

THE ORIGINAL MAGAZINE FOR ANIMAL HEALTH RETAILERS

Uniting For The
Welfare of Horses
page 6



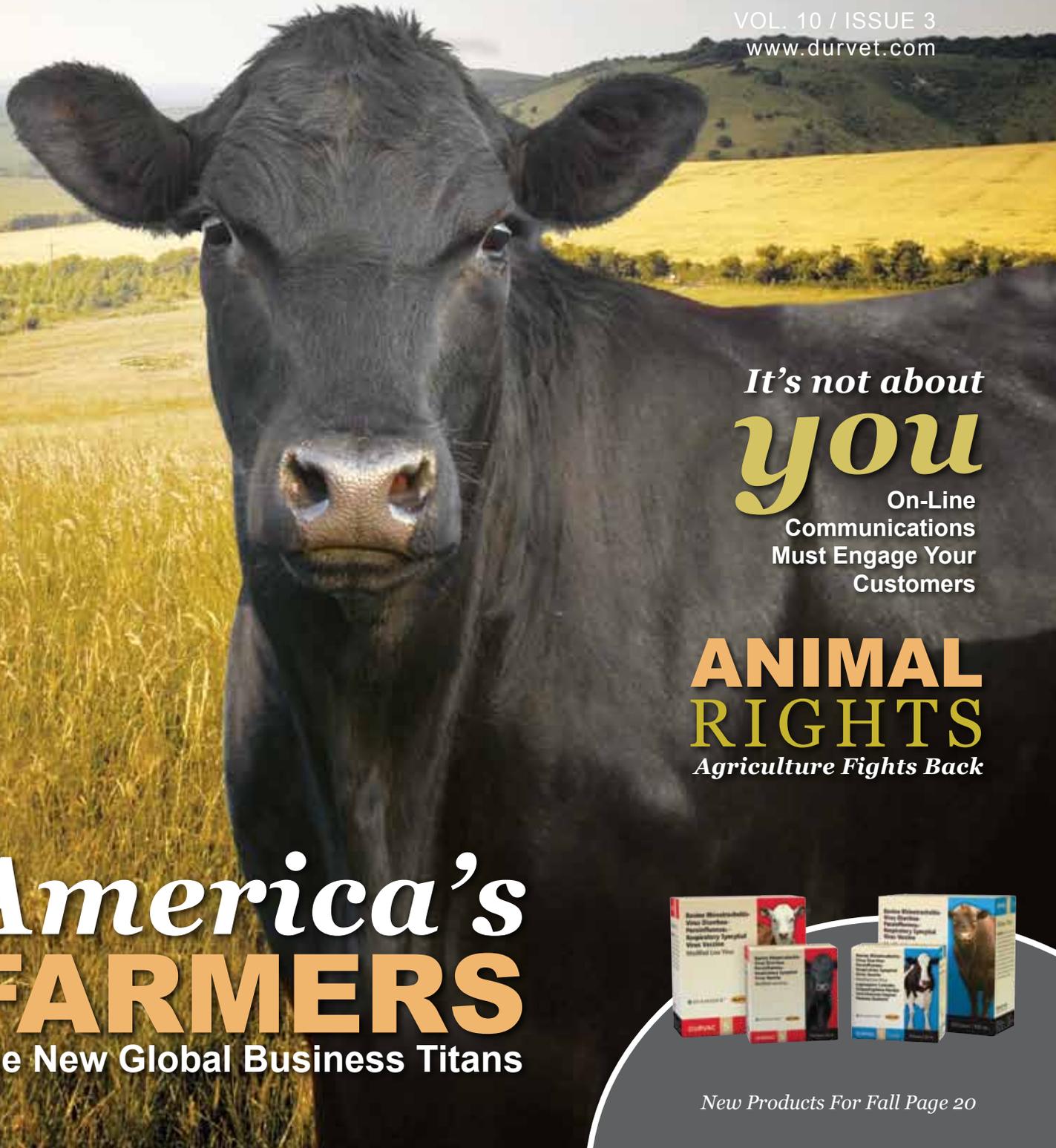
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FALL 2011

VOL. 10 / ISSUE 3

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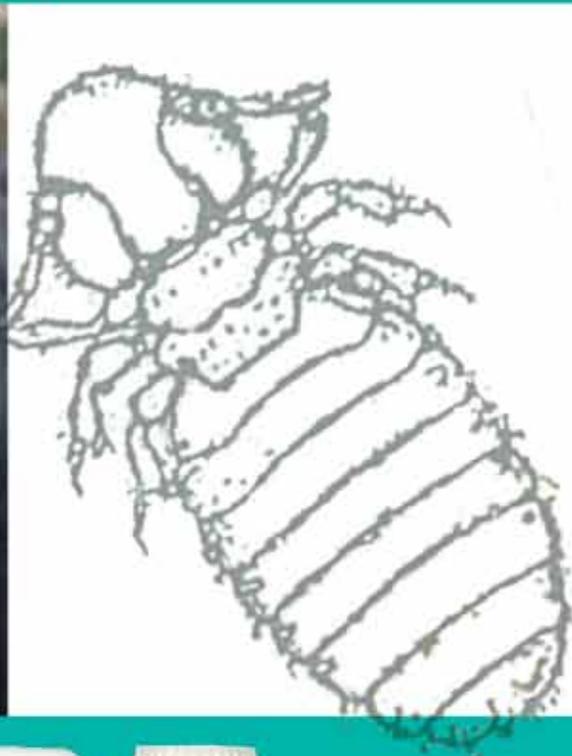
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New Products For Fall Page 20

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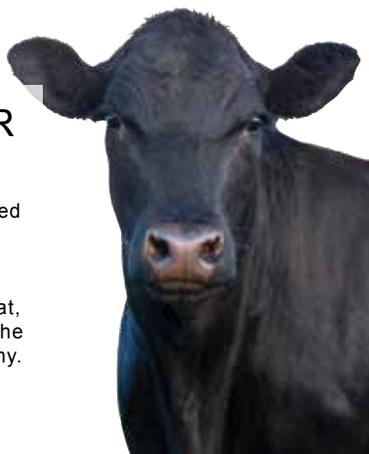
America Gets Busy – at least we hope

By Thanksgiving the U.S. Congress Joint Select Committee on Deficit Reduction is supposed to present the nation with the final plan that shows where (and how much) spending has been cut. Also this fall, federal regulatory agencies should be completing special reviews of how their rules and policies have affected the economy. At the same time all Americans will be busy trying to climb out from under the burden of recession and unemployment. And the final harvest tallies will be in, giving U.S. agriculture a better picture of things going into 2012. *ProfitBuilder* will take a look at it, also, to see what it says about the future for farmers, dealers and farm store retailers.



ON THE COVER

Acres of parked automobiles and packed oceangoing containers being on-and-off-loaded at giant port facilities around the world used to illustrate the dynamism of international commerce. Now acres of wheat, corn, soy and livestock paint the new face of the global economy.



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A message from Bob Hormann

Animal rights groups have proven adept in getting their agendas approved in legislative committee and at the ballot box. But taking a page from HSUS' playbook, livestock producers are learning how to work the back rooms of policy makers to protect conventional agriculture and promote its value to the worldwide economy.

3| FIRST GLANCE

A look into what's new in the industry

One positive coming out of the recession is the spotlight that has been cast on how federal and state regulations often penalize U.S. businesses. The President even asked the EPA to back off from enacting stricter ozone controls on industry. But that's only one concession amidst more than 4,000 new and revised rules the Administration has in its regulatory pipeline.

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An overview of new animal health products.


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Agriculture Learning From Animal Rights Activists



In an off year for major elections, rhetoric from the animal rights 'industry' seems subdued. Instead of campaigning loudly with ballot issues like California's Proposition 2 in 2008 and last year's Prop B in Missouri, animal rights activists are meeting quietly behind the scenes influencing agriculture boards and agencies as well as legislative agriculture committees at federal, state and local levels. The animal rights message often falls on sympathetic ears – especially in a regulatory environment where EPA administrators have saturated Capitol Hill and sometimes appear to have more power than Congress.

But animal rights advocates don't always come out on top. Let's look at a setback HSUS (Humane Society of the United States) encountered from voters in Ohio in 2009 and again in 2010. It offers a blueprint for how farmers and ranchers can ward off incursions into its business by groups with anti-agriculture agendas.

Before the 2009 Ohio general election, HSUS tried to introduce regulations governing how Ohio livestock producers could operate. As usual, HSUS formed alliances with consumer advocates to influence lawmakers and staff. But Ohio's agriculture industry – taking a page from HSUS' own playbook – fought back, cultivating its own allies among other lawmakers, economists, public policy experts and consumers. It created the Ohio Livestock Care Standards Board that would develop alternative agriculture policies to the radical proposals of HSUS. The concept of such a Board was presented to voters for approval as Issue 2 on 2009.

During the campaign, agribusiness went on the offensive. It presented facts, evidence and information to prove how important agriculture was to the Ohio economy. With overwhelming bipartisan support, Issue 2 passed. The new Board got down to the business of ensuring its agriculture industry and traditions would not be meddled with by outside interests groups.

Stung by its defeat, HSUS returned to Ohio in 2010 and threatened another ballot measure to eliminate the Board. But the governor, the Board and state agriculture groups offered HSUS a few preemptive concessions that took the wind out of the activists' sails. The action avoided a costly, emotional showdown at the polls. Although some state farm groups were irritated by the 'Ohio Compromise,' the OLCS Board has emerged as a strong arm of the state's regulatory system. More importantly, it is establishing food safety and animal welfare standards on its own terms, free from HSUS interference.

"HSUS has a much less visible presence in Ohio," said agricultural journalist and broadcaster Andy Vance in his *Feedstuffs* column (June 27, 2011).

Agriculture will remain at loggerheads against animal rights radicals and HSUS who launch strategies with deliberation and patience. For example, HSUS is not trying to turn American consumers into vegans. Its strategy is to make the production of animal protein so expensive that consumers won't buy it. The industry will eventually collapse. In a generation or two, HSUS assumes, there won't be any meat eaters because producers can't afford to raise livestock and consumers can't afford to buy the meat products.

Agribusiness, however, can faceoff with anti-animal agriculture forces by adapting actions like Ohio did or the United Horsemen (see story on page 6) is organizing:

- Preempt HSUS' call for radical, expensive changes in agriculture practices by initiating practical reforms that have been agreed upon and drawn up by the agriculture industry itself.
- Make sure legislative agricultural committee members at the federal, state and local levels and the general public *know* how animals rights policies will prove detrimental to the economy and to the animals they are supposed to protect.

The agriculture industry should emphasize that animal rights activists are promoting radical agendas with emotional arguments. Farmers, ranchers, on the other hand, along with animal health care providers, product manufacturers and distributors, dealers and farm store retailers establish their case with facts, experience, useful traditions, proven sustainability, environmentalism and faithful stewardship of the land and the animals living on it. And feeding seven billion people worldwide while they're at it.

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Bob Hormann, President of Durvet, Inc.

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FIRST GLANCE

White House Holds Off On Tighter Ozone Standards

Industry can chalk one up in the win column of the 'Economy versus Regulatory' standings. Early this month, President Obama asked the EPA to withdraw an air-quality rule business groups said would cost millions of jobs. The EPA wanted ozone standards tightened to 60-70 parts per billion, down from the 75 ppb proposed by President George W. Bush but never put in place. Most states currently adhere to a level set in 1997 of 84 ppb.

Jack Gerard, president of the American Petroleum Institute, is hopeful the White House "is becoming more sensitive to the uncertainty created by its heavy regulatory hand." As would be expected, environmentalists have another take. "The White House is siding with corporate polluters over the American people," said Frances Beinecke, president of the Natural Resources Defense Council. "The White House now has polluted that process with politics."

The environmentalist's view is overstated. Congress is facing 219 major regulation proposals, each with an estimated cost to the economy of \$100 million or more. And the White House concedes seven of those will each have a price tag of at least \$100 billion. The Administration has also increased the number of regulation (environmental, financial et al.) proposals it is drafting by 15 percent and bumped up the budget for regulatory agencies 16 percent.

As it stands now, the score actually stands at one for business and the economy and 4,200 for the regulators. That's right. Along with the 219 big ticket regulations, the Administration admits another 4,000 new or revised regulations are in the pipeline.

DROUGHT

Could Affect Corn Feed Quality

High temperatures and drought conditions in the Corn Belt this summer have agronomists worried about a growing incidence of aflatoxin in the fall corn harvest. Crop scientists at Kansas State University are concerned particularly for swine producers who will have to be vigilant with what they're feeding their animals. "Aflatoxin is a toxic metabolite produced by the ear-rotting fungus *Aspergillus flavus*," says Doug Jardine, plant pathologist leader with KSU Research and Extension.

It is a carcinogen, notes KSU's Mike Tokach, and the levels build up in the body over time. "There may be reduced feed intake in the short term," he says, "but it's over the long term where the biggest negative impact can occur." Swine producers also need to be wary of DDGS (dried distillers grains), a popular feed by-product of corn ethanol production. Aflatoxin may be four times higher in DDGS than in the corn used to make it.

Generally there is no adverse effect if corn contains under 200 parts per billion aflatoxin, but at 200- 400 ppb reduced growth can occur and immune systems can be compromised. At 400-800 ppb, liver lesions can occur. Feeding aflatoxin-infected corn to sows isn't a problem if the levels remain under 100 ppb. When they rise to the 500 to 750 ppb range, piglets will grow more slowly because of the aflatoxin in the sow's milk. But the presence of aflatoxin appears to have no effect on conception rates.

Dealers can help their swine producing customers avoid the repercussions of aflatoxin by promoting these recommendations KSU swine specialists Tokach and Joel DeRouchey have outlined for feeding corn to pigs:

- Harvest contaminated corn fields as quickly as possible (if they grow their own feed). Once aflatoxin appears, toxin levels continue to increase in fields because of mold growth.
- Clean the grain if possible, before storage. Removing damaged kernels lowers toxin levels (by about 50 percent).
- Store at less than 15 percent moisture (13 percent or less is ideal) to limit further fungal growth and toxin production.
- Flush storage facilities and systems after handling contaminated corn (and put flush in a contaminated bin).
- Monitor grain bin temperatures. Good grain management is important, as hot spots will increase fungal growth and toxin production.
- Segregate corn into high and low level bins if possible. Corn with less than 20 parts per billion can be fed in sow, nursery and last finisher diets. Corn with greater than 20 ppb can be fed to finishing pigs. Use low test weight corn quickly, since it does not store well.

You can also supply propionic acid that producers can add to corn before it goes into storage if fungus is present and a concern. In areas where the heat and drought have been particularly severe, you can provide binder agents, such as bentonite or aluminosilicate.

Bentonite will bind up to 700 ppb of aflatoxin. But even though research shows that higher levels of aflatoxin can be tolerated when bentonite is added to the diet, Food and Drug Administration (FDA) regulations require that corn fed to young pigs contain less than 20 ppb; for breeding animals less than 100 ppb; and for finishing pigs, less than 200. If the corn has greater than 200 ppb, FDA rules indicate that it should be blended with other corn to lower the level to 200 ppb or less before feeding. Blended corn must be used on-site and cannot be sold. ♦

For more information contact: Joel DeRouchey, 785-532-2280, jderouch@ksu.edu; Doug Jardine, 785-532-1386, jardine@ksu.edu; Mike Tokach, 785-532-2032, mtokach@ksu.edu



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Horsemen Unite To Restore Equine Industry

Talk about your ‘backhanded’ compliments: Winston Churchill once wise-cracked that you can usually count on America to do the right thing – after it has tried everything else. Well, that observation looks pretty accurate, especially in the case of the 2007 federal ban on the domestic slaughter of unwanted horses and curtailment of the USDA’s horse meat inspection services. The law threw the equine industry into a tailspin and subjected unwanted or unusable horses to a greater degree of abuse and abandonment.

There is, however, action underway to get things right, to correct the damages inflicted on the equine industry by the American Horse Slaughter Prevention Act. Ironically, the movement got a big push from, no less, a federal agency. Earlier this summer the Government Accountability Office (GAO) published a report acknowledging the damage the legislation created not only for the industry but also for the well-being of unwanted horses.

“Even after the recent economic downturn is taken into account,” the GAO said, “horse abandonment and neglect cases are reportedly up and appear to be straining state, local, tribal and animal resources.” The GAO reports goes on: “Clearly the cessation of domestic slaughter has had unintended consequences, most importantly, perhaps the decline in horse welfare in the United States.” Which is exactly the opposite of what the well-intentioned, but naïve do-gooders had in mind when they crafted the law.

On the heels of the GAO revelations, equine organizations around the country are uniting to lobby Congress to repeal the Act or significantly limit its restrictions. More than 250 equine organizations nationwide oppose any legislation that makes it impossible to humanely process, market, transport or consume horse meat.

Everyone knows the path to hell is paved with good intentions, but apparently no one saw to what extent the law would devastate of a huge section of the equine industry. The law shut down the secondary market for unwanted and unusable horses and stagnated all equine enterprises. The equine market is saturated, and prices for all horses have fallen sharply – estimates range as high as 50 percent. The Bureau of Land Management (BLM) says there are about 70,000 feral horses costing the government \$64 million to round up and maintain. But many people involved in the equine industry argue the number of horses is twice the BLM count – and increasing at a rate of 20 percent a year. Half of the horses roam freely on government land, devastating the environment. Plants are being destroyed, while vegetation needed for game animals has disappeared. Fishing has been degraded as topsoil rolling off slopes denuded by stampeding horses is muddying rivers and streams. Decaying carcasses can contaminate large areas of land and water resources.

Even while the waste and questionable results of the program are debated, the Obama Administration’s latest budget request includes a \$12 million hike for the program (from \$64 million to \$76 million) and an additional \$42.5 million appropriated from the Land and Water Conservation Fund to buy land for a horse preserve in the East or Midwest.

According to the Wild Life Society (an international, professional non-profit scientific association dedicated to best management practices in wildlife stewardship), these costs are projected to increase in the coming years if the program does not change. “Given continuing feral horse population growth, looming federal deficits, budget reductions and other priority needs for conservation,” Society officials say, “this program is likely unsustainable.” ♦



SPURRING THE MOVEMENT

It’s more than just a rally for the special interests of the equine industry. In getting involved in the repeal or mitigation of the American Horse Slaughter Prevention Act, you and your customers are emerging as the standard bearers for the growing American mood to do things right. That might be a little dramatic. On the other hand, the equine industry is on the verge of giving the rest of the nation a classic demonstration of civics in action – compelling government agencies to review and rethink legislation based on facts, and approaching legislators with a strategy of achieving goals incrementally (versus demanding the whole bowl of wax at once).

“The closing of the US horse processing plants has led to the suffering of horses and financial ruin for people in the horse industry,” says Mindy Patterson, Director of Development for United Horsemen. To get involved in the welfare of the nation’s entire horse population, Patterson suggests visiting this website: <http://www.petition2congress.com/5015/restore-us-horse-industry/>.

“This link provides an opportunity for people from horse owners to concerned citizens across America to take part in making a difference by helping to put a stop to the unnecessary suffering of horses across the U.S., and begin to restore the mess that HSUS has created for the U.S. horse industry,” she adds.

In the aftermath of the deficit and national debt debate in July, the country might be at a tipping point where Americans are more inclined than ever to engage in productive discussion of the issues, to compromise where practical and to initiate effective action that moves the economy and the welfare of the nation beyond ideological fortresses. Opportunities to change legislation like the horse slaughter law that is not benefitting anyone – as illuminated by evidence from the GAO and spurred on by groups like the United Organizations of the Horse and the United Horsemen – could prove contagious to other sectors of the economy affected by restrictive, expensive and unrealistic regulation.

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The Changing Face of Agriculture

The 'Back 40' Reaches Beyond Borders

As Farmers And Ranchers Morph Into Global Moguls

American Gothic, the renowned (some say satirical) painting by Grant Wood, hardly portrays U.S. agriculture nowadays. For one thing, the dour farmer in the classic 1930 portrait produced only enough to feed himself and three others.* When the painting was unveiled, most farmers employed teams of horses to work the fields. Tractors weren't commonplace until the 1940s when the WWII effort requisitioned horses for purposes, among others, of feeding the troops. The Interstate Highway System wasn't commissioned by Congress until 1956, and much of the construction didn't get underway until the 1960s. So agriculture output was consumed relatively close to home. By 1960, U.S. farmers were still only feeding 26 people.

Since then productivity aided by technology has accelerated. Each U.S. farm currently feeds 155 people worldwide – which means farmers are no longer rural icons of the American agriculture heritage and cowboy culture who tended their crops and minded their business. Their business is now global, and their markets are flung farther than those of computer chip makers, auto manufacturers and energy producers. The growing world population – and the increasing wealth in some parts of it – is creating staggering demands for food crops and animal protein. Not everyone needs a foreign car, but everyone has to eat.

As recently as 15 or 16 years ago, international commerce was all about the manufacture and import/export of capital and non-durable goods, clothing, everyday items and luxury objects. International moguls traveled the planet looking for places to build plants and ways to distribute output to remote markets. Eating was a pleasant afterthought when the day's negotiations were finished.

Eating is now the business of the day. Global sales of processed food reached \$4.1 trillion with Americans consuming about \$1.5 trillion worth of that total. Those who produce and process food are the new 'masters of the universe' – a title that had been reserved for the world's manufacturing titans, financiers and hedge fund managers.

The expertise farmers and ranchers have in crop science, animal health, satellite mapping and positioning for precision farming, sustainability, climate, the environment and risk management is just as important as the managerial skills and financial savvy international executives pick up at business school. Even more so. While Wall Street and the commodity exchanges are primarily interested in bushels per acre and their price, farmers have to deal with what it takes to attain those yields, make it happen and pay for it all – while rolling the dice with Mother Nature.

Granted, *ProfitBuilder* might be creating an exaggerated image of the farmer, using broader brush strokes than the reality of the situation calls for. But food is the biggest business in the world, and at the end of the day it is the farmer and rancher who are the OEMs – *original 'equipment' manufacturers* – of the industry.

International AgriBusiness 101

We're not saying farmers and ranchers will be trading their overalls for Armani wardrobes, monogrammed attaches, passports and a tool belt full of electronic communication devices. But we are suggesting everyone needs to be aware of their critical role in international business.

As the U.S. agribusiness playing field expands to the other side of the earth, you as dealers and retailers could be important influences and advisors to farmers and livestock producers as they transform their operations to participate and compete in a worldwide market. Not that you would replace accredited agronomists, consultants or Extension specialists. But the help farmers get from these professionals is often more strategic in nature, while the knowledge you impart about the products they use is tactical and practical.

One thing is certain at the moment: The situation for American agriculture looks bright. U.S. corn exports are expected to grow from 13 billion bushels currently to 15 billion in the next ten years. Based on their love of Chinese food, a lot of Americans might assume soy is an indigenous crop of China. But China is a net importer of soybeans used for protein in

[continued on page 10]

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[continued from page 08]

its meat production. China also uses soybean imports for over 50 percent of its food oil requirements.

The United States Department of Agriculture (USDA) is forecasting China will import 79 million bushels of corn in the 2011-2012 crop year from all around the world. But some grain traders, according to a *Wall Street Journal* report (August 17, 2011), think China will purchase 200 million bushels from the U.S. alone. In July the Chinese furtively put in an order for 21 million bushels from the U.S., which to that point was more than it usually bought in a year's time. The positive impact of these transactions for American agriculture cannot be overstated.

Practical Storefront Tutelage

Here are some issues and conditions you can bring up or discuss with your customers as they think about the opportunities of the international market:

Economics

The United Nations regularly produces a variety of studies on human, economic and political conditions it expects to play out in the future. A recent "2050 Snapshot" claims food production must increase 70 percent in the next 40 years.

But the question is: Will the driver of this increased output be the growing world population and the number of mouths that need to be fed? Or will it be a case of more affluent mouths – in developing countries – wanting more food? It is a subtle distinction; and it could be crucial for farmers as they decide whether or not to devote more acreage to certain crops based on current prices and population growth statistics.

The elephant in the room will always be economics. World agriculture can take care of the demand. The follow up question is: Can the demanding markets pay for it? Millions are living in poverty, starving while warehouses are bursting with commodities.

If you see your customers gearing up for or talking about increasing a crop planting solely based on current prices and population growth estimates, you should advise them to also look at the health of foreign economies. Your customers should also be aware of other factors:

- » *Planting intentions of other efficient producers (Brazil et al.) around the world; and will that acreage create a glut that puts downward pressure on prices.*
- » *Trade agreements in place with countries including the U.S. that could determine if American farmers will be cultivating on a level playing field.*
- » *The current situation with U.S. biofuels: will ethanol tax credits and changes in farm subsidies have a positive or negative effect on individual farms.*

This information is available from the USDA's

Economic Research Service and its National Agricultural Statistics Services (with monthly updates).

Regulation

While the Environmental Protection Agency (EPA) holds a strong arm over U.S. industry, some nations have imposed even tougher regulations – especially in Europe where GMO (genetically modified) foods, for example, are widely banned or featured in a bad light.

If your customers are using GM seed in their crops destined for export, remind them to look into any restrictions in force at the final destination. Whoever is handling their contracts and trades probably already knows. But it never hurts to have them double check. Or check out which foreign markets don't have a problem with GMO foods.

The EPA, Department of Energy and a hoard of other agencies like state wildlife and fisheries bureaus have imposed numerous rules that regulate how your customers can use crop lands, restrict where they can plant and limit their access to water.

Check with regional EPA offices to confirm whether particular regulations are actually in force, or if there are exemptions for which your farmers qualify. Rumors sometimes take on the guise of reality. For example, the EPA and environmental groups may have entered into a 90-day discussion/comment period regarding new regulatory legislation that could restrict future agriculture activity. But that doesn't mean your customer can't continue producing current crops that are satisfying lucrative demands from both foreign and domestic markets. In fact, some regulations may not go into effect for several years, allowing your customers to plan for and take advantage of markets forecast to be favorable in the short term – for the next two or three years.

Demand

Consumer demand in developing countries for animal protein is growing as those economies prosper. Some 700 million people in developing economies raise livestock, according to the International Livestock Research Institute. But livestock disease is rampant, and these countries don't have the resources or veterinary services to track and control outbreaks. Ranchers and basically subsistence producers can't raise enough cattle and pigs to sate the appetites of their countrymen. So American and South American ranchers will have to pick up the slack – which isn't that tall of an order for them.

But it will require adept animal husbandry using all the available tools to keep livestock healthy and ensure they gain their maximal market weight as efficiently as possible. That's where you come in: As dealers you know how effective animal health care products are, and which ones will work the best under particular

conditions. Fly control and pest products and programs prevent herds from weight loss or slow weight gain. Antibiotics and wormers and other internal medications and preventatives will ensure a clean bill of health for the animals. Keeping cattle and hogs on track to meet market targets will be particularly critical as global demand increases. Producers whose animals consistently meet industry standards and timetables will not only enhance their reputations but will increase their bank accounts. And yours.

Bottom Line

American farmers have always produced a surplus of food. The U.S. has five percent of the global population yet produces 20 percent of the world's grains, oilseeds and meat. Although the U.S. literally has food to burn and use for biofuels, its ability to compete in the global marketplace could be constrained by factors having nothing to do with its farmers' agricultural prowess.

Those 'factors' can be summed up in one word: *regulation*. The American economy overall is one of the most regulated in the world. Its industries are hampered more by regulations, rules and taxes than by a lack of vision, innovation, entrepreneurial spirit, investment, education, technology and sheer gumption. Ironically the regulations often provide little or no payback for the people, institutions and environment the rules are supposed to protect.

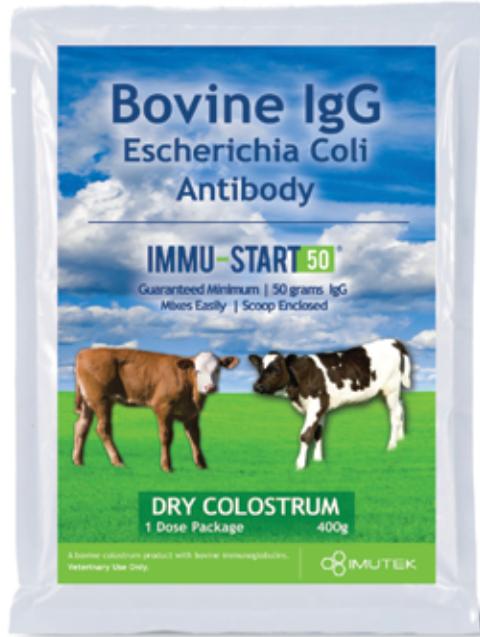
One of the biggest services you can provide to your farm and livestock producing customers is to encourage them to engage in movements to pressure government to reform the regulatory environment. 'Pushback' against the stifling restrictions seems to be gaining strength. Keeping your customers informed and charged up is key to keeping them ready to pounce on the opportunities of the global market. ♦

"As the U.S. agribusiness playing field expands to the other side of the earth, you as dealers and retailers could be important influences and advisors to farmers and livestock producers... "

* According to USDA data for that decade.

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U.S. Patent No. 3,762,633 European Patent No. 0837272



- Strong - 23 lbs tensile strength
- Won't shred - high abrasion resistance
- Straight hand-tear
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- Controlled compression - will not constrict
- Sweat and water resistant
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Shelf Talkers available upon request!

Now Available in New Display Packaging!

Each retail display box holds 10 rolls

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- Absorbs/holds the equivalent of 29 gauze pads
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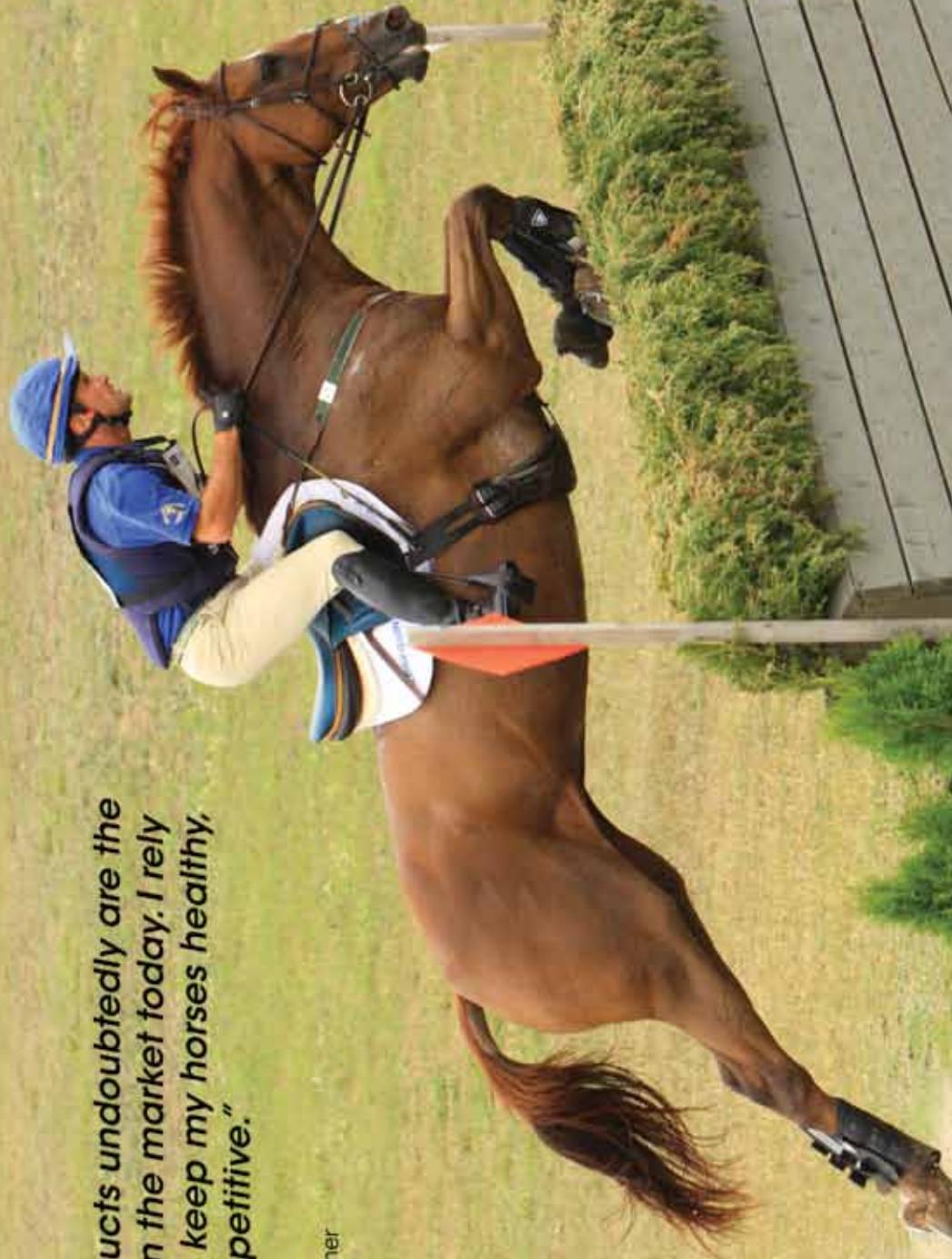
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Even as virtual and viral marketing become integral components of retail operations, dealers and farm stores would be short-sighting their sales potential if they neglected the importance of visual merchandising. Even after they bolster store traffic with high tech on-line marketing along with conventional advertising and promotion, retailers still need to satisfy one of their customers' basic sensory requirements – something pleasing to look at. But it is not all about presenting something aesthetic. Instead, the nuts and bolts (versus digitization, pixels and high resolution) of visual merchandising is first and foremost about shedding light on the subject.

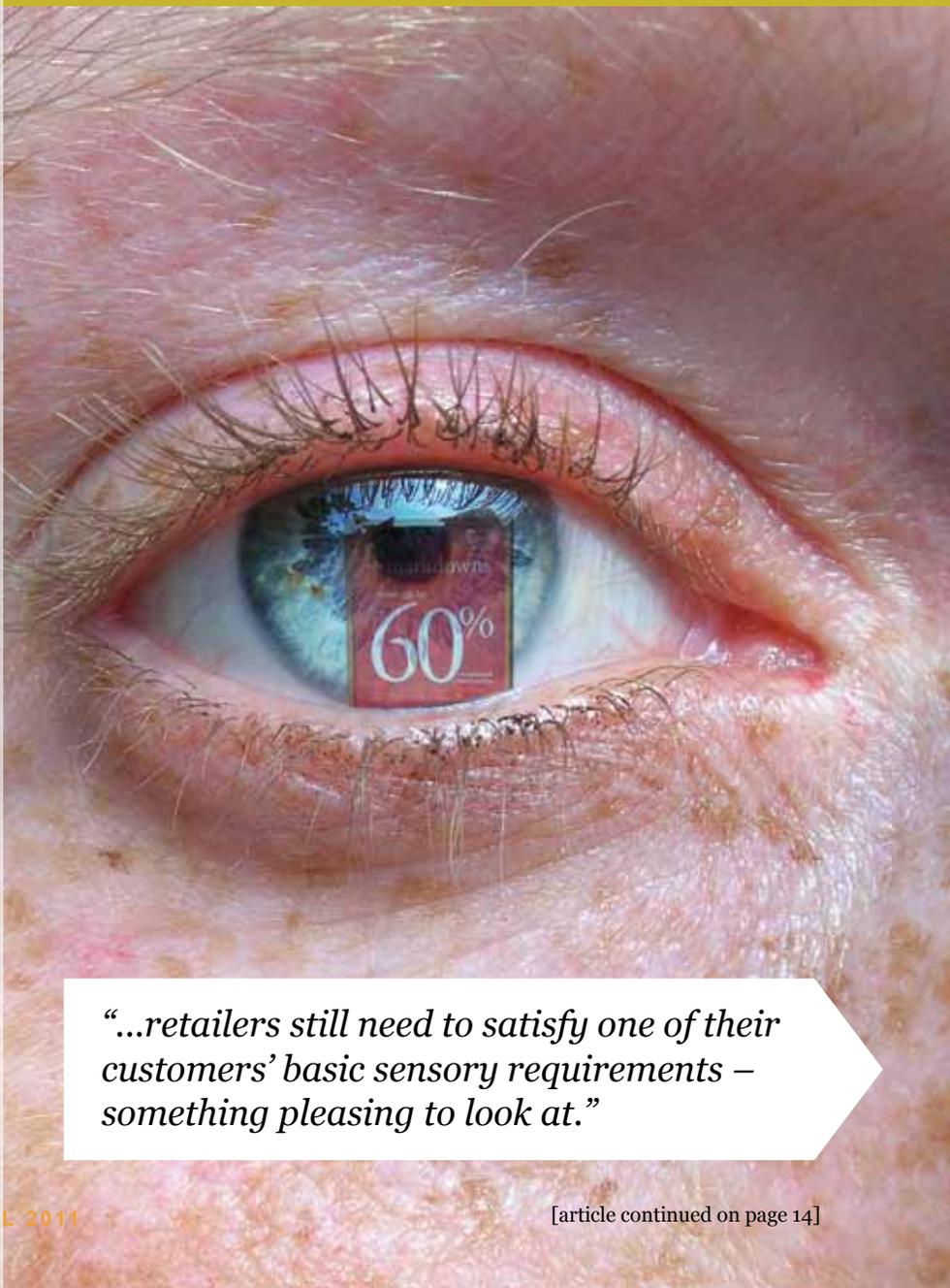
In a new series of articles on visual and other merchandising techniques, *Profit-Builder* will present tips on how you can get the most out of what your customers see – or should see. Besides offering a broad range of animal health care and agricultural products, Durvet can help you showcase their value and quality. The information in this article comes from presentations prepared by Kerry Glakeler, Durvet Brand and Marketing Specialist, and focuses on lighting and colors.

Light It Up

Visual merchandising begins before customers pull into your parking lot, usually drawn by 'curb appeal' and day and night visibility. A store with lighted windows will be noticed 100 percent more than those with only an entrance and loading dock doors, according to research by Cahan and Company, a retail design firm. While that seems contrary to the success the windowless, monolithic big boxes like Home Depot or Lowes enjoy, you have to take another look at those stores. The buildings may not have merchandising windows per se, but they often have open air garden centers at one end of the structure and covered porticos or colonnades along the front displaying outdoor equipment and merchandise in daylight. Two-thirds (66 percent) of shoppers report lighting strongly influences their choice of store. "You want to keep your property well-lit," Glakeler says, "so it gets noticed 24/7." And you want to make those lighted windows *work* to bring customers in, she adds.

VISUAL MERCHANDISING

When They See Better They Buy More



"...retailers still need to satisfy one of their customers' basic sensory requirements – something pleasing to look at."

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For use as an aid in controlling the spread of bacteria that cause bovine mastitis and promotes healing of cracked teats.

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Tell Us Your Story!



SPURRING THE MOVEMENT
[continued from page 06]

If you or your customers are not part of the party, here's what else you can do:

- Learn more about the specific actions the horse industry is seeking from Congress, for example:
 - Removal of the restriction against voluntary fee based USDA inspection of horse meat to allow states to promote the economic development of horse slaughter facilities.
 - Removal of the restriction against USDA/APHIS inspection of horses so that the Slaughter Transport program can be properly regulated and enforced.
 - Expansion of USDA/APHIS horse welfare oversight to include non-profit horse rescue and sanctuary operations.
 - Requirement of USDA's Agricultural Marketing Service (AMS) and Foreign Agricultural Service (FAS) to track and report slaughter horse industry numbers and markets like all other classes of livestock.
- Contact the United Horsemen (a 501c3 educational and charitable organization) for additional details, and for help with how you can get (and get your customers) more involved: www.united-horsemen.org.
- Contact your state and federal lawmakers.
- Note on your calendar for the second Summit of the Horse International in Kansas City, Missouri will take place in Spring 2012. Details will be available later this year on the United Horsemen website. ♦

[continued from page 12]

Natural light, Linda Cahan implies, is a natural sales booster. She says “retail sales go up in stores with natural light flowing through windows, skylights or solar tubes.” Glakeler adds that interior lighting schemes whether they are natural or electrical are also an important influence on how shoppers behave. Light sources should be arranged to maximize the effect they have on shopping moods. If dealers and retailers think the illumination in their shops leaves something to be desired, they should consult a lighting specialist. The major lamp manufacturers all have lighting experts ready to help. Some of them have interesting interactive websites that let you click and see for yourself how lighting schemes can affect the ambience. Check out www.gelightingolutions.com and www.sylvania.com for starters.

Light obviously is the key sensory control that engages shoppers with the merchandise – what they can't see they generally won't buy. But color can control the mood and shape the buying pattern. “Color use in the store,” says Glakeler, “is more than you think.” You might not be able to control the overall canvas of color emanating from the palette of the packaging and products on display. But you can control the backdrop – the walls, ceilings, floor, shelving and such – with specific colors proven to create or influence psychological frames-of-mind.

-  **Blue** – especially bright blue enhances communication and is cool and soothing. When customers are comfortable and talking (especially to store associates), they're likely to buy.
-  **Orange** – especially bright orange has a warming affect on people and makes them chatty. So again, if they're talking they're buying.
-  **Red** – contrary to the concept of the 'green light' as the universal authorization to proceed or go ahead, red in purchasing psychology says 'move and buy.'
-  **Brown** – symbolizes all that is safe, grounded, reliable, honest and safe. UPS didn't come up with the 'brown' branding just because it was some executive's favorite color.
-  **Yellow** – always the signal for caution, stopping and thinking. Ever wonder why lawyers use yellow paper for their legal tablets? Right: They're always thinking, and considering how to avoid liabilities.

For many, though, a splash of yellow depicts a sunny day, a good mood. It also has a mysterious consumerist tint to it. Consumer psychologists say shoppers perceive yellow as suggesting affordability – a lesson not lost on Durvet with its predominant use of that very color in its logos, labeling and packaging. ♦

Advertisement



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New SKUs

000600	Ramik Mouser Disposable Bait Station, 2-pack box
000700	Ramik Mouser Disposable Bait Station, 3-pack poly bag
116334	Ramik Bars, 4 lb (4 x 16 oz) box
116336	Ramik Green, 4 lb resealable pouch
116339	Ramik Green Brute display (contains 15 4 lb pouches)
116341	Ramik Green Bait Packs, 4 lb resealable pouch
116362	Havoc-XT Blok, 8 lb resealable pouch
116372	Havoc Place Packs (Pellets), 8.8 lb resealable pouch

Bulk SKUs

112825	CyKill Chunks, 4 lb resealable pouch
112830	CyKill Chunks, 9 lb pail
112835	CyKill Place Packs (Pellets), 100 count pail
116361	Havoc-XT, 10 lb pail
116369	Havoc-XT, 20 lb pail
116372	Havoc Bait Packs (Pellets), 40 count pail
373421	Di-Kill Place Packs (Pellets), 100 count pail
373425	Di-Kill Blocks, 9 lb pail
373426	Di-Kill Blocks, bulk 18 lb pail
116300	Ramik Green, bulk 20 lb pail
116303	Ramik Green, bulk 50 lb box

Mechanicals and Glue Traps

945	Ramik Multi-Catch Bait Station
000410	MultiPlex Bait Station (retail)
000560	Rodent Café Bait Station
940	Ramik Mice and Insect Glue Boards, 4 pack
116220	Ramik Mouse Glue Traps, 4 pack
116230	Ramik Rat Glue Traps, 2 pack
116221	Ramik Mouse Plastic Snap Traps, 2 pack
116231	Ramik Rat Plastic Snap Trap, 1 pack

000560

Heavy-duty design and chamber built to allow both horizontal and vertical bait placements



116362

New resealable pouches keep bait fresh

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116334

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What's happening?

Engage Your Customers With Good Content...

Email, Texting, Facebook, Twitter 140 Tweet

Getting your business in-sync with Internet technology is easy. Putting it in-step with the various social media options isn't very difficult, either. Keeping customers engaged with your store, however, can be a challenge. "Engagement is all about making your communications relevant to the consumer," says James Speros, chief marketing officer for Fidelity Investments. Other on-line gurus agree, but are more succinct: "It's not about you!"

In other words, what you post on the Internet and communicate via email shouldn't come off as a billboard, catalog or broadsheet newspaper advertisement about your store. It doesn't mean you can't let customers know you've got a sale going on or an event scheduled or a surplus of close-out items you want to clear out by a certain time and have priced them to move quickly. But the conventional wisdom is that once you've got their attention, you need to hold onto it. Marketing experts have embraced engagement as the buzzword for grabbing customer attention and holding on to it tightly – by relating to and connecting with their interests and wants. It's about them.

A better definition for 'engagement' in this context is *content*. Content is key, and is always more important than the way information is delivered. Let's say you're looking to quickly move your parvovirus vaccine/treatment inventory and related cleansing and sanitation supplies. Don't just list them with prices. Frame the merchandise in the context of the disease itself – what harm it causes, why it is currently a problem, what are the consequences and the costs. For example, here's something you could post:

Veterinarians and animal shelters in our area are reporting more cases of the extremely contagious parvovirus. A walk through the neighborhood could end up with your dog contracting the deadly disease. The virus attacks dogs' intestines; and if it's not treated aggressively, it could kill them. Treatment is costly, with bills running up to \$2,000. Parvo usually attacks puppies, but a veterinarian in [name a vet or location] says, "But recently we've seen lots of adult dogs coming in with parvovirus."

Why are cases on the rise? Animal health and welfare officials are pointing to the economy. Because they can't afford it, some pet owners are not keeping current with their vaccinations. The virus, transmitted

Your Tweets 53
2 hours ago :

Following 42

Followers 17



Who to follow · refresh · view all

through dog feces, is easily spread. Places like dog parks and kennels are hotbeds for the disease.

People can also track the disease into their homes on their shoes, and birds can carry it on their feet to places like a dog's water bowl. The best strategy for parvovirus in prevention: through vaccination and premise sanitation

.... Then go on to mention your parvovirus vaccines and medical products, or your line of cleaning and sanitation merchandise.

Easier Said Than Written

Almost 75 percent of U.S. marketers use email as a fundamental part of their consumer communications programs. "It is seen as a crucial marketing tool for organizations of all sizes," says the Aberdeen Group, a Harte-Hanks Company, in its research report, *The 2011 Marketer's Agenda* (July 2010). However, many dealers and farm store retailers don't have the time or expertise to regularly keep in touch with their customers.

They're not alone. Most U.S. marketers with fewer than 100 employees have the same problem when it comes to producing written communications, according to *The 2011 Marketer's Agenda*. They don't like to write. Or feel they just can't do it. But they have found a way around the problem. Almost half of them (48 percent) subscribe to the services of professional content providers to prepare material published in their email and social network communications with customers.

When their on-line communications carry professionally provided content, these marketers report significantly improved results. Analytics have shown, according to the Aberdeen Group, the 'open' rate is 36 percent higher. But the all-important 'click-through' rate tops 60 percent – as your customers feel comfortable enough to engage in a search for further information about your operation and the products you sell. ◇

Durvet has an idea — But We'd Like to Hear From You!

Durvet, Inc., is considering the development a service to provide professional on-line editorial content on a weekly basis that you can include in your own customer communications programs. We would appreciate your input and feedback.

Please look at the description of the program below, and give us your impressions. You can contact us at macgroup@kc.surewest.net. As we hear from you, we'll provide you with a questionnaire to complete, along with additional information about the project. Your feedback will help us design communications tools you can use with your existing on-line marketing efforts.

Program Description: *Take advantage of the Internet's economical technologies and efficiencies that allow you to stay in touch with the market frequently and regularly to continually promote your brand, products and services.*

- *You can distribute the editorial content via email or post it on website and Facebook blogs. You can even boil it down for use in texts and tweets.*
- *Durvet would provide you with a minimum 1,000 to 1,500 words of editorial material weekly, presented as brief articles, bulletins and data on the animal health and agriculture industries, market trends, new technology, policy, tips and more.*
- *You can use all of it or select just what you want for your own communications. Format and delivery is designed to let you simply cut and paste whatever you want to run.*

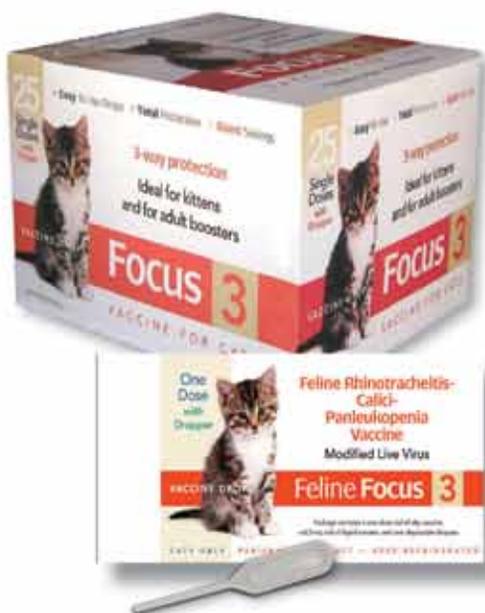
We look forward to hearing from you: macgroup@kc.surewest.net.

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| 6ea | 23704 | TOMCAT 4 x 1oz Refillable Mouse Bait Station |
| 4ea | 22778 | TOMCAT 8 x 1oz Refillable Mouse Bait Station Bag |
| 4ea | 22786 | TOMCAT 16 x 1oz Refillable Mouse Bait Station Bag |
| 4ea | 22880 | TOMCAT 1pk Disposable Rat Bait Station |
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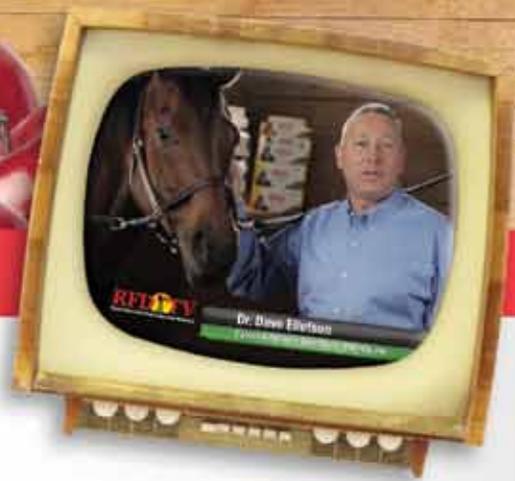
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