VET NEWS

Technical appointment for Agilis

OAMARU VETERINARIAN **IVAN HOLLOWAY** HAS BEEN APPOINTED TECHNICAL VET FOR VETERINARY PRODUCTS SUPPLIER AGILIS.


Ivan Holloway.

Holloway graduated from Massey University with a Degree in Agricultural Science in 1982.

After time on the family farm near Hunterville he returned to Massey in 1994 to undertake his veterinary degree.

He began work in Oamaru with North Otago Veterinary Services in 1998 where he stayed eventually buying the practice and combining with South and Mid Canterbury Vet services to help form the current business which is Vetlife today.

Holloway has worked in most areas of clinical practice but has a strong background in sheep, beef and deer as well as dairy medicine.

His interests largely lie in cattle reproduction and fertility.

In addition Holloway is contracted as an initial investigating vet for Asure Quality which culminated in travelling to Nepal in 2014 with the Ministry of Primary Industries for real time, foot and mouth training which he regards as an experience of a life time.

Recreationally he enjoys hunting and fishing and just being in the outdoors. His favourite time is spent relaxing with his wife Bronwyn and their four boys.

Holloway sees the next stage of his career as technical vet with Agilis as exciting and stimulating and a challenge that will call on all his previous experience and more.

He is undertaking post graduate study in epidemiology to assist him in his role.

Agilis is a vet-owned company founded in 2014 to give vets greater control of the vet products supply chain.

It says its creation gives vets the ability to ensure quality products come to market, and influence the availability of new products.

Its range for the New Zealand market includes Hiprabovis, the only combined IBR and BVD vaccine; Startvac, a unique vaccine for *E. coli* and *S. sureus*; Pink Ointment, the antibiotic teat cream and Eficur, a highly syringeable ceftiofur.

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you're doing, or you can drown the calf. And drowning is much more common than I realised. Injuries are also scarily common."

Haywood says it quickly became clear her own professional experience made her more likely to treat tubing as a routine job, whereas in fact it could be quite difficult and challenging for farm staff.

"I took it all a bit for granted and didn't realise how beneficial my training was."

Given the relatively recent trend towards tube feeding all or most calves to ensure adequate colostrum and antibody intake within the target timeframe, many farmers and rearers are also now tubing larger numbers of calves than they used to, Haywood points out.

"People could be tubing colostrum into as many as 50 calves a day. They're bending over causing back strain, the calves are distressed and the handler can't always tell if they have the tube inserted into the trachea or the oesophagus. Some farmers have described it as a lottery."

Calves receiving colostrum as a matter of farm policy are not sick or weak, either, making the job that much more challenging.

Her first objective was to create something that would be more comfortable for the calf, but when the initial designs were tested by farmers, they were 'blown away' by how much easier it was for them to use, too.

Two main features make a difference with her designs – a flexible PVC tube, rather than a rigid one; and a customised mouth piece that directs the tube into the back of the throat towards the oesophagus.

"I've made it as hard to get into the trachea as I could. I've even had new ag students try it who have barely touched a calf before, and gave them virtually no instruction. The calves were in the most ungainly positions but they were safely tubed in half the time and it all went off without a hitch."

She is quick to point out that no design is 100% fool proof, but from her own observation, trials and farmer feedback – many of her triallists are hanging out to get their hands on the commercial version – she believes it is much better for all involved.

Animal ethics trials, run with advice from Massey University, monitored behavioural signs in calves such as kicks, vocalisations and heart rates, and proved an 88 per cent stress reduction in the animals tubed with Haywood's designs vs a conventional rigid feeder.

"We also recorded times and our feeders almost halved the time due to the ease of procedure, not wrestling with a struggling calf, and no obstruction to flow."

To commercialise the feeder, Haywood and her husband have formed a company called Antahi Innovations and protected her IP with a New Zealand patent.

ES Plastics in Hamilton was chosen for manufacture to ensure consistent quality and 'made in NZ' origin, and Haywood says the company has also proven to be an excellent source of practical advice about the rollercoaster process of getting a new product past prototype and into the market.

Developing the feeder has been a long, eye-opening and sometimes frustrating process – especially when the first patent application was denied – but she says it's been worth it.

"I've only been able to work on the actual design during calving season, which is part of the reason it's taken two years but we're pretty excited to be at this stage now."

The Trustituber and Flexituber will be sold vet-only after the Fieldays launch, which will be in the Innovations Den at Mystery Creek.

Haywood's chosen to distribute exclusively via vets to ensure farmers and rearers get good professional advice with their purchases, and will also support best practice use of the tubers with instructional online videos and handy hints.

Starter packs of the Trustituber and Flexituber will retail between $70 and $75, which includes a large, four litre bottle; a teat cap option and one of the tubers.

For more detail visit www.antahi.co.nz.