

# POWER RETAILER

Sales tools and market trends to power up your profits by better serving animal-health consumers

## Another reason to deworm dogs

YOU CAN DELIVER A KEY PUBLIC HEALTH SERVICE AND INCREASE SALES BY EDUCATING DOG OWNERS ON DEWORMING TO PREVENT HUMAN INFECTIONS

**It's a message that sells:** Dog owners interested in protecting their pet from intestinal worms may also be helping protect themselves and their families by regular deworming. Your sales message should remind customers:

■ At least 3,000 to 4,000 people in the United States are suspected to be infected by canine hookworms every year, according to Centers for Disease Control and Prevention (CDC) estimates.

■ A single worm can produce more than 100,000 eggs per day, which means a single infected puppy can spread millions of infective eggs per day wherever it's allowed to roam. Once there, those eggs can remain infective in the environment for years.



■ The vast majority of pet owners don't know dog worms can infect humans, the CDC notes. So, you can serve an important public-health service to educate owners on the importance of regular veterinary fecal exams, the potential public health hazards, precautions and the need for well-timed deworming.

■ While dogs that roam or spend most of their time outside run the greatest risk of acquiring worm infections, even those that spend most of their time indoors or kenneled can become infected, particularly if they periodically share space with other dogs. If a dog touches grass, it's at risk of acquiring and spreading an infection.

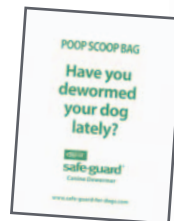
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## Market focus: Leash-free dog parks

The number of public parks set aside for dog owners to exercise their animals off-leash has grown by more than 700 percent over the last decade, estimates Len Kain, a publisher of travel guides for dog owners. They offer opportunity to market to a group particularly receptive to communicable health issues like parasitism.

Advocates of such parks have historically been forced to reassure local regulators their un-tethered animals present no public-health risks. That has hypersensitized the group to the need to clean up after

their dogs—a requirement of most parks—and has likely made them as a group more aware of the ability to spread worms between dogs. Look for opportunities with the group through targeted communications or sponsorships. To find the leash-free dog parks in your area, visit Kain's website at [www.DogFriendly.com](http://www.DogFriendly.com) or [PawSpot.com](http://PawSpot.com).



Intervet has contacted 1,000 U.S. dog parks, offering free branded dog-waste bags including a Safe-Guard® dewormer discount coupon.



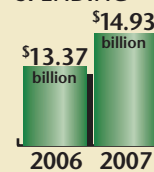
## SPONSORSHIPS PAYING OFF?

**Event sponsorships**—that marketing staple of the tack shop and farm store—can be a budget-buster. Do yours pay—or just cost? Connecticut data analyst Marketing Managing Analytics suggests tracking these indicators:

### Hidden startup costs.

The sponsorship fee is just the start. Don't forget to account for the additional costs to add the sponsorship to current promotion, as well as additional promotions it may spawn. One estimate predicts they can double to quadruple the initial fee.

### ESTIMATED SPONSORSHIP SPENDING



Source: IEG

**Impact on brand.** Pick your sponsorships with careful attention to how they fit with and support your store brand. Then follow them up with special surveys—formal or informal—in conjunction with sponsored events to find out whether they're doing the job.

**Effect on sales.** It's not simple, but statistically modeling sales changes alongside sponsorships is an important—and often neglected—aspect of calculating the return on investment your sponsorship dollars earn. The best models help control for concurrent changes in variables like season, competitors' situation, economic conditions and changes in your business independent of the event.



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## POWER TOOLS



**Get the scoop.** From July 1 while supplies last, consumers who purchase two bags of Equis-bits® dewormer get a free feed scoop. Log onto PowerRetailer.com for additional details.



**Safe-Guard® Canine Dewormer clip strip.** Buy three display trays of each of the three Safe-Guard Canine Dewormer dosage formats (total nine display trays), and you get a free clip strip containing three treatment boxes of each size. Ideal for:

- Increasing exposure
- Cross-merchandising in the feed aisle
- Encouraging impulse purchases and repeat sales.

**Goat consumer coupon.** Use this counter dangler to offer goat customers a mail-in coupon good for a free 20-milliliter drench gun.

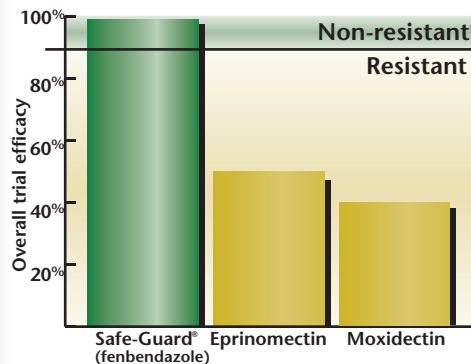


## Myth vs. fact of parasite resistance

A LOT OF THE INFORMATION CATTLE CUSTOMERS ARE HEARING ABOUT RESISTANCE AGAINST NEW-GENERATION DEWORMERS IS JUST PLAIN WRONG. HERE'S SOME FACT

**Myth 1: U.S. cattle worms are not resistant to the“-mectins.”** Not true. Though not as widespread in U.S. cattle as in horses, sheep and cattle around the world, resistance is nevertheless occurring here to the class of dewormers that includes ivermectin, eprinomectin, doramectin and moxidectin. USDA researchers documented the first “official” case of multiple resistance in an upper Midwest stocker operation in 2002. Other controlled studies have reported similar avermectin failures in Georgia and Illinois since.

### EVIDENCE OF RESISTANCE TO AVERMECTINS



\* Based on the World Association for the Advancement of Veterinary Parasitology definition.

**Growing resistance** to two avermectins was demonstrated in a 2004-2005 field study at University of Illinois' commercial beef herd. Researchers showed continued use of eprinomectin pour-on had resulted in resistance to not only Ivomec® Eprinex® dewormer but also Cydectin® dewormer. Meanwhile, nearly all the resistant worms remained vulnerable to the labeled dose of Safe-Guard® dewormer.

Source: Hart KB, Bliss DH. Efficacy Evaluation of Macrocytic Lactone Pour-ons Under Field Conditions [abstract]. In: Proceedings of the 51st Annual Meeting of the American Association of Veterinary Parasitologists; 2006 July 15-18; Honolulu, Hawaii.

Parasitology consultant Don Bliss, president of MidAmerica Agricultural Research, in Verona, Wis., says the resistance problem appears even more widespread when you look at field samples sent to labs like his. After studying the issue for more than 20 years, Bliss believes at least two factors are leading to the rapid loss of effectiveness in the mectins:

- Widespread use of pour-ons. Pour-on avermectins are convenient, he says, but in trade-off you tend to get relatively lower absorption of the active ingredient—by as much as two-thirds. That constant under-dosing over long periods creates a climate for encouraging resistance.
- Generic ivermectin. The use of generic, less-potent versions has also led to an overall weakening in effectiveness. Weaker products leave more surviving worms—survivors which are more likely to reproduce resistant populations.

**Myth 2: Worms will eventually grow resistant to all dewormers.** Not necessarily. The assumption is common that older compounds have lost effectiveness, but trials show fenbendazole, the ingredient in Safe-Guard® dewormer, remains as effective today as ever.

Why the contradiction? Bliss attributes it to a common misunderstanding regarding the mechanics of dewormer failure.

Dewormers can fail in two ways, he says. First, they may cause resistance over time by killing the genetically susceptible individuals, leaving the resistant ones to multiply. Second, they can fail because otherwise susceptible individuals are protected from sufficient contact

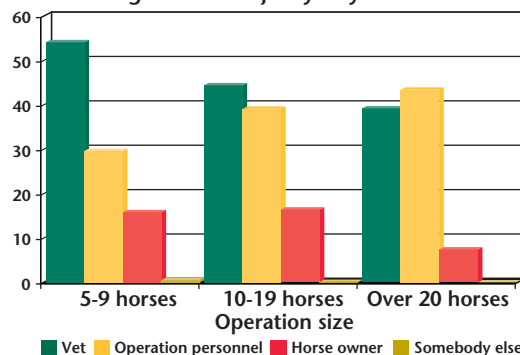
## Help reaffirm partnership with the equine veterinarian

SOME HORSE OWNERS HAVE ALWAYS DONE THEIR OWN VACCINATION. THE RURAL VET SHORTAGE COULD INCREASE THEIR RANKS. HOW TO KEEP THE VET INVOLVED.

**Congress officially recognized** a critical shortage of veterinarians facing many rural animal owners when it partially funded the National Veterinary Medical Services Act in February. Although the act focuses on food-animal vets, the reality is that many horse owners in underserved areas are being left with little choice but to do their own healthcare, including vaccination. USDA survey data of horse operations in 2005 reflects that reality, showing over four in 10 larger operations give the majority of vaccines themselves.

Source: USDA, Equine 2005. Part I, October 2006.

### Who gives the majority of your vaccines?



**Intervet's new** Check with your Vet! signage reinforces cooperation between your store and the clinic in assuring vaccination is done safely and effectively.

with the dewormer, as happens when cattle stomach worms, horse small strongyles or sheep barberpole worms “encyst” or “become inhibited.” Individual inhibition is Nature’s clever defense mechanism which occurs when so many parasites infect a host they risk killing it. Biochemical signals cause a portion of the population to go dormant and embed inside the gut lining, sparing the host for later use.

While inhibited, those worms are relatively protected from dewormers that don’t enter the blood stream in high concentrations. So a compound like fenbendazole, which at a dose of 5 milligrams per kilogram of bodyweight acts on worms only as it passes through the gut, could appear to be meeting resistance, when in fact it’s simply not reaching the inhibited worms. Once they leave the protection of the gut wall, however, those worms are fully susceptible. In fact, fenbendazole kills even the inhibited stage of cattle stomach worms when the dose is increased to 10 milligrams of fenbendazole per

kilogram of bodyweight, thus allowing penetration of the gut tissue—further evidence, Bliss suggests, it’s the inhibition that protects them from the lower dose, not resistance. The fenbendazole dose of 10 milligrams per kilogram can only be used in beef cattle.

Bliss believes it’s this misunderstanding that may have created the appearance worms were growing resistant to fenbendazole in the past. So many cattle were never effectively dewormed on grass that they entered feedlots harboring large burdens of inhibited worms. When the first round of Safe-Guard there wiped out the active adults, it caused the release of the inhibited ones, which gave the false appearance the dewormer had failed.

Bottom line: If producers follow an effective season-long program that reduces the number of worms in both cattle and the pasture, inhibition becomes less common or nonexistent, maintaining continual effectiveness of a non-resistant compound like Safe-Guard® dewormer.

## Build a Better Endcap

EFFECTIVELY END-CAPPING A PRODUCT PROMOTION OR THEME HAS BEEN SHOWN TO INCREASE SALES BY A FACTOR OF SEVERAL HUNDRED PERCENT. TAKE A LOOK AT SOME OF YOURS AND SEE IF THEY’RE WORKING AS THEY SHOULD.

**Full?** Seems obvious, but one of the perpetual shortfalls remains out-of-stocks. Customers can’t buy what you don’t have.

**Clear?** Are they signed well, with an overall mission clearly stated? Remember, research shows two-thirds of purchase decisions are made at the point of purchase. The more signposts you provide toward a decision, the better.

**Fresh?** Endcaps should be changed out at least every 30 to 45 days. More often when new merchandise or season warrants.

**Inclusive?** Do they tie-in and cross-merchandise whenever possible? Studies show the longer you keep customers shopping, the more they leave the store with.

**In touch?** Do they solve problems customers have identified, rather than simply push product? Do the products and materials tell the story without overhyping?



**Comfortable?** Is it well lit, clean and uncramped? Can the customer come upon it naturally, full-facing? Do you have 3 to 4 feet of free space approach?

**Well located?** Is it in the prime floorspace? How many good merchandising areas are going to waste with discount racks?

[www.POWERRETAILER.COM](http://www.POWERRETAILER.COM)

## REGISTER TO WIN A FREE HANDHELD GPS

If you’re subscribed to *POWER RETAILER*, you also qualify to register for FREE access to PowerRetailer.com, the Internet’s only resource bringing animal-health retailers focused sales and merchandising information to increase your sales of this critical category. Sign up today!



Registration takes two minutes and requires only your company tax ID number for verification. Register now and we’ll enter you for a chance to win a Garmin® pocket-sized personal travel assistant worth \$600. Plus, you get these profit builders:

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**Seasonal movers.** Find advice on the season’s hottest moving products.

**Training materials.** Access self-paced training modules to improve staff knowledge in key product areas.

**Promotions.** First access to Intervet promotions, specials and new products.

**Literature bank.** Access current product literature, product photos and ad slicks without wait.

**Back issues of Power Retailer** and on-line subscription renewal.



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**We know it's the fight of your lives** right now for many of you to maintain and grow animal-health and rural-life-style sales in the face of cost-cutting Internet competition and fading support from other suppliers.

That's why Intervet sponsors this new, FREE publication, POWER RETAILER. Written specifically for retail stores that specialize in horse, pet and livestock health products and services, it brings you our best ideas on sales innovations, merchandising tips, market trends and tools from Intervet to help you power up your competitiveness.

Visit [www.PowerRetailer.com](http://www.PowerRetailer.com) and you can also sign up for exclusive Internet-based tools only available to our animal-health retail partners.

Why the effort? Over the last four decades, Intervet has grown into one of the world's leading animal health companies by committing itself to animal health and the ethics of animal care. We're driven by a shared vision to focus our entire effort on your success first, guided by our three principle corporate values: research that brings solutions, performance that focuses on your needs, and integrity founded on respect.

We ask only one thing in return: Return the completed, postage-paid reply card before your subscription runs out. Once every quarter, Intervet will mail you POWER RETAILER free.

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### Continued from front

■ Puppies are most affected, so they should receive your attention. Young pups continuously acquire worms through nursing and contact with soil. Because most don't routinely see a veterinarian before 6 to 8 weeks old, most harbor worms and actively contaminate their environment. So, it's important to reach out to customers you know or suspect have pregnant or newly born dogs with a deworming message. You can order CDC information flyers on [www.powerretailer.com](http://www.powerretailer.com).

The ability to prevent infection of pups by prophylactic treatment of pregnant dogs is well documented, according to CDC. If the mother did not receive such prevention, puppies must be treated early and repeatedly in order to prevent established infection. Safe-Guard® dewormer is approved for use in puppies starting at 6 weeks old and in pregnant dogs. Newly weaned pups should be treated at 6, 8, 10 and 12 weeks old. Nursing dogs should be treated concurrently with their litters because they often develop and maintain infections along with their young.

## OBJECTION HANDLERS

### "I don't let my dogs run wild."

That's good, because the less contact they have with a contaminated environment, the lower their risk of infection. However, dogs can come into contact with feces and contaminated soil with only one venture outdoors. The bottom line is: If they come in contact with grass that's been visited by other dogs, they're at risk.

### "My kids don't eat dirt."

Granted, the most common scenario for humans to contract canine worms is a child who ingests soil in contaminated areas. However, that's not the only one. Anyone who has repeated direct contact with soil—farmers, gardeners, electricians, plumbers, even sunbathers who recline on contaminated sand—can be at risk.