



Volume 5 Issue 2

business essentials

Aurora Pharmaceutical, Inc.
Innovative Products Backed
by Exceptional Service



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Aurora Pharmaceutical Adds B



Bob Rehurek,
Director of Sales and Marketing
Aurora Pharmaceutical, Inc.

Barrier® for dogs and cats (imidacloprid + moxidectin) Topical Solution

to Companion Animal Portfolio

As promised, Aurora Pharmaceutical is proud to introduce our newest companion animal addition – Barrier® (imidacloprid + moxidectin) Topical Solution for Dogs and Cats. With the highly successful launch

companion animal products have been sold exclusively through a strong network of regional and local distributors supported by our ever-expanding Aurora companion animal sales force. While going this route is not how Aurora wanted to introduce our companion animal products, it was essential if we wanted this product line to have any relevance in the industry.

By the time we were able to bring our product line to the marketplace, many of our large animal distributor partners had already brought on competitive products, making Revolt® and Barrier® a lower sales priority (or not offered at all). We knew our new (and improved) product lines were in many ways superior in manufacturing, packaging and pricing than the competitive products, however, being third or fourth in the market would never allow a fair presentation of our product.

That's when we decided to bring on a companion animal sales force and work directly with regional distributors to launch and support our companion animal products. This move has allowed Revolt to grow at an incredible rate and we hope the same success will push Barrier into even more clinics.

While regional distributors have less brand recognition and overall pull as compared to our national distributors, we have found regional distributors are more engaged with their suppliers, and therefore have more time to devote to our product benefits and sales points when

HSB Veterinary
Supply
Inc.

first
veterinary supply
Putting Veterinarians First

PENN
Veterinary Supply, Inc.

AMATHEON
Animal Health

DVMed
supply

pv **PROMOVET**
EVERY PRODUCT DISCOUNTED

VetPro

WE WANT YOUR FEEDBACK



As we enter our fifth year of *DVM Business Essentials* newsletter, we want to make sure we are offering you information pertinent to growing and maintaining your practice.

We work hard to offer industry insight, current information, clinic tips and feature an overview of Aurora's new products. By featuring leaders of the industry, veteran veterinarians and respected professionals who can share their stories, we hope to provide timely and valuable knowledge.

Now it's your chance to speak to us! Please take a quick minute to scan the bar code and fill out the information survey provided. Are we on target? Are there other areas we need to explore?

WE WOULD LOVE TO HEAR FROM YOU!

To make it worth your time, Aurora will award a 4th Generation Wi-Fi 64GB Apple iPad® Air to each of 4 names randomly drawn from among the bar code survey entries. After the drawing, winners will be notified for shipping specifics.

You could be a winner
just for giving us your
opinion!!!



ENTER TO WIN

of Revolt® (selamectin) Topical Parasiticide – containing the same active ingredient and dosing regimen of the much more expensive Revolution® (selamectin) – we are excited to add this highly effective imidacloprid + moxidectin combination topical solution to expand our heartworm and flea control where this dual-action product is preferred.

As with all Aurora generic alternative products, Barrier will be manufactured in our facility in Northfield, MN, eliminating expensive international transportation expenses and problematic back-order issues. That, along with our commitment to multiple sourcing vendors, will allow Aurora to bring this generic Advantage Multi® (imidacloprid + moxidectin) into veterinary-only hands at a greatly-reduced price.

Which brings me to how this product will enter the marketplace. Unlike most of our large animal products that utilize large, nationwide distributors, our com-



arrier® Topical Solution

calling on small animal clinics. The one-on-one sales initiative we are getting from regional distributors is constantly and consistently growing our brand.

Ultimately, no one is more passionate about our business than we are or our direct sales team. Therefore, it's critical upfront that we train the distributor's salesforces and show them that passion so they have the tools to tell our story. It's our job to get them as excited as we are to sell our product. It's imperative that we constantly come prepared with new materials to make it easier to sell our product and to know where they should sell it.

As we enter a new chapter in sales and distribution, it is our hope to grow our large animal product line via large distributor partners who command a larger geographical benefit, however, as we introduce companion animal products that are regional in their coverage and control, it just makes good business sense that we rely on regional partners to grow our brands. **A**

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AURORA PROVIDES PET BEDS FOR SWEET SHELTER PUPPIES & KITTIES



Donations are necessary for almost all nonprofit organizations to operate, but this is especially true for animal rescue organizations and shelters. With so many homeless pets and

little to no support from the government, private donations are the backbone of these places. Running an animal center requires a supportive staff, dedicated volunteers, and generous donations from industry and the surrounding community.

That is why the Aurora companion animal sales team took up the call and developed a program where they personally deliver pet beds to local shelters. To date, Aurora has donated more than 200 pet beds and continue to support the shelters daily.

To date, the following shelters have received beds and the list continues to grow:

Humane Pennsylvania's Freedom Center for Animal Lifesaving, Reading, PA

Humane Society of Valdosta, Valdosta, GA

Lake City Humane Society, Lake City, FL

Haile's Angels, Gainesville, FL

Hamilton Hounds, Hamilton Correction Institute, Jasper, FL

Northeast Arkansas Humane Society, Jonesboro, AR



If you know of a shelter or rescue that's in need of pet beds, contact Julie Loftus, Aurora's Companion Animal Sales and Marketing Manager at 1-800-345-1793 or JLoftus@aurorapharmaceutical.com. **A**





Urban Growth Spurs New Opportunities For Two Texas Practitioners

The two partners of North Texas Veterinary Hospital (NTVH) in Weatherford, TX, merged their two equine/livestock practices in 2015 for the sole purpose of acclimating in an ever-changing veterinary industry. Tom Hutchins, DVM (OK St '99) and partner Craig Sweatt, DVM (TXAM '00), knew if they were going to expand their practice in Parker County, TX, long-term, they needed to diversify to take advantage of the urban growth from nearby Dallas/Ft. Worth.

Little did they envision that NTVH would steadily and rapidly grow to be one of the most progressive, most sought after practices in the area with equine, livestock and small animal clients growing yearly.

However, it did not happen overnight. It required thousands of windshield hours and years of educational preparation.

Immediately after veterinary school in June 2000, Dr. Hutchins completed a large-animal rotating internship at Lou-

isiana State University School of Veterinary Medicine with primary emphasis in equine medicine and surgery. After completion of his internship, he began his veterinary career in Salado, TX, in an exclusively equine practice performing lameness evaluations, dentistry and soft-tissue and minor orthopedic surgeries both in-house and on an ambulatory basis.

Four years later he moved to Equine Sports Medicine and Surgery working

alongside an elite group of veterinarians at its world-class referral hospital and on racetracks across the country. In 2009, Dr. Hutchins became certified as a Diplomate by the American Board of Veterinary Practitioners (ABVP) specializing in Equine Practice and formed the equine-specific ambulatory practice – Silverado Equine Performance, LLC.

Dr. Sweatt took a slightly different approach to gaining veterinary experience by immediately joining a mixed animal practice in Spearman, TX, as an associate veterinarian where he gained invaluable hands-on experience prior to forming Mobile Veterinary Services in 2002.

“After 13 years and 12 years, respectively, Dr. Hutchins and I decided to form NTVH. We’ve never looked back”, Dr. Sweatt smiles. Through it all, both veterinarians say they owe their current success to the loyal clients each had during their growing years.

“We owe our growth and continued success to those clients that have remained loyal to us throughout the years,” says Dr. Hutchins. “Both Dr. Sweatt and I were ambulatory veterinarians prior to merging and building this facility. With a lot of windshield time comes a lot of loyal clients who understand the commitment of us being available when they needed help. While we both still put a lot of miles on our trucks servicing those same accounts, we are slowly introducing those clients to our associate veterinarians and transitioning more towards haul-in evaluations to increase service and efficiency.

Our associates are vital to our team when we are personally not available. This also allows us to stay closer to the clinic and home.”

Immediately after merging practices, the two equine/large animal veterinarians built a new facility that opened for business in November 2015. However, as Dr. Sweatt notes, while they were both bringing equine and livestock clients to the practice, the immediate need was for a small animal clinic.

“With the urban growth coming in from the Dallas/Ft. Worth area, we were handed the opportunity to service the urban families that owned one or two horses, but also dogs and cats,” outlines Dr. Hutchins. “We decided to build the clinic around a new companion animal emphasis. Stacy McLeod, DVM (OK St’04) and Mary Rabke, DVM (MWU ’19) handle most of the small animal work with both Dr. Sweatt and I tagging in when needed. The growth of the practice has forced the partners to expand the facility three times during the initial six years of operation. While 55% of the income is generated from equine, we see the small animal side of our business helping us survive the ebb and flow of the equine and livestock industries.”

According to the veterinary partners, the new monster in the room is learning to compete with the internet. “We



decided a long time ago to have an in-house pharmacy,” says Dr. Sweatt. “As a mixed-animal practice, we felt we needed to offer products and medicines in real time. A lot of our older clients expect product to be there when they need it.”

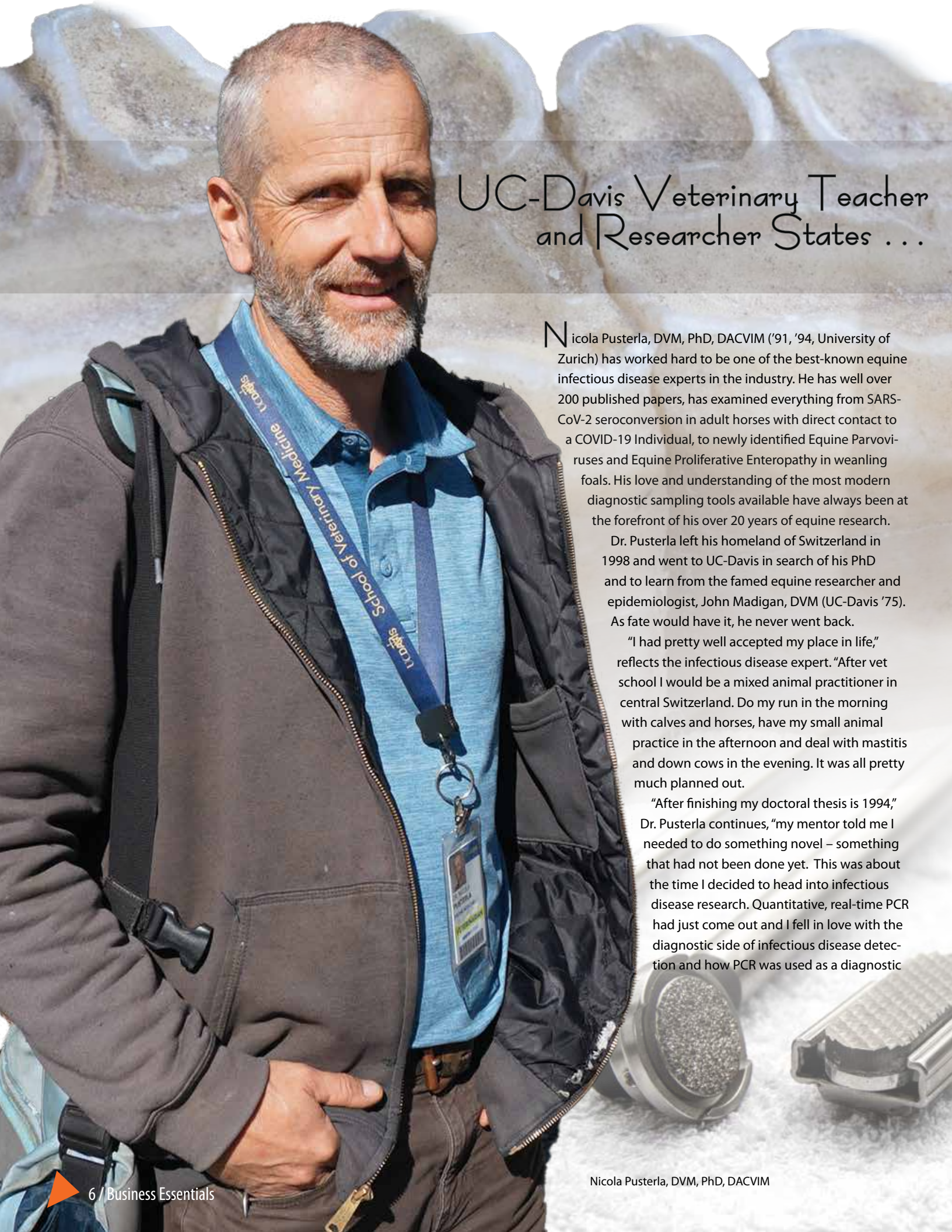
Dr. Hutchins adds, “Having product available on the truck or through our on-line site has opened new doors for us to remain competitive. Our clients love the ease of ordering products and we love filling needed scripts from our own inventory. Working through our veterinary distributors, we can order by 11 a.m. and have it on our doorstep or drop-shipped to customers by 4 p.m. This service has helped us compete with on-line stores and our clients love the convenience of our price-competitive, on-line pharmacy.”

According to Dr. Hutchins, one of the most popular on-line scripted products for the equine practice has been Equisul-SDT® (Sulfadiazine/Trimethoprim).

“This broad-spectrum antibiotic has become one of our most popular products with horse owners,” adds Dr. Hutchins. “Equisul-SDT is a big part of our practice. I was initially turned on to it because of the product safety and bioavailability properties. I was always worried about colitis and other issues when using the trimethoprim/sulfa tabs and powders,” he outlines.

“With Equisul-SDT it’s easy to measure and administer. Client compliance is also critical. Most sick horses have a decreased appetite, so we always worried about them consuming enough of the sulfa powders or pills. We don’t have to worry about effectively dosing the sick horse with Equisul-SDT.”





UC-Davis Veterinary Teacher and Researcher States ...

Nicola Pusterla, DVM, PhD, DACVIM ('91, '94, University of Zurich) has worked hard to be one of the best-known equine infectious disease experts in the industry. He has well over 200 published papers, has examined everything from SARS-CoV-2 seroconversion in adult horses with direct contact to a COVID-19 Individual, to newly identified Equine Parvoviruses and Equine Proliferative Enteropathy in weanling foals. His love and understanding of the most modern diagnostic sampling tools available have always been at the forefront of his over 20 years of equine research.

Dr. Pusterla left his homeland of Switzerland in 1998 and went to UC-Davis in search of his PhD and to learn from the famed equine researcher and epidemiologist, John Madigan, DVM (UC-Davis '75). As fate would have it, he never went back.

"I had pretty well accepted my place in life," reflects the infectious disease expert. "After vet school I would be a mixed animal practitioner in central Switzerland. Do my run in the morning with calves and horses, have my small animal practice in the afternoon and deal with mastitis and down cows in the evening. It was all pretty much planned out.

"After finishing my doctoral thesis in 1994," Dr. Pusterla continues, "my mentor told me I needed to do something novel – something that had not been done yet. This was about the time I decided to head into infectious disease research. Quantitative, real-time PCR had just come out and I fell in love with the diagnostic side of infectious disease detection and how PCR was used as a diagnostic

Nicola Pusterla, DVM, PhD, DACVIM

Equine Veterinary Medicine Has a Huge 'Life Balance' Issue to Overcome

tool. It so happened that there was a conference in Switzerland, and they had invited Dr. John Madigan to speak and present on infectious disease. I was asked to pick him up at the airport and show him around the city. I was so excited to have that opportunity. While visiting with Dr. Madigan, he invited me to UC-Davis to work in his research and diagnostic lab. A year later I took him up on his offer to work in his lab for a year while I finished my degree. I fell in love with working in California and decided to do my Residency at UC-Davis. After a few hiccups, I was accepted into the program and what was going to be just a year in Davis has now turned into a 20+ year career in equine infectious disease medicine and now, dentistry."

Dr. Pusterla is a full Professor in the Department of Veterinary Medicine & Epidemiology, with a dual role that now includes a 50% responsibility of teaching at the School of Veterinary Medicine at Davis and recently, a new teaching role that includes advanced equine dentistry. Dr. Pusterla admits that his new love of dentistry was part of his midlife crisis.

"I wanted to move beyond the daily internal medicine classes and research and moving into dentistry certainly filled that need. I'm really enjoying the dentistry and types of cases I'm being presented with," says Dr. Pusterla.

According to the researcher, the role of teaching dentistry has taken somewhat of a twist over the past 10 years. "Dr. Travis Henry came here with fantastic credentials in equine


dentistry and while he was here, we tried to get someone to learn from him and then take over once he was finished," he outlines.

"As it turned out, that someone was me. Now I'm Board Certified in Veterinary Dentistry and teach this 50% of my time along with my normal infectious disease classes. I'm really enjoying this aspect of my teaching career. It's a highly gratifying, humbling topic. It teaches patience and self-control. It's fascinating because every horse's mouth is different and comes with its own set of issues. How you approach it is different every time. If you're looking for a field of expertise where you can't become cocky, try equine dentistry. The referrals can really stretch your knowledge and patience, however, I'm fortunate to have world-class veterinary assistance here at Davis. It helps me diagnose and treat much more confidently."

Dr. Pusterla says few things concern him more than getting young adults interested in committing to equine medicine. "The difficulty for us is at any given time we have 130-150 veterinary students, however, only 10-15 will commit to equine medicine. The issue is how do you make a profession that's

so time consuming and demanding into a lifestyle that will allow you to combine family and work? Practice owners need a mindset that allows new vets (many with \$200,000+ student debt) to have flexibility in the practice, an excellent salary/bonus program that allows them to whittle away at the debt and still have some free time to get away from the practice, start families and have a high quality of life. If not, they'll gravitate to the companion animal side of the business where they can work less hours and make twice the money."

As Dr. Pusterla looks forward in his career, he does not want to be known for his years of research, his countless contributions to understanding infectious diseases or his extensive knowledge of veterinary diagnostic tools. For him, true success is how good a husband and father he has been and remains.

"Like so many in our profession, family has oftentimes been put on the back burner as we advance our careers. For me, those advancements mean absolutely nothing if it costs me my family. We need to make them our priority. Everything else will work itself out." 

STAY HUNGRY TO GET W



IT would be fair to assume most large animal veterinarians know of students that were passed over for veterinary school because they did not come from backgrounds of financial privilege or simply did not have the grades.

"People may not like or agree with this, but veterinary admissions are tailored to students of high social/economic status," says Ingrid Wolff, DVM (Ross '13), owner of equine-specific Armitas Equine Veterinary Service on California's central coast.

"The students they select have been groomed from an early age for this opportunity. I sincerely feel vet schools are doing the industry a disservice because they're not bringing in students from all walks of life. Students who come from farms and have worked around animals are more than qualified to enter veterinary school, but because they don't come from wealth, privilege or connections, or maintained high grades, they are often passed over. I think vets coming out of vet school would be more resilient, more worldly, and would not be afraid of the work that's required to start in practice if they had a farm background or high level of work experience. This selection criteria must change if we are going to retain large animal veterinarians."

Dr. Wolff is talking from experience. "My entire life has been a fight," she adds. "I've been rejected so many times. Even the admissions counselor (at the large West Coast veterinary school) told me not to bother applying to veterinary school because I was not cut out to be a veterinarian and that I should pursue other careers."

However, what that counselor did not know or take the time to understand, was the grit and commitment Dr. Wolff had to be a veterinarian. "I didn't grow up around horses and had minimal experience with horses, but knew that was the field I wanted to practice in. I thought if I went to farrier school that would be a great education in combination with being a veterinarian."

Dr. Wolff was a professional farrier for almost 20 years. Being able to incorporate that skill set and equine veterinary knowledge has set her apart from many veterinary practices because she is able to incorporate that skill into her equine practice every day.

"This experience allows me to quickly

evaluate the specific causes of distal limb lameness in most horses I evaluate. A lot of lameness originates in the foot, and I believe more vets need to start there when doing a lameness exam," says Dr. Wolff.

"For example, the biggest issue I see almost every day is balance issues – the foot is not balanced properly, and the horse is trying to compensate for that lack of balance. Whether its mediolateral balance of the bone within the hoof capsule or something else, it can manifest itself as lameness further up in the body, such as in the stifle, or even in the back. I still practice those farrier skills on very specific cases, especially if they are refractory to the treatment they've been receiving."

According to Dr. Wolff, being an equine veterinarian combines her lifelong love of horses and being outside. "I love the science behind the medicine," the practitioner notes. "My pre-veterinary education was in molecular, cellular and developmental biology, so incorporating that into my practice has been interesting and challenging to me. Talking to clients about the mechanism of action of disease processes and medications, and taking a complex, scientific product and being able to break it down to terms a client can not only understand, but appreciate, is rewarding. As vets we must always understand, this is a people business. Even though we work on horses and other animals, it's the people part of the business that you really need to lean on to make your job easier. Working with the animal is just the bonus of being a vet."

An excellent example Dr. Wolff points out is when she prescribes Equisul-SDT® (Sulfadiazine/Trimethoprim) to her patients. "I have found Equisul to be the best oral antibiotic I can give my patients and clients. It's a little more expensive than the human grade tablets widely used in equine practice, but I explain to them that it's a better product for respiratory infections in horses. Clients are grateful for its ease of administration and that the horse likes the flavor. It's a liquid so they don't have to mix it and they don't mind dosing the animal per my instructions. It's an easy product to sell because owners see the results of a healthier horse quicker. I also love using Balance Stress and Dehydration Aid on horses that need to be tubed for electrolytes. It quickly handles dehydrated horses and is easy and inexpensive for the horse owner to give directly."

HERE YOU WANT TO GO

Santa Ynez Valley/Santa Barbara area has historically been a great place to raise cattle and horses. Because of its unique soil types, grasses, and mild temperatures, over the years there have been waves of cattle, Thoroughbred horses, Arabian herds, and now pleasure and performance horses have gravitated to the region.

Being a mobile veterinarian allows Dr. Wolff the ability to take her unique veterinary skills to clients' horses much more quickly and efficiently. Due to the remoteness and rough terrain where many farms are located, Dr. Wolff outfitted herself with a specialized veterinary truck that allows her to take diagnostic and therapeutic tools right to the ailing horse.

"Bay Horse Innovations, Cynthiana, KY, custom built my practice a veterinarian/farrier rig that affords me to travel in a fully outfitted vet truck with electricity, power, digital radiology, ultrasound, and a Class 4 therapeutic laser," outlines Dr. Wolff. "It also allows me to go almost everywhere without issues. I see a lot of veterinarians that do not have this capability and always thought it was a disservice to the horses. This customized mobile vet center allows me to be more customer serviced and my clients love the ability of me coming to their farm vs. hauling a sick horse to a vet. It was extremely important for my practice to be able to provide this additional service."

In addition to her mobile vet practice, Dr. Wolff and partners are in the process of opening a podiatry center in the Santa Ynez Valley. Dr. Wolff notes, "Having the ability to bring horses into a new equine rehabilitation center and focus on the podiatry side of her practice is an exciting new adventure. I will be working with two farriers, one who will focus on therapeutic and corrective shoeing. Our hope is this will open the door to outside horses that just aren't getting the level of care they need. Back east and in Florida there are a few well-known practices that have podiatry as a specialty, but that's simply not the case in this area. My hope is that this will be the place horse owners and practitioners will send horses who require this type of special care. It's exciting to be on the ground floor of this type of practice."



EQUISUL-SDT is a registered trademark of Aurora Pharmaceutical, Inc.
For dosing and label information, please check our website at www.aurora-pharmaceutical.com.

Ingrid Wolff, DVM



AND NEVER TAKE 'NO' FOR AN ANSWER

NEW

Aurora Introduces Barrier® (imidacloprid + moxidectin) Topical Solution for Dogs and Cats

Aurora Pharmaceutical is excited to introduce Barrier® (imidacloprid + moxidectin) for Dogs and Cats. This proven combination product is Aurora's second parasiticide product designed to control problematic heartworms and fleas in cats and dogs and will be made available exclusively to veterinary clinics at Aurora's best-price-always commitment.

"All your pet owners want is year-round protection against the major internal and external pests that make their pets miserable," says Julie Loftus, Aurora's Companion Animal Sales & Marketing Manager."

Barrier® for Dogs (10% imidacloprid + 2.5% moxidectin) and **Barrier® for Cats** (10% imidacloprid + 1% moxidectin) fits all these requirements and allows your clinic to put your client's dogs and cats on an effective and economical monthly treatment program that's easy to apply and easy for your pet owners to comply with. This low-cost generic Advantage Multi® (imidacloprid + moxidectin) will make your clinic more money, too."

Barrier contains two proven active ingredients that guarantee your patients receive the broadest protection against internal and external pests:

- ✓ Moxidectin is absorbed to provide the dog or cat with heartworm protection as well as month-long protection against internal nematodes and ear mites.
- ✓ Imidacloprid is distributed across the skin surface in the lipid layer for month-long flea control.

Barrier for Dogs (10% imidacloprid + 2.5% moxidectin) and **Barrier for Cats** (10% imidacloprid + 1% moxidectin) is a colorless to yellow, ready-to-use solution packaged in single dose applicator tubes for topical treatment of dogs and cats. The formulation and dosage schedules for dogs are designed to provide a minimum of 4.5 mg/lb (10 mg/kg) imidacloprid and 1.1 mg/lb (2.5 mg/kg) moxidectin based on body weight and 0.45 mg/lb (1.0 mg/kg) based on body weight for cats.

"Barrier, unlike other topical parasiticides, contains unique and proven pharmacological properties," outlines Valerie Coerver, DVM, Aurora Pharmaceutical Companion Animal Technical Services Veterinarian. "Literature shows that transdermal moxidectin provides a wide margin of safety on dogs, but also FDA-approved as effective for dogs with circulating microfilariae. Additionally, Barrier's active moxidectin is the only macrocyclic lactone shown to protect against heartworms all month long in dogs."

Dr. Coerver adds, "Transdermal moxidectin offers the heartworm prevention that you and your pet owners expect, but with a form that is optimized to address dangerous whipworms, roundworms and hookworms."

Because moxidectin is such a highly lipophilic molecule, when applied transdermally, active moxidectin is absorbed through the skin into the subcutaneous fat and bloodstream providing:

- ✓ Concentrates in fat and tissue throughout the body, remaining present between monthly doses.
- ✓ Quickly achieves a high blood level that lasts all month.
- ✓ Levels continue to build with consecutive dosing, with steady state being reached after 4 months.¹

JUST LOOK AT THE PRODUCT ADVANTAGES WHEN BOTH ACTIVE PRODUCTS ARE COMBINED IN A MONTHLY DOSE: →

	DOGS AND PUPPIES	CATS AND KITTENS
Prevents Heartworm Disease	✓	✓
Treats Circulating Microfilariae	✓	
Kills Adult Fleas + Treats Flea Infestations	✓	✓
Treats + Controls Intestinal Parasite Infections*		
• Roundworms	✓	✓
• Hookworms	✓	✓
• Whipworms	✓	
Treats + Controls Sarcoptic Mange	✓	
Treats + Controls Ear Mite Infestations		✓

*(immature and 4th stage larvae)

Barrier® – Provides Unique Opportunity For Increased Clinic Profit

"Barrier is the once-a-month topical solution for the prevention of heartworm disease your clinic has been requesting," adds Alan Higginson, Aurora Companion Animal Sales & Marketing.

"Besides proven heartworm prevention, Barrier economically treats problematic circulating microfilariae, kills adult fleas, is indicated for the treatment of flea infestations, the treatment and control of sarcoptic mange, as well as the treatment and control of intestinal parasite infections in dogs and puppies that are at least 7 weeks of age and that weigh at least 3 lbs.

.....▶ "This is a huge advantage versus many products that don't provide puppies and kittens any protection until they are much older and weigh more. This provides clinics with a unique opportunity to conduct puppy/kitten exams and quickly start the pet on heartworm and flea control. This is a huge market that's currently untapped."

Alan Higginson ◀.....

KNOW THE FACTS:

Fleas and flea infestation in dogs and cats (*Ctenocephalides felis*) cause itching, bald spots and skin allergies.²

Roundworms (*Toxocara canis*, *Toxocara leonine*, *Toxocara cati*) – the most common intestinal parasite in dogs & cats – is easily spread and can infect humans.⁴

Hookworms in dogs and cats (*Ancylostoma caninum*, *Uncinaria stenocephala*, *Ancylostoma tubaeforme*) cause internal blood loss, diarrhea and weight loss.³

Barrier[®] for dogs and cats (imidacloprid + moxidectin) Topical Solution

Barrier[®] ... Designed to Keep Customers Compliant and Clinic Profits Soaring

"Barrier[®] provides your clinic with the greatest ROI on the market," concludes Loftus. "Because Barrier is packaged to mimic the pioneer product – Advantage Multi[®] – your clients don't have to re-learn dosage colors and application timing. And with Barrier's unique *Twist-N-Appl*y product applicator, clients can easily apply the monthly dose and maintain pet protection. And Barrier Topical Solution is **only available through veterinarians**, so clients return to your clinic when their supply runs out – no OTC or web-based competition like other topical solutions for dogs and cats."



DOSAGE:

Administer the entire contents of a single dose tube (or appropriate combination of tubes for cats over 18 lbs. and dogs over 110 lbs.) of Barrier[®] topically in accordance to the label directions.

CATS: The recommended minimal dose is 4.5 mg/lb (10.0 mg/kg) imidacloprid and 0.45 mg/lb (1.0 mg/kg) moxidectin based on body weight.

DOGS: The recommended minimal dose is 4.5 mg/lb (10.0 mg/kg) imidacloprid and 1.1 mg/lb (2.5 mg/kg) moxidectin based on body weight.



BARRIER [®] PRODUCT DESCRIPTION	PACKAGE COLOR	WEIGHT (lbs.)	VOLUME (mL)	IMIDACLOPRID (mg)	MOXIDECTIN (mg)
Barrier [®] for Cats 5	Light Blue	2-5	0.23	23	2.3
Barrier [®] for Cats 9	Orange	5.1-9	0.4	40	4
Barrier [®] for Cats 18	Purple	9.1-18	0.8	80	8
Barrier [®] for Dogs 9	Green	3-9	0.4	40	10
Barrier [®] for Dogs 20	Ice Blue	9.1-20	1.0	100	25
Barrier [®] for Dogs 55	Pink	20.1-55	2.5	250	62.5
Barrier [®] for Dogs 88	Blue	55.1-88	4.0	400	100
Barrier [®] for Dogs 110	Yellow	88.1-110	5.0	500	125

www.aurorapharmaceutical.com

DISTRIBUTION:

Barrier is available exclusively through these distributor partners:

Amatheon Animal Health

Web: amatheon.com

Phone: 800-399-8387

D&H Medical Supply

Web: dhmedsupply.com

Phone: 800-442-9288

DV Medical Supply

Web: dvmed.com

Phone: 800-438-2568

E-mail: info@dvmed.com

First Veterinary Supply

Web: firstveterinarysupply.com

E-mail: sales@firstveterinarysupply.com

HSB Veterinary Supply

Web: hsbwebsite.com

Phone: 800-526-8981

Penn Veterinary Supply

Web: Pennvet.com

Phone: 800-233-0210

Veterinary Provisions

Web: vetprovisions.com

Phone: 507-650-7316



Barrier[®] is a registered trademark of Aurora Pharmaceutical, Inc. Advantage Multi[®] is a registered mark of Elanco or its affiliates

¹Bowman DD, Grazzetti AR, Basel C. et al Protection of dogs against canine heartworm infection 28 days after four monthly treatments with Advantage Multi[®] for dogs. Parasit Vectors. 2016; 9:12

²Fleas, Pets & Parasites. <https://www.petsandparasites.org/dog-owners/fleas>. Accessed January 14, 2022

³Hookworms, Pets & Parasites. <https://www.petsandparasites.org/dog-owners/hookworms>. Accessed January 14, 2022

⁴Roundworms, Pets & Parasites. <https://www.petsandparasites.org/dog-owners/roundworms>. Accessed January 14, 2022

FAIRMONT VETERINARY CLINIC

*Serving the Swine and Beef
Industries for over Sixty Years*

1275

FAIRMONT VETERINARY CLINIC ... OPERATING IN A PIG-DENSE COUNTY PROVIDES CHALLENGES AND GROWTH OPPORTUNITIES

Fairmont (MN) Veterinary Clinic (FVC) has always been one of the most progressive and forward-thinking large animal clinics in the country. From their innovative approach to managing pork production systems – and development of Preferred Capital Management (PCM) – to their extensive knowledge of swine genetics, nutrition and pig flow, the producers in the #1 pig-producing county in Minnesota (and 7th largest in the country), are in good hands.

As the founding veterinarians transition into part-time work or full retirement, the veterinary partners running the business aren't about to sit back on the laurels of their predecessors. They're making their own innovative and research marks on the industry.

"When you practice in the most pig-dense area in the country, you must be the best of the best to handle the daily challenges tossed your way," says FVC Partner, Chase Stahl, DVM (ISU '12).

"While our number one focus is herd and pig health, we all wear a lot of hats because every farm manager is different, has a unique set of goals and objectives, and gauge for overall success. Being able to fit into each of these owners/manager's expectations is oftentimes difficult, but it's our role to accommodate the client. We consult with our pork clients on overall health

care but am also (in conjunction with PCM) brought in on facility changes and upgrades, pig flow issues and the overall health of the systems. We are always looking at product data with our clients, refining pigflow issues, implementing research and success-driven management moves (i.e., batch farrowing) almost every day."

The innovative thinking of the early partners at FVC set the tone for the future of the

clinic. Camalot was formed in 1987 and was the first "user group owned" PIC multiplier ever built and served as an example for future user groups across North America. FVC provides the bookkeeping and financial services for this group.

Veterinary technician Barry Hilgendorf was responsible for the management of what would eventually become Preferred Capital Management (PCM). In 1990, the first



Chase Stahl, DVM

PigCHAMP Bureau was created within FVC. This allowed clients to have accurate swine data for decision-making purposes.

In 2008 the data system went on-line, and producers have access to records 24 hours a day. Over 75,000 sows are currently tracked by the Bureau, and it continues to grow. In 1994, Fairmont Artificial Breeders (FAB) was formed and was owned by a network of around 40+ investors. Veterinary technician Doug Faber manages what has become the first user group Boar Stud in North America.

Preferred Capital Management (PCM) is a wholly owned business of FVC and was started in 1987 because a group of producers was seeking a more consistent gilt supply. FVC veterinarians James (Jim) Dick, DVM (U of MN '72) and Kent Kislingbury, DVM (ISU, '64), along with a dedicated group of swine producers, put together the first PIC genetics user group in the country.

Now PCM, under the direction of Mike Wubben, CEO and Shamus Brown, DVM (ISU '13) oversees 50,000 sows, various multiplication farms and a boar stud.

"We primarily service customers in southern Minnesota and northern Iowa but do reach as far west as South Dakota and east to Wisconsin," outlines Dr. Brown. "We do not own the pigs or the facilities, but we are partners with the producers in the role of managing the facilities, overseeing genetics and pig flow, and most of all, seeking out new market opportunities for our customers. We support family farm success.

"Our farmer/member-owned boar stud – Fairmont Artificial Breeders – and our producer-owned gilt multiplication system – Gold Crest – supplies all the semen and gilts," outlines Dr. Brown. "That group decides what is needed as far as meat quality, sow durability, etc. and we then take their direction and implement it. The results are high-performing gilts and sows and maximum pig development and growth for the producers. Our goal with every move we make is a quality pig at a fair price. That's our ethos and our directive. Our overall plan is to remain the best in the industry at managing farms in a pig-dense area."

Before joining PCM, Dr. Brown worked at Iowa Select Farms (ISF) where he oversaw multiplication and gilt development side of the business before being named Director of Multiplication.

"In 2021, I was offered the chance to come to FVC, and more specifically, the PCM side of the business," outlines Dr. Brown. "I wanted to utilize what I had learned at ISF and translate it into mean-

ingful production knowledge for smaller system managers. Iowa Select gave me a better perspective in managing and talking to people. We all know it's a pig business, but people are still involved. I feel like I'm more open to producer input and direction and try to keep an open mind when dealing with issues. I'm more focused on pig flow issues, gilt management and genetics because of the experience at ISF. Even though they are a much bigger system (240,000 sows), the same pig flow issues are apparent in smaller operations. This allows me to utilize my MBA and vet skills in helping producers. It was something I always wanted to do, and this has allowed me to expand my role as PCM Director of Business Development."

According to Dr. Stahl, who like Dr. Brown, worked at Iowa Select Farms for a year before joining FVC in 2013 and becoming a partner in 2016, FVC has eight veterinarians working full time.

"The key to our continued growth and success has not changed since our founding partners started the business," reflects Dr. Stahl, "We must produce the best sow farms in the county in a pig dense area. That simply comes down to making these pigs viable and profitable. Additionally, we must be able to provide clients with new, possibly unique opportunities, to stay ahead of the packer's and industry's needs."

Dr. Stahl says the clinic works every day to remain a valuable, viable partner to their clients. "It all starts with being a rock star on the health side of the business," he smiles. "Being able to help them raise a good pig for a fair price is critical to our continued viability. Our customers can't afford train wrecks. Being able to leverage my fellow partners, PCM and associates keeps us ahead of the train wrecks. Developing individual farm health strategies certainly differentiates our practice from most. Understanding that the health and production needs of a smaller producer are different than a larger producer, allows our team to provide the best, data-driven health, pig flow, nutrition and genetic programs in a pig dense production area. Being able to do deep dives into areas of production that aren't bugs and drugs is paramount to our viability and continued growth."

But what is perhaps the secret to the clinic's upward growth trend is the level of customer support the clinic and PCM offer their clients. Their proven experience in the trenches is another reason more pork producers are leaning on the clinic's expertise.

"This area is a proverbial mixing pit of

pig diseases," outlines Dr. Stahl. "If a disease exists, we've seen it and dealt with it. We are a very progressive clinic that always wants to get better. We invest a lot of time discussing issues with each other, but also conduct internal research to address issues in this pig-dense area of the country. We want to validate what we are seeing, and more importantly, we want to fix the issues before they become an economic train wreck for our clients."

In conclusion, Dr. Stahl points out, "We allow all our clients to maintain their independence while at the same time offer them the opportunity to join with like-minded producers to take full advan-



Shamus Brown, DVM

tage of our high-end customer service. While we could never replace the value our founding veterinarians brought to the clinic, we are perfectly positioned with this group of veterinary partners, PCM and support teams to take the next steps in our growth. We're building some good packer relationships and we have a core of employees that will identify with the generational shifts we're seeing in the industry. We're poised for solid growth, but more importantly, so are our clients. We're always pushing a win/win game plan." 



Philip Matthews, DVM

IN August of 1981, two solo equine practitioners in the Ocala area, John Peterson (ISU, '66) and Johnny Mac Smith (Auburn, '76), established Peterson & Smith P.A. The pair asked Philip Matthews, DVM (CSU, '81), to join the practice in 1981 followed quickly by Kevin Hahn, DVM (CSU, '81) and equine

equine hospital will be celebrating 41 years in practice. One would think that a business as well known and established as the Ocala-based equine practice wouldn't need a re-branding effort, however, that's exactly what they have undertaken, beginning with a new practice name. "If you're not growing,

the rebrand had nothing to do with a downturn in revenues or even the lack of work. "We've been in a strong growth phase for several years," the practitioner adds. "We felt it was an important time to move ahead."

The clinic management undertook a three-phase rebranding program. "The

first phase was to put a new face out to the horse-owning public – to refresh our overall look, clinic appearance and practice objectives," Dr. Matthews explains. "We have always taken good care of our facilities; however, new paint and general cleanup

OCALA-BASED EQUINE PRACTICE UNDERGOES REBRANDING PROGRAM

TO BETTER CONNECT WITH GROWING CUSTOMER BASE

surgeon, Donnie Slone, DVM (U of MO, '76).

Today, *Peterson Smith Equine Hospital + Complete Care*, formerly known as Peterson & Smith Equine Hospital, is comprised of 30 veterinarians, nine of which are partners. In August 2022, the

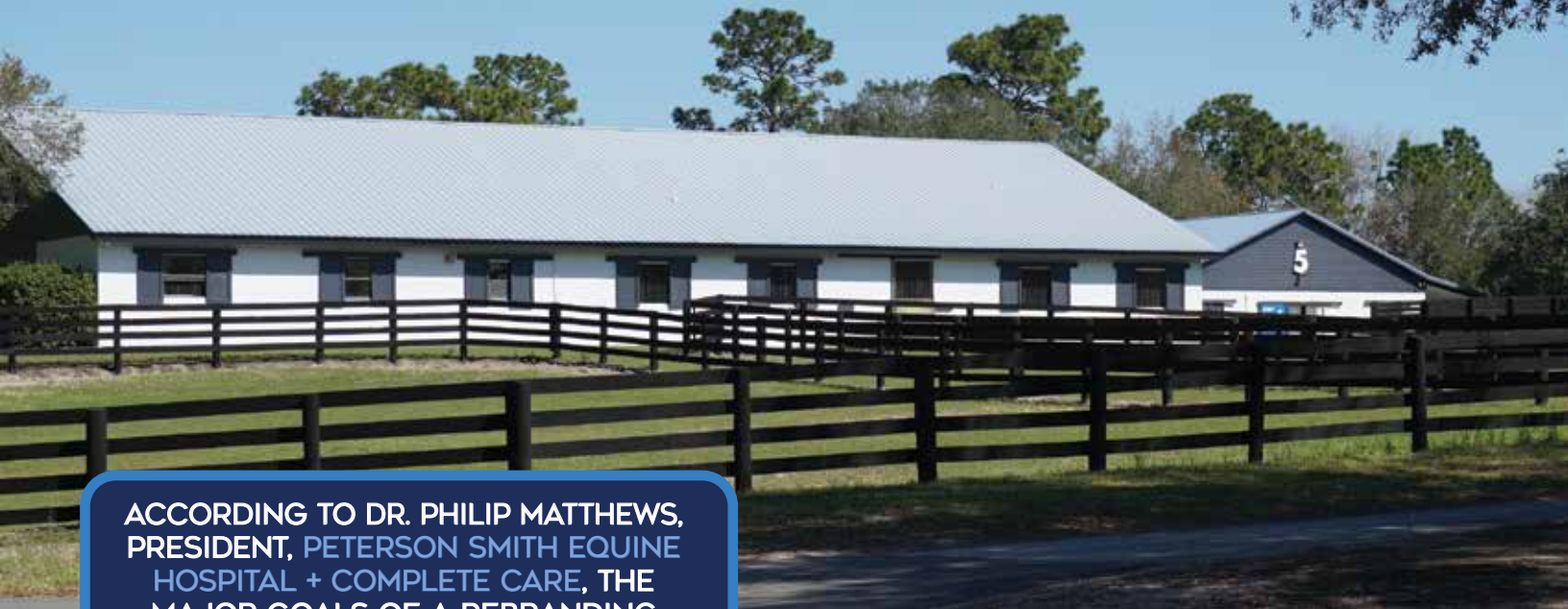
you're dying," Dr. Matthews, now President of the 30+ veterinary practice, firmly believes.

"In a world where trends are constantly changing, it's difficult to maintain a modern image," outlines Dr. Matthews. The equine breeding specialist says

was necessary to shine a new light on the physical practice."

Second phase was a digital outreach program to help keep the clinic and its veterinarians and technicians digitally current. This included a logo redesign, a clinic name tweak (now Peterson Smith





ACCORDING TO DR. PHILIP MATTHEWS, PRESIDENT, PETERSON SMITH EQUINE HOSPITAL + COMPLETE CARE, THE MAJOR GOALS OF A REBRANDING PROGRAM WERE CLEAR:

- ➔ **CONNECT WITH A NEW AUDIENCE** – The biggest advantage to refreshing the look and feel of our brand is the ability to reach new customers. When you focus on new aspects of your business and promote them correctly, people will take notice. Rebranding can offer the stimulation your business needs to create new growth in an ever-evolving market.
- ➔ **SET YOURSELF APART FROM YOUR COMPETITORS** – As you grow your business, your capabilities may begin to directly contend with those of your industry competitors. Rebranding can be the most effective way to set your company's offers and approach apart. Differentiating your brand shows potential clients that your services are unique—and that you're the experts. Rebranding your company to have its own voice, look, and feel will help establish your business as an industry leader with a personality that appeals to your audience.
- ➔ **STAY CURRENT** – Rebranding has one simple goal: to keep your brand current. Design trends play a major role in how potential or current customers perceive your company and all it has to offer. Ensuring that your look is always ahead of the curve shows your customers that you pay attention to the trends within your industry.
- ➔ **REFLECT NEW GOALS, PRODUCTS, OFFERS, OR VALUES** – It's hard to showcase how your company has grown when your brand doesn't reflect it. If you've expanded to offer new products, grown to include more services, or set new goals for your business, then rebranding is a great way to show that your business is evolving.
- ➔ **BOOST YOUR BOTTOM LINE** – The benefits of rebranding will not only impact your overall inbound strategy, but they'll make your company more profitable. Reaching new potential clients, standing out from your competitors, showcasing your expertise, and expanding the influence and reach of your products and services are all effective ways to increase your profits just by giving your brand a new look.

Equine Hospital + Complete Care) to help refresh their public image as more than just an equine hospital, but more of a multiple disciplinary equine care choice.

"The third phase," Dr. Matthews outlines, "showcases our expertise in different disciplines and breeds in the industry. We don't want to be viewed as just a thoroughbred horse practice. This has been a notion that we have been battling for more than 30 years. Yes, we are blessed to have some of the best thoroughbred horse owners in the industry, however, our veterinarians are skilled in all equine disciplines. Much of our work is with jumpers, reiners, dressage, ropers, etc. We have great orthopedic surgeons, great soft tissue surgeons, we've always excelled in neonatal care, great at lameness diagnosis, superb medicine department, internal medicine and we have an ambulatory staff that can do everything from the simple to the complex."

According to Dr. Matthews, the overall branding effort was to put the clinic's name and

qualifications out to the horse owning public that may not know the practice or show them that they're not just a high-end customer practice. They've been in business for 40 years, certainly the largest equine practice in the area, and they're constantly finding horse owners that don't know who they are. With the construction of the World Equestrian Center (WEC) nearby, there are many horse owners that will be coming to the Ocala area, and Dr. Matthews wants them to know their business, what they can do for their equine athlete and showcase their general veterinary skill levels.

"After growing from a start-up into an established equine practice, we saw a need for a more polished, elevated brand aesthetic that reflected our trajectory as a company," concludes Dr. Matthews. "The rebrand was bigger than just design—it was about looking inward, refining our brand voice and accurately positioning our clinic and our veterinary expertise within the community and region." **A**

➔ **"Rebranding is a step we decided to take to keep the look and feel of the brand fresh and current – essential to keeping our company at the top of our industry."**

Philip Matthews, DVM

When it comes to producing some of the best pigs in the country, Brady Reicks, Reicks View Farms in Lawler, IA, learned from the best – his parents, Dale and Laura Reicks. In 1979 near the small town of Jerico, IA, the fifth-generation pork producers began with 240 acres of corn along with 200 sows.

Today, Reicks View Farms (RVF) maintains 65,000 sows with over 300 employees and 130 production partners, feeds more than 468,000 tons of feed per year and produces upwards of 1.5 million market hogs.

“The two constant factors my father always maintained while building the business was high health and excellent genetics,” say Reicks, who along with his sister, Kaylie, and wife, Tessa, oversee the day-to-day running of the 22nd largest pork production system in the U.S. (Pork Powerhouse, 2021).

“In 2004-’05, we started building and owning our own sow farms,” he adds. “We were doing a lot of contract farrowing before that move. The hog market really took off between 2011-12, and then PED came along in 2013-14 and humbled us all. Through the excellent skills of our contract veterinarians, we were able to avoid any PED in our sow farms until late 2016 and into 2017, so we were able to take advantage of that market opportunity and build up our sow inventory.”

Today, as with most swine owners, PRRS is the number one issue to face in their sow and breeding farms. “As the industry can attest, PRRS can be devastating, and we’ve been dealing with an exceptionally virulent strain over the past 18 months,” notes Reicks.

“It has been extremely difficult to deal with and get out of the farms. It has forced us to de-pop and re-pop a few sites because we just couldn’t get in front



Brady Reicks



of it and walk it off the farm. We’ve even tried breeding off site and bringing those animals in to finish. We’ve had some luck doing that, but it’s still being tweaked and evaluated. However,” he adds, “the last few weeks we’ve been PRRS-negative, so I hope we’re turning the corner on this problem.”

The manager adds, “I can confidently say, we’d be in a world of hurt if it wasn’t for our consulting veterinarians at Swine Vet Center (St. Peters, MN) who we’ve used

for more than 20 years. Their expertise in handling PRRS (and other diseases) across the industry literally saved our operation. With the occasional assistance from our uncle, Darwin Reicks, DVM (ISU ’94) of Reicks Veterinary Research and Consulting – we’re getting this problem under control.”

Of the 1.5 million pigs produced at RVF, 85% of the feed is generated from their on-site feed mill. Admittedly it’s a huge risk, however, having control over their



nutrition and feedstuffs is just part of the culture at RVF.

It goes right along with them building their own buildings, feeding their own feedstuffs, and managing all the pigs they run through their facilities. They have built a highly successful and profitable business by maintaining control of everything they can control – genetics, buildings, pigs, nutrition and trucking.



A well cared for pig is a profitable pig. Hog comfort is paramount. It's one of the few examples where the financial obligation lines up with the ethical obligation. This starts with a zero-tolerance policy for animal abuse. We fortunately have people here that truly love handling and managing pigs. They've done it a long time and take great pride in how they are treated.

That's a huge benefit to RVF – it's people truly care for the animal, and it shows with high weaning rates, extremely low mortality and morbidity rates and a pig flow that's extremely consistent.

When Brady finished school, he did not immediately come back to the farm. Instead, he went to work for a bank and then a commodity broker where he traded futures until 2014 when he decided to come home.

"So, when most people get up and look at the weather forecast and top headlines of the day, Brady is scanning corn and soybean prices, trying to forecast the commodity market's ebbs and flows, and buying ingredients as inexpensively as possible all while selling pigs for profit. But as an owner, I try to be involved in every aspect of the operation. Fortunately, we have some excellent managers and employees working here so there's no need to

micromanage anyone's day."

One person the management team leans on for industry assistance is MWI sales manager, Jack Kalb.

"We try every day to be the best logistic partner possible," says Kalb. "We have set up specific biosecure delivery processes with a wide variety of ways to get products to the end users which includes

direct-to-farm delivery and delivery to regional distribution facilities where producers can pick up products/supplies."

Kalb adds, "My goal is to develop one-on-one relationships where we understand our customers' business and design the best path forward. We try to create value through our products and service. It's expensive to get a pig out the door, so we want to be part of that entire process with value-added products, services, equipment and training help to offset the cost of production.

"I have tried to become a valued partner to the operation, not just a salesman. I have invested a lot of time to make sure and build an avenue of savings that keeps me a viable part of the profitability of the operation," he continues.

Of the 14,000 acres farmed by RVF, 9,000 is fertilized from their own pigs' manure. Even though the Reicks have always been environmentally savvy, the next generation of owners/managers have focused on doing everything as environmentally conscious as possible.

"Sustainability is key to our success as a hog operation," says Reicks. "It's as important as our genetics and what we feed. We must be good stewards of the land for the land to provide us with the feedstuffs essential to our growth."

The world is constantly evolving around new technology and RVF is dedicated to adapting and being innovative with their operations.

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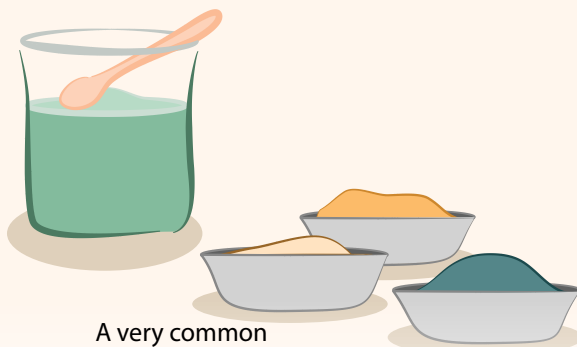
Reicks View Farm ... Focused on High-Health Pigs and Quality Way of Life



WHAT DOES GFI #256 MEAN FOR THE EQUINE VETERINARIAN?



By: Matt Klotz, DVM,
Equine Technical
Services Veterinarian
Aurora Pharmaceutical, Inc.



In my travels around the country, I get many questions about the new FDA issued guidance “*Compounding Animal Drugs from Bulk Drug Substances*.”

The FDA’s intent for this guidance was to outline what they think is appropriate compounding for animal drugs and under what circumstances they intend to take enforcement action against pharmacies and/or prescribers.

In short, this guidance finally outlines for compounders their duties under the AMDUCA regulations and suggests that many of commonly compounded drugs are in fact illegal manufacturing of animal drugs under the FD&C act. Below are some of the highlights of this guidance and what equine veterinarians should be aware of as they consider the use of compounded drugs.

First, this guidance specifically outlines the pharmacies’ duties to compound under the AMDUCA regulations.

This means that before a drug can be compounded from bulk substance, approved drugs used in either on-label or off-label manner are either unavailable or have been found to not have medical effect. An example of this would be a dog with KCS is not controlled by the approved 0.3% cyclosporine ointment, so it would be justified to prescribe a 1.0% compounded ointment to achieve medical effect.

It does not justify the use of alternate compounded medications without first prescribing an approved drug for the diagnosis. An example of this is the widespread use of compounded toltrazuril for the treatment of EPM as the first choice

treatment instead of using one of the approved drugs for this disease in horses; however, if the approved drug has failed in a specific patient then using toltrazuril would be justified.

The FDA has stated that in non-food producing animals we can prescribe drugs compounded from bulk substance for the following reasons or medical rationales:

- ▶ It is compounded under a patient-specific prescription
- ▶ There is no approved drug available that could be used in an on-label or off-label manner to treat the condition
- ▶ There are no approved drug formulations from which the needed prescription can be compounded
- ▶ If the compounded product is a copy of the approved product, it needs to meet one or more of the following rationales:
 - ▶ A patient is allergic to a component of the approved formulation
 - ▶ An ingredient in the approved formula is toxic to the species being treated
 - ▶ The patient would require too many tablets to give the appropriate dose
 - ▶ The patient requires a fraction of the dose available in the approved formulation
 - ▶ The patient cannot be safely treated with the approved form

A very common use of compounded drugs in non-food producing animals is for saving money or increasing profit margins compared to use of approved drugs.

This practice and justification is specifically addressed in this new guidance as being prohibited. From the guidance, FDA says: “*Economic consideration is not a medical rationale and would not be considered an acceptable reason for compounding a copy of an approved drug.*”

Also, the guidance specifically states that prescriber or owner preference for the compounded product is NOT medical rationale. This means the common use of things such as omeprazole powder or xylazine/detomidine solutions should not be used since there is no medical effect from these compounded products that is beneficial over the commercial products.

What this guidance does accomplish for the equine practitioner is a legal pathway for the use of compounded drugs when medically necessary which previously did not exist.

This is a big WIN for the practitioner since modern veterinary medicine needs compounding because unfortunately, many diseases of animals will never have the economic reward to justify huge investments of pharmaceutical manufacturers to pursue approval of commercially manufactured drugs under the FD&C act.

This is the gap that compounding can and should fill. But what essentially amounts to the illegal manufacturing of drugs by compounders needs to stop for both the safety of animals and public health. **A**



By: Mike Strobel, DVM, MS,
President/CEO
Aurora Pharmaceutical, Inc.

FINAL THOUGHTS

Aurora Pharmaceutical's Goal is to Deliver *Made in the USA* Value Every Day



In 2007 we embarked on building Aurora Pharmaceutical from the ground up with the goal of delivering high quality pharmaceuticals, made in the USA, at a fair price, everyday.

Fifteen years later we are accomplishing our goal. With eight FDA approved products and several more coming soon, we are helping you lower the cost of delivering high-quality medication solutions to your clients.

As a veterinarian owned and focused company, we try and treat our customers as we want to be treated, and I believe we are accomplishing that goal. It started with simple, easy-to-understand pricing. We added a respect for the value everyone in the supply chain delivers with a constant focus on the veterinarian and their patients.

In 2021 we added a scholarship program for veterinary students to help the next generation cope with the high cost of a veterinary education. We expanded the amount given in 2022 and plan to continue growing the program as we grow. We believe it is important to support those who support us.

In 2022 we received our 8th FDA approval and with the launch of Barrier® (imidacloprid + moxidectin) Topical Solution, we will deliver our second companion animal product to the veterinary marketplace. We

plan to substantially improve the value equation for this product.

Making our products in the U.S. has allowed us to consistently deliver products without backorders or supply shortages, since we started.

When you buy FDA-approved products you get a value and quality second to none in the world. At Aurora we apply FDA cGMP manufacturing requirements to everything we make, whether it requires an FDA approval or not.

This sets us apart from many players in the unregulated segments of the veterinary market and helps us assure a level of quality and consistency in all our products.

Aurora is making an investment in solar energy to get to our goal of 100% renewable energy content in our products by 2030.

We are also using recycled paper in our packaging products to reduce our energy footprint. We believe it is important to be a responsible global citizen and protect the planet for future generations.

In 2023 we plan to add several FDA-approved products to our portfolio. These represent several years of work and will continue to bring value to the marketplace.

To support these new products Aurora continues to add to our dedicated sales staff and technical services. We also continue to support research to bolster our products and gain insight on how to best use

them. In a world where many uses are extra-label and most marketed products lack good research to support extra label use, we have made a commitment to supporting projects to give the veterinarian better information and science, upon which to make decisions.

Much of this research is at universities throughout the U.S. Aurora allows for publication of all research regardless of outcome. We believe we can learn from both expected and unexpected outcomes.

Finally, every time you buy an Aurora product you are helping fight inflation because we are lowering the cost of these products to you and your clients.

In these inflationary times, we believe that is important and our customers will appreciate that. I appreciate all the support we are receiving from each of you. I see this as a partnership between all of us to bring the best quality and value to those who use Aurora products. **a**



For questions about
any Aurora product,
please call
1-888-215-1256,
visit our website

www.aurorapharmaceutical.com
or email us at
info@aurorapharmaceutical.com



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From their pig barns to their truck washes, they have state-of-the-art facilities that are one of a kind. Their barns are designed specifically from scratch to meet the needs of their animals and the environment.

One of their newest innovations that has never been done before included a nursery that has both positive and negative ventilation built throughout the barn to improve air quality and be able to control the air temperature more efficiently. In addition, they worked with Iowa State University researchers to test out odor reduction in their new finishing barns.

Tests revealed that odor was reduced by at least 80 % up to 1,000 feet from the barn.

The Reicks recently completed a brand-new truck wash that will maximize biosecurity practices to protect the health of their pigs.

The truck wash includes six individual bays each having its own controller allowing for more automation during the process. The truck wash was designed with a unique scraper system that allows for pig bedding to be transported one direction with water transported the other.

The washing bays have a four-foot slope from the front of the trailer to the back of the trailer allowing for bedding and waste to come out easily reducing the amount of water needed for a wash.

Solar energy continues to be one of the biggest opportunities for reducing carbon dioxide emissions. They have three solar arrays with over 664 panels capturing solar energy. All sites combined have reduced carbon dioxide emissions by 300 tons which is equivalent to planting over 16,000 trees or saving 350 megawatts of electricity. The electricity produced at the new solar farm is put directly on the local power grid for all users in the region to utilize.

In conclusion, Reicks says he's really focused right now on finding the people who can learn and grow from the dedication of our experienced employees. "I worry about who the next sow manager or production



Jack Kalb, MWI Sales Manager

specialist is going to be," notes Reicks.

"Can we fill that role internally? Can we find/train/keep people who have helped build this operation to where it is today? It's critical that we find the people here to pass on that information. The task is huge and can be daunting at times, but my sister and I are committed to keeping Reicks View Farm growing and remaining profitable and viable to our community. Just like my parents have done for the past 40+ years." **a**

Reicks View Farm