltham Centre for Pet Nutrition and in particular with [REDACTED]. Following various discussions on clinical research and common areas of interest these investigators collaborated on several projects which ultimately led to the publication of one textbook on clinical nutrition and nine scientific papers (Appendix 1). In addition, [REDACTED] lectured on behalf of the company in several countries including Israel, Hungary and most recently Greece.

In 1988 [REDACTED], working initially as an independent consultant for Pedigree and subsequently as a member of staff, invited [REDACTED] to run several road shows aimed at increasing awareness of the 'Selected Protein' range of diets. This led to significant increases in sales of the product and allowed Pedigree to firmly stamp its authority in this area of the market. To this day the single protein veterinary diets produced by Pedigree remain market leaders in this field.

In the mid 1990's [REDACTED] visited the Waltham Centre for Pet Nutrition on several occasions at the invitation of [REDACTED] to carry out endoscopic examinations of dogs and cats as part of ongoing research at the centre.

As relationships between staff at the University of Edinburgh Veterinary School and Waltham-Pedigree continued to grow, a residency position was created at Edinburgh in 1992. This position allowed us to appoint [REDACTED] who continued our research with Waltham and promoted clinical nutrition more effectively to undergraduate students than was previously possible. As a result of the residency's success the position was changed to be one of the first Waltham lectureships in Clinical Nutrition in the UK in 1995. [REDACTED] extended the work carried out by [REDACTED] and represented Waltham and Pedigree at many meetings, improving practitioners' understanding of small animal medicine and the role of nutrition in the treatment of patients.

When [REDACTED] resigned to take a position in the United States of America, we were permitted to continue the position with one of the most highly qualified Waltham lecturers there has ever been, namely, [REDACTED]. Not only does [REDACTED] have excellent qualifications in small animal medicine but she is also board certified in nutrition. This makes her uniquely qualified to teach and promote nutrition and carry out nutritional research. Attached is a second document (Appendix 2) that reviews [REDACTED] commitment to Waltham, highlighting the many areas where she has promoted small animal nutrition.

I would therefore like to suggest to you that losing [REDACTED] would represent not only a loss to our programme but the loss of a nutrition expert who could continue to assist you in the development of awareness in nutrition and promotion of your products in the UK and internationally. In addition to her present role there is an opportunity to extend this as a technical expert for the company and in research aimed at the creation of new products which would benefit small animal medicine.

I believe Edinburgh is in a unique position to work with you into the 21st century because of our understanding of your company's needs built up through our long-standing relationship and having [REDACTED] expertise, all built upon our record of achievement. We would therefore be delighted to meet with you to explore these opportunities and to discuss ways forward to continue our long and fruitful relationship with your company.

Yours sincerely

[REDACTED]
[REDACTED]
[REDACTED]
Head of Division

WORKING ASSOCIATION WITH THE WALTHAM CENTRE FOR PET NUTRITION.

FUNDED POSTS

[REDACTED] Waltham Resident in Small Animal Medicine and Nutrition. 1992 - 1994.

[REDACTED] Waltham Lecturer in Small Animal Medicine and Nutrition. 1995 - 1998.

[REDACTED] Waltham Lecturer in Small Animal Medicine and Nutrition. 1998 - present.

COLABORATION

[REDACTED] contributed with [REDACTED] and [REDACTED] in the production of one of the first small animal nutrition books. "Clinical Nutrition of the Dog and Cat" Blackwell Scientific Publications, 1993.

[REDACTED] represented Waltham Centre for Pet Nutrition and Pedigree Masterfoods internationally by presenting papers in the following countries;

Israel 1993 University of Tel Aviv.

Hungary 1994 University of Budapest.

Greece 2000 Thessaloniki. Waltham Awards Ceremony.

Waltham Symposia Birmingham .

In addition [REDACTED] made several trips to WCPN in the mid 1990's to assist with endoscopic examination of dogs and cats at the request of [REDACTED] Head of the WCPN at that time.

SCIENTIFIC PAPERS

Each of the following papers was published following a research grant from WCPN and in many of the papers with collaboration from staff at the WCPN.

Simpson, J.W. & Van den Broek A.H.M. 1990 Assessment of fat absorption in normal dogs and dogs with hyperadrenocorticalism Res. Vet. Sci. 48:38.

Van den Broek, A.H.M. & Simpson, J.W. 1990 Fat absorption in dogs with atopic dermatitis. Adv. Vet. Derm.. 2: 155.

APPENDIX 1

- Simpson, J.W. & Van den Broek, A.H.M. 1991 Fat absorption in dogs with diabetes mellitus and hypothyroidism. Res. Vet. Sci. 50: 346.
- Van den Broek, A.H.M. & Simpson, J.W. 1992. Fat absorption in dogs with demodecosis or zinc responsive dermatosis. Res. Vet. Sci. 52: 117.
- Simpson, J. W., Maskell, I.E. Quigg, J. & Markwell, P.J. 1994. The long term management of canine exocrine pancreatic insufficiency. J. Sm.Anim.Pract. 35: 133
- Simpson, J. W. Maskell, I.E. & Markwell, P.J. 1994 Restricted antigen diet in the management of idiopathic canine colitis. J.Sm.Anim.Pract. 35: 233.
- Simpson, J.W., Masekk, I.E., Quigg, J., Markwell P.J. 1996 Long term management of canine exocrine pancreatic insufficiency. European J. Com. An. Pract. 6: 70
- Yam, P. Shelton, G.D., & Simpson J.W. 1996. Megaoesophagus secondary to acquired mysathenia gravis. J. Sm.Anim.Pract. 37: 178
- Stonehewer, J. Simpson J.W. Else, R.W. & McIntyre N. 1998. Evaluation of B and T cell lymphocytes and plasma cells in colonic mucosa from healthy dogs and from dogs with inflammatory bowel disease. Res. Vet. Sci. 65: 59. ✓

Waltham-Royal Canin Senior Lecturer in Internal Medicine and Nutrition
Division of Veterinary Clinical Studies
Royal (Dick) School of Veterinary Studies
Easter Bush Veterinary Centre

SUMMARY OF CONTRIBUTIONS TO SMALL ANIMAL NUTRITION AND INTERNAL MEDICINE

- I am a Diplomate of the American College of Veterinary Nutrition, the European College of Veterinary Internal Medicine and the American College of Veterinary Internal Medicine, a member of the Australian College of Veterinary Scientists, and have a Masters degree in Animal Nutrition.
- My position at the University of Edinburgh is in the specialist small animal (cats and dogs) referral internal medicine clinical service.
- I teach all the small animal basic nutrition lectures to the pre-clinical veterinary students, as well as many of the small animal medicine classes, which include an introduction to therapeutic diets. Teaching the use of clinical diets has resulted in much greater awareness of clinical nutrition amongst our students and therefore more use of special diets in their patients both within the hospital and later in their lives in practice.
- I teach the final year clinical nutrition tutorials, and also teach final year seminars, practicals and day to day teaching at ward rounds on the use of clinical diets and specifically Waltham-Royal Canin diets.
- In previous years, I have taken the small animal nutrition and internal medicine elective students to the Waltham Centre for Pet Nutrition for a three day course including tours of the Masterfoods factory and the research facilities.
- My Waltham-Royal Canin contract has been tied to the use of Waltham-Royal Canin diets as the main clinical food for our inpatients. This means our students on clinics are predominantly exposed to Waltham-Royal Canin diets, encouraging their use later in their careers.
- Similarly, referred patients frequently receive Waltham-Royal Canin diets as part of their therapy, which may continue as life long treatment. This treatment encourages the referring veterinary surgeons to use these diets in these and other cases. I frequently receive phone calls from veterinary surgeons in practice for advice on cases, and also advise on use of diets during these conversations.
- I present many Continuing Professional Development lectures on clinical nutrition to practising veterinary surgeons and nurses in the UK. These presentations have included the Waltham/Royal Canin Lecturers' Roadshow (a series of annual talks, sponsored by Waltham/Royal Canin, given throughout Britain by the lecturers), the annual BSAVA Conference, and a variety of university sponsored CPD courses.

- International talks sponsored by Waltham have included presentations at veterinary small animal conferences in Estonia, Russia, Poland, Hungary, Thailand, New Zealand, and Australia. I contributed to training sessions of European Waltham (Effem Foods) employees in Europe taking place in Austria in 1996 and 1997.
- I have presented my research in nutrition and in internal medicine, sponsored by Waltham at conferences throughout Europe and North America.
- I have had input in assessing the company's commercial diets, and can provide facilities and expertise for clinical trials. I have also provided assistance in assessing proposed research ideas from the Waltham Centre for Pet Nutrition.
- I have contributed to two Waltham CD ROMs on interactive cases in clinical nutrition, and collaborated with Waltham Centre for Pet Nutrition in editing a didactic CD ROM on small animal nutrition. These CDs have been marketed by Waltham for education of students and small animal practitioners.

CPD Presentations

Nutritional Status of Canine and Feline Patients Admitted to a Referral Veterinary Internal Medicine Service. Abstract presented at Waltham International Science Symposium, Bangkok, Thailand, Oct 2004

Nutrition for Cancer Patients. Cambridge, Oct 2004

Introduction to Fluid Therapy in Small Animal Medicine, Fluid Therapy for Critical Care Cases. Poland, Sept 2003.

Adverse Reactions to Food. Waltham Roadshow, Belfast, Nottingham, London, Nov 2002

Two Day Course on Preparation for the Certificate in Small Animal Medicine. Edinburgh, Nov 2001, 2002, 2003, 2004

Hepatic Disorders – New Ideas in Management; Case Presentations. Waltham Roadshow, Glasgow, Chester, York, Oct/Nov 2001

Nutrition for Hospitalised Small Animal Patients. Nurses Continuing Education Lecture. Edinburgh, July 2001.

Nutrition for Kittens. Feline Advice Bureau Day. Edinburgh, May 2001.

Investigation of Liver Disease. Evening Seminar in Small Animal Medicine. Edinburgh, April 2001.

Treatment of Liver Disease. Evening Seminar in Small Animal Medicine. Edinburgh, April 2001.

Practical Nutrition for the Critical Care Patient. Advanced Course in Small Animal Medicine. Glasgow, Jan 2001 and 2002

Approach to the Vomiting Patient. Glasgow Advanced Course in Small Animal Medicine. Glasgow, Jan 2001 and 2002

Preparation for the Certificate in Small Animal Medicine. Two day course. Edinburgh, Nov 2000.

Help with Hepatopathies. Waltham Roadshow. York, London, Bristol. Nov. 2000

Introduction to Clinical Pathology. Clinical Club. Edinburgh, Oct 2000

Cats in History. Feline Advice Bureau Conference. Newbury, Oct 2000.

Nutrition for the Older Cat. Feline Advice Bureau Conference. Edinburgh, May 2000.

Approach to the Geriatric Patient. British Small Animal Veterinary Association Conference. Birmingham, April 2000.

Practical Parenteral Nutrition. British Small Animal Veterinary Association Conference. Birmingham, April 2000.

Two Day Course on Preparation for the Small Animal Certificate Examination. Edinburgh, Nov 1999.

Canine Neonatal Mortality. British Small Animal Veterinary Association Paediatrics Day. London, Nov 1999.

Paediatric Nutrition. British Small Animal Veterinary Association Paediatrics Day. London, Nov 1999.

Diagnostic Approach to Vomiting and Diarrhoea. Small Animal Veterinary Conference. Estonia, Sept 1999.

Drugs for Use in Gastrointestinal Disorders. Small Animal Veterinary Conference. Estonia, Sept 1999

Peripheral Parenteral Nutrition in Dogs. Abstract, American College of Veterinary Internal Medicine Forum. Chicago, June 1999.

Use of Nasogastric Tubes in Small Animal Practice. Sponsored by Arnolds. Glasgow, Carlisle, Kinross, and Leeds, April 1999.

One Day Course on Preparation for the Small Animal Certificate Examination. Edinburgh, Nov. Feb. 1999.

Investigation of Anaemia in Dogs and Cats. Evening Seminar for Veterinarians. Edinburgh, Feb 1999.

Separating Fat From Fibre – Diet in Diabetes Mellitus. British Small Animal Veterinary Association Congress. Birmingham, April 1998.

Gastric Emptying and Intestinal Transit Times in Cats Fed a High Fibre Diet. Abstract, British Small Animal Veterinary Association Congress. Birmingham, April 1998.

Inflammatory Bowel Disease, Food Allergy. Training Session for Uncle Bens. Albury-Wodunga, Australia, Feb 1998.

Cats are Not Small Dogs – Feline Nutrition. Breeder Talks sponsored by Uncle Bens. Sydney, Melbourne, Adelaide and Albury-Wodunga, Australia, Feb 1998.

Investigation of Urinary Tract Disorders. Nurses' evening seminar, sponsored by Effem Foods. Auckland, NZ, March 1998.

Use of Drugs in Gastrointestinal Tract Disorder. The Waltham Sponsored All-Russian Veterinary Conference. Moscow, Russia, Jan 1998.

Urinary Tract Anatomy and Physiology, Chronic Renal Failure, and Lower Urinary Tract Disorders of Small Animals. Waltham Vetcare Training Programme. Vienna, Austria, Jan 1998.

Drugs and the Gastrointestinal Tract. University of Liverpool Continuing Education Day for Referral Practices. Leahurst, Nov 1997.

Gastric emptying, small intestinal and colonic transit times of radiopaque markers in cats fed a high fiber diet. Abstract presentation. 15th Annual ACVIM Conference. Orlando, Florida, May 1997.

Update of the Use of Drugs for the Gastrointestinal Tract. Hungarian Veterinarian Conference, sponsored by Waltham. Budapest, Hungary, April 1997.

Use of Radiopaque Markers to Determine Gastric Emptying and Small Intestinal Transit in Cats. Abstract presentation, WSAVA, BSAVA & ECAVA World Congress. Birmingham, April 1997.

Gastrointestinal Physiology. Acute Vomiting and Diarrhoea in Small Animals. Waltham Vetcare Training Programme. Vienna, Austria, Jan 1997.

Nasogastric/Nasoesophageal Tubes. Regional BVA meetings. Harrogate, Newcastle-upon-Tyne and Chester, Sept - Oct 1996.

Feline Nutrition. Cat Protection League Seminar. Leahurst, Sept 1996.

Adverse Reactions to Food. Regional veterinary meetings sponsored by Nature's Recipe Petfoods. Wellington, Auckland, Christchurch and Dunedin, New Zealand. Feb/March 1996.

Nutrition and PetFoods. Nature's Recipe Day Training Sessions for Masterpet. Wellington, Auckland, Christchurch and Dunedin, New Zealand, Feb/Mar 1996.

Use of Radiopaque Markers to Determine Gastric Emptying and Small Intestinal Transit in Cats. Abstract presentation, ACVIM 13th Annual Forum. Orlando, Florida, May 1995.

Comparison of Continuous vs Intermittent Enteral Feeding in Dogs. Abstract, ACVIM 12th Annual Forum. San Francisco, California, June 1994.

Review of Clinical Nutrition in Hospitalised Animals. Dept of Veterinary Clinical Science, Melbourne University. Melbourne, Australia, Oct 1993.

Neonatal Mortality. Society for Theriogenology Annual Conference. Toronto, Canada, August 1990.

Care of Orphan Puppies and Kittens; Canine and Feline Pediatrics. Continuing Education Course for Veterinarians. Colorado State University, April 1990

Care of Neonatal Puppies. District 10 Nebraska Veterinary Medicine Association meeting. Oct 1988.

Research

Current Research:

Serum concentrations of folate and homocysteine in dogs on peripheral parenteral nutrition. Supported by Waltham Company, Melton Mowbray, U.K. and Baxter Company, Versailles, France.

Malnutrition in hospitalised dogs and cats. Survey currently ongoing on the incidence of malnutrition in internal medicine referral cases at presentation.

Collaborative work with [REDACTED] Texas A&M, College Station, Texas, on gastroenterology and pancreatitis projects.

Co-supervisor for [REDACTED] on corticosteroid metabolism in cats.

Affects of NSAIDs on gastrointestinal permeability studies in dogs.

Incidence of catheter related thromboembolism and the use of an NSAID gel to decrease the incidence of thromboembolism.

Publications: (* Refereed publications)

Journals:

Steiner JM, Broussard, J. Teague SR, [REDACTED] Williams DA. Canine serum pancreatic lipase immunoreactivity (cPLI) concentrations in dogs with gastritis. In preparation.

[REDACTED] and Gunn-Moore, D. A. Nutrition for Older Cats, Commissioned by *In Practice*. In preparation.

[REDACTED] Diagnosis of acute diarrhoea in dogs Commissioned by *In Practice*. In preparation.

[REDACTED], 2002 Essentials of nutrition in cats and dogs with gastrointestinal disease. *In Practice*. 24(9): 528-533

██████████ 2002 The chronically diarrhoeic dogs: Part One – diarrhoea of small intestinal origin. *In Practice*. 24(1): 18 – 27.

██████████. 2002 The chronically diarrhoeic dogs: Part One – diarrhoea of large intestinal origin. *In Practice*. 24(2): 71 - 75

██████████ 2002 Pathophysiology of acute renal failure *U.K. Vet*. 7(4): 31-34

██████████. 2002 Pathophysiology of chronic renal failure *U.K. Vet*. 7(5): 5- 13.

██████████. 2002 Diagnosing renal disease *U.K. Vet*. 7(6): 20 -31.

*Jamieson P., ██████████ 2001 Transient renal tubulopathy in a Labrador retriever. *J Sm An Pract* 42:546 – 9.

██████████ Guilford WG, Maxwell A, and Barter L. 2000 A pilot study of protein sparing in dogs using peripheral parenteral nutrition. *Res Vet Sci* 69: 47 – 52.

██████████ Guilford WG, Payne-James, JJ. 2000 Use of peripheral parenteral nutritional support in dogs and cats *J Am Vet Med Assn* , 216: 669-673.

██████████ Practical peripheral parenteral nutrition. 2000 *Waltham Focus*, Special Edition, pp 30 – 35.

*Knottenbelt CM, ██████████ Simpson JW. 2000 Neutrophilic leucocytosis in a dog with a rectal tumour. *J Sm An Pract* 41: 457 – 460.

*Knottenbelt CM, Simpson JW, Tasker S, Ridyard A, ██████████ Jamieson PM and Welsh EM. 2000 Preliminary clinical observations on the use of piroxicam in the management of rectal tubulopapillary polyps. *J Sm An Pract*. 41:393-397.

██████████ 2000 Parenteral nutrition in small animal practice *Vet Pract Nurse*. 12: 25 –28.

██████████ Guilford WG, Lawoko CRO, and Whittem. 1999 Gastric emptying, small intestinal and colonic transit times of radiopaque markers in cats fed a high fiber diet. *Vet Radiog Ultrasound*. 40: 3 – 8.

██████████ Guilford, W.G. and Lawoko, CRO. 1997 Use of radiopaque markers to evaluate gastric emptying and small intestinal transit time in healthy cats. *J Vet Int Med*. 11: 361-364.

██████████ Guilford W.G and Lawoko CRO. 1996 Comparison of continuous vs intermittent enteral feeding in dogs, *J Vet Int Med*. 10: 133-138.

██████████ Miller E., Olson P.N. and Ralston S.L. 1993 Serum Chemistry and Lipid Profiles in Neonatal Beagle Puppies. *Cornell Vet*, 83: 84 – 87.

Lawler, D.F. and ██████████, 1993 Indications and Techniques for Tube Feeding Puppies. *Vet Pract STAFF*. 1: 23 – 27.

[REDACTED] Fettman M.J. and Greco D.S. 1992 Metabolism in Illness and Injury. *Comp Cont Edu Pract Vet.* 14: 992 – 998.

Powell, M.H. and [REDACTED] 1990 Hereditary Polymyopathy in the Labrador Dog. *Hunting Retriever Newsletter.* 4:19 – 22.

*Poffenbarger, E.M., Olson, Ralston, R.S., [REDACTED] 1990 Canine Neonatology Part II: Disorders of the Neonate. *Comp Cont Edu Pract Vet.* 6:130 – 146.

*Poffenbarger, E.M., Ralston, S.L., [REDACTED] Olson, P.N. 1990 Canine Neonatology Part I: Physiologic Differences between the Puppy and the Adult Dog. *Comp Cont Edu Pract Vet.* 2: 98- 103

Abstracts:

[REDACTED] and Gunn-Moore D. 2003 Nutritional status of canine and feline patients admitted to a referral internal medicine service. Waltham International Symposium, Bangkok, Thailand.

[REDACTED] Payne James JJ, 2002 Prospective Evaluation of Peripherally Administered All-in-One Parenteral Nutrition Regimens in Hospitalised Dogs. BSAVA Congress Proceedings, Birmingham.

Steiner JM, Broussard, J, Gumminger SR, [REDACTED] Williams D. 2001 Canine gastric lipase immunoreactivity (cGLC) concentration in serum from dogs with gastritis. ECVIM Congress Proceedings. Dublin.

[REDACTED] Guilford, WG, Butterwick R, Maxwell A, Barter L. 1999 Peripheral parenteral nutrition in dogs – a pilot study. *J Vet Int Med*, 13: 281.

[REDACTED] and Guilford W.G. 1997 Gastric emptying, small intestinal and colonic transit times of radiopaque markers in cats fed a high fiber diet. *J Vet Int Med* 14: 306.

[REDACTED] and Guilford W.G. 1995 Assessment of gastric emptying and small intestinal transit in cats using radiopaque markers. *J Vet Int Med* 12: 199.

[REDACTED] and Guilford W.G. 1994 Comparison of continuous vs intermittent enteral feeding in dogs, *J Vet Int Med* 8: 196.

Ralston, R.S., Isherwood, J., [REDACTED] Poffenbarger, E.M., Severin, G., Olson, P.N. 1990 Evaluation of Growth Rates and Cataract Formation in Orphan Puppies Fed Two Milk Replacer Formulas. Abstract. International Symposium on Veterinary Perinatology.

Books chapters:

[REDACTED] Pediatric Normal Blood Values. In Kirk RW and Bonagura JD, (eds.): *Current Veterinary Therapy XI*. Philadelphia: W.B. Saunders, 1992, p.981.

CD-ROMs:

The Waltham Course on Dog and Cat Nutrition; Editor. In collaboration with the Waltham Centre for Pet Nutrition, Melton Mowbray. 1998

Waltham Interactive Clinical Nutrition Cases 1. Co-developer of educational CD-ROM on nutrition and gastrointestinal disorders. In collaboration with Waltham Centre for Pet Nutrition, Melton Mowbray, 1997.

Waltham Interactive Clinical Nutrition Cases 2. Co-developer of educational CD-ROM on nutrition and urinary tract disorders. In collaboration with Waltham Centre for Pet Nutrition, Melton Mowbray, 1998.

END