



QUARTERLY

intelligent worming
The future of equine parasite control

Issue 2
Summer 2010



'10 Year Anniversary'

We celebrate the ten year anniversary of the founding of Intelligent Worming this summer and with the continued increases in horses joining the IW programme I have strengthened the team in the office with Molly and Fiona who joined us to provide support for sales, customer service and program writing.

Summer is certainly upon us and it coincides with the huge increase in the worm egg counts being carried out on our 4,500 IW horses. The peak in activity puts extra pressure on the University of Liverpool's laboratory and I am excited about working in partnership with the University in developing and opening our own facility over the next few months.



Pfizer / Fort Dodge Merger - Good News for the fight against worms

IW has always confirmed that moxidectin is the best weapon we have in the fight against worms. However we have always argued that using Equest as the sole wormer year in year out was not a responsible way of worming.

The recent merger of Pfizer and Fort Dodge has resulted in the company developing a new division dedicated to their range of equine products.

Graham Williams and Diane Gilby met recently with Ben Gaskell and Sarah Wilson of the new Equine Division of Pfizer, the company that now owns Equest. IW was pleased to hear that the future strategy of the merged company is to preserve the efficacy and longevity of their equine wormers by encouraging horse owners to regularly review and monitor their worming programmes.

Ben Gaskell BVSc MRCVS Equine Veterinary Manager said "Resistance to wormers continues to be a topic of discussion in all species, but increasingly so in horses. The input of the BVA in supporting the messages of responsible and considered use of anthelmintics as part of an overall worm control programme, underlines the importance of support from all animal health providers, including pharmaceutical companies."

Intelligent Worming supports BEF Futurity 2010

Intelligent Worming are delighted to announce our new sponsorship partnership with the British Equestrian Federation's Futurity Scheme 2010. Intelligent Worming will be touring with the Futurity events from July through to September. For further information visit www.intelligentworming.co.uk



In this issue...

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Graham Williams IW Managing Director updates you on Intelligent Worming
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Check to see whether your breed society or riding club has subscribed to the IW partnership scheme which entitles each of its members to a free faecal egg count.
- **Meet our customers**
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IW gives you the latest flea facts
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Intelligent Worming broken down in to bitesize chunks for you to digest
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Learn more about the staff behind Intelligent Worming

Whats in the next edition.....

- Intelligent Worming Seminar*
- Tapeworm*
- Ticks in cats and dogs*
- Meet another customer*

Intelligent Worming Joins Intelligent Horsemanship Tour

Intelligent Worming are delighted to now be working in partnership with Intelligent Horsemanship, and will be joining their forthcoming tour.

This spring an entertaining and educational master class demonstration is being put on by the Intelligent Horsemanship (IH) team. Kelly Marks will be joined by local IH Recommended Associates as well as the fabulous IH team roadies.

At each location demonstrations will involve local 'horses with problems' who have been invited along to share their experiences. At all the clinics there will be a strong emphasis on working with the owners of the horses to make long lasting changes.

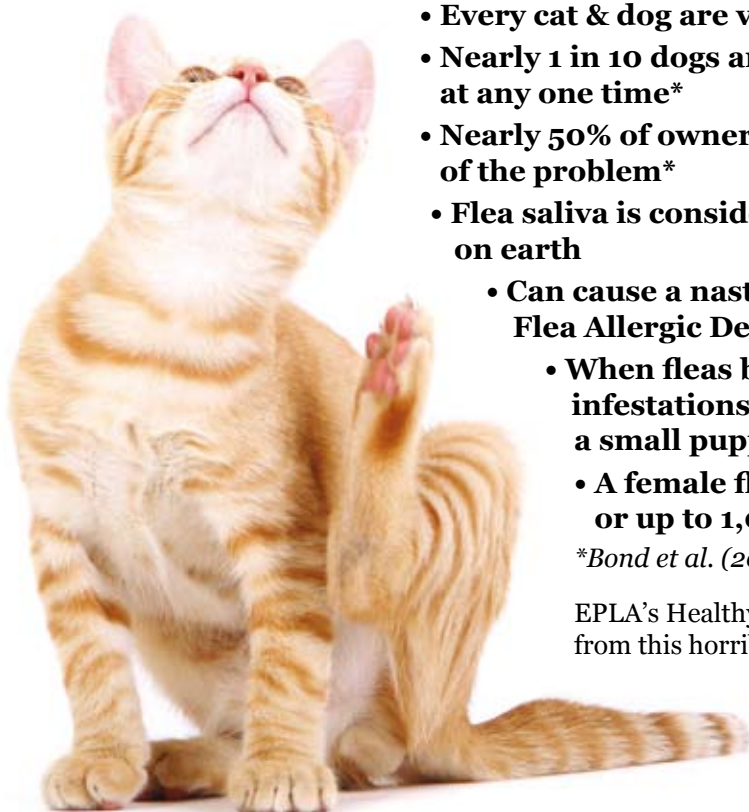
These evenings also include Recommended Associate Rosie Jones and Western rider Lou Talintyre of The Mendip Stud, each with educational points to make and a star horse to show. The Intelligent Horsemanship Village will include a variety of stalls giving mini lectures and demos to benefit horses and riders of all levels and disciplines.

You can meet the founder of Intelligent Worming at Kelly Mark's "Horsemanship Essentials Tour 2010".



To find out more information about the tour or to book tickets please call the IH Office on 01488 71300

Pets Corner - FLEA FACTS



- Every cat & dog are vulnerable to flea infestations
- Nearly 1 in 10 dogs and 1 in 5 cats have fleas at any one time*
- Nearly 50% of owners whose pets have fleas are unaware of the problem*
- Flea saliva is considered one of the most allergenic substances on earth
 - Can cause a nasty skin disease in pets called Flea Allergic Dermatitis (FAD).
 - When fleas bite, they ingest blood. Severe infestations can cause anaemia or even kill a small puppy or kitten.
 - A female flea can lay up to 50 eggs in 1 day or up to 1,000 in a month.

**Bond et al. (2007)*

EPLA's Healthy Pet Scheme ensures that your pet is protected from this horrible disease. It is really easy and any flea treatments needed are delivered automatically when they are due.

Call us now on 01267 223322 and get your first treatment today.

Experts Column

Why are Worms Similar to Global Warming?

By Diane Gilby IW Technical Director & R-SQP

Worms are changing and evolving. The way that we have been worming is no longer working and most horse owners are not reacting quickly enough to prevent a catastrophic event at some point in the future.

In sheep and goats some owners are having to watch and wait for their animals to die when they get worms as the wormers do not work any more. In some countries huge areas of pasture can no longer be grazed due to complete resistance.

This is now starting to happen in horses. Worms are now developing various levels of resistance to all chemicals available and the chemicals are not working for as long as they used to.

Scientists warned about global warming and climate change for many years before societies started to take action. Recycling was inconvenient and recycled products were more expensive. It was easier to use land fill and cheaper to buy non-recycled products.

Unfortunately, a similar scenario is occurring with equine worming. Most horse owners want to keep with the simple, cheap option of worming four to six times a year and so long as their horses do not look 'wormy' then they are choosing to ignore the problem. *Even positive faecal egg count results cannot convince some owners that their horse has a problem.*

This is like playing Russian roulette with our horses lives. Foals are now at huge risk as only this year, there are wide spread incidences of ivermectin being ineffective on roundworms. If they also have redworm that is resistant to

“Even positive faecal egg count results cannot convince some owners that their horse has a problem”

fenbendazole then they are in trouble as pyrantal has a limited laticidal effect.

Intelligent Worming is still the ONLY available commercial worming solution that takes a responsible approach to worming. It assesses each horse for worm infection, ascertains the level of larvae in the pasture and how each field deals with the infection, wormers are prescribed for the treatment of a parasitic infection [which is what they are licensed for] and horses that do not have worms are not given chemicals that they do not need.

It is an ongoing process that completely stops the development of resistance and detects any reduction in the performance

of the wormers.

The first two years are devoted to determining all of the facts referred to above. After this then the programs either start to reduce or the frequency of ongoing treatments is assessed.

All responsible horse owners now take a long term approach to worming, and appreciate that the decision regarding worming strategy is as complicated and critical as the choice of vet, farrier or dentist. It is not an area that they are qualified to deal with and that by subscribing to Intelligent Worming they are ensuring that wormers will remain effective when we need them to.

WARNING: Please do not be tempted to invest in DIY faecal egg counting. Many clear results are misleading and incorrect interpretation can lead to a parasitic infection increasing.

Intelligent Worming Partnership Scheme

With our increasing membership, Intelligent Worming is branching out to offer organizations a unique opportunity to work in partnership for the benefit of each other's members.

Benefits for our partners members:

- ✓ Complimentary faecal egg count for each member
- ✓ Editorial for members/ clubs newsletters
- ✓ Each member will receive a copy of the Intelligent Worming Newsletter
- ✓ Consultants to speak at Annual General Meetings/ Other members events
- ✓ Entry into monthly free prize draw

We are pleased to welcome the following into the partnership:

Breed Societies

The Caspian Breed Society
United Saddlebred Association-UK

The Donkey Breed Society

The Friesian Horse Association of Great Britain and Ireland Ltd.

British Appaloosa Society

Riding Clubs

Carmarthenshire Riders

Rushmore Equestrian Club

Vale of Aeron Riding Club

For further information about the partnership please visit www.intelligentworming.co.uk or email helen@epla.co.uk or call 01267 223322



Worm of the month

PINWORM

Pinworm is a white/ grey worm which colonise in the rectum of infected horses. The worm gets its name from their long tail which tapers to a point, the females can reach up to 4 inches in length, the males are much smaller. The larvae feed off the mucosal lining of the intestine, once they mature into adults the female worms then pass through to the rectum and anal area where they proceed to lay their eggs.

There has been a higher prevalence of pinworm reported in the past few months. There is presently no confirmed reason for this increase in pinworm problems. Some experts are indicating that the wormers being used are absorbed so well by the front part of the gut, that it is not reaching the hind gut where pinworm causes problems, and therefore sufficient quantities of chemicals are not killing the pinworms. This is however just one theory and has not been backed up with scientific evidence. What ever the reason the parasite is very difficult to get rid of and can take up to two years for a horse and its environment to be free of pinworm.

How do I know if my horse has pinworm?

- Momentary protrusion of a worm through your horse's anus, this is when the female lays her eggs, she will then disappear back in to the rectum. An adult female can lay up to 60,000 eggs per day.
- Eggs will appear in a gelatinous mass around the anus, this will appear as a sticky substance.
- Skin irritation around the anus area
- Rubbing of the tail/ anus area
- Biting and licking of hindquarters
- Signs are similar to horses with sweet itch

How is pinworm passed from horse to horse?

- Ingestion of eggs through mutual grooming
- Ingestion of eggs which have fallen on to the pasture
- Ingestion of eggs which have fallen in to drinking water/ feed
- Contaminated environments e.g. fence posts/ stables
- Contaminated grooming kits

How is pinworm treated?

Pinworm is not easy to get rid of. Good management practices are essential.

- Thoroughly cleanse the anus/ tail other affected areas to remove eggs by using disposable wipes/ warm diluted disinfectants (suitable for use in these areas)
- Disinfect grooming kits, do not use same grooming kits on infected and uninfected horses
- Remove bedding and disinfect and pressure wash stables/ water buckets etc
- Clean drinking troughs regularly
- Seek advice on chemical wormers required to treat horses identified with pinworm

How to test for pinworm?

- Examination of a sample of specially prepared droppings under a high-powered microscope
- Application of sticky tape to the skin around the anus and then examining this under a microscope
- Due to the eggs being laid around the anus area, the eggs are not expelled in the dung and therefore are not detected in faecal egg counts

DID YOU KNOW...

- **...clear faecal egg counts don't always mean there are no worms.** It means that there are no active adult egg laying worms at that time. It does not mean that your horse does not have worms!!!! The worm life cycle includes many larvicidal stages that are not detected from faecal egg counting and there are also worms which would not have shown in the sample anyway.
- **...there is no quality control or qualifications required to set up a faecal egg count laboratory.** Intelligent Worming use the leading veterinary parasitology laboratory in the country which has the most sensitive methodology and technology with fully qualified and trained staff to ensure that your faecal egg count results are the most accurate.
- **...every Intelligent Worming program complies with the British Veterinary Association Guidelines.** Every horse, pony and donkey on the Intelligent Worming program have programs which ensure that they are only getting chemicals which they actually need, and every penny spent is on a 100% effective program.



Meet our customers

Deborah Fielding

*Intelligent Worming-sponsored
Event rider and Breeder*

www.picaninistud.co.uk

Deborah, an advanced event rider, has managed her family-owned eventing and breeding yard with 18 boxes and 45 acres at Strensham, Worcestershire for 8 years. There are currently about 30 horses in the yard which include five outside liveries, the competition horses, brood mares and youngsters. She has been sponsored by Intelligent Worming, for two years.

Before putting her horses on Intelligent Worming programmes two years ago, Deborah devised her own worming regimes but found this was getting increasingly complicated as the number of horses grew. "It became difficult to keep track of it all and I was worried that I would forget what horses had been given which chemicals, particularly across the different age groups.

"So I did some research, saw Intelligent Worming advertised and picked up the phone. It's so easy now and I don't have to worry any more. I have learned such a lot being on the programme, particularly about the importance of worming each horse according to its individual worm burden.

I used to spend hours on the internet looking for the best prices and reading up about resistance but I now have a hassle free structured programme and can be out there riding instead. There is the small extra cost for using Intelligent Worming but really when you can see the benefits, it's worth it. Had some of our four to six year olds been with Intelligent Worming as youngsters, I don't believe they would have had some of the problems that have come to light since and which we are now tackling with the new programmes.

We find that some of our horses will consistently need worming less than others so the cost often balances out; but what's more important is that we are not treating any of them with unnecessary chemicals," ends Deborah



Meet the team

Graham Williams **Managing Director**

grahamwilliams@epla.co.uk

Graham joined EPLA as Managing Director in June 2009 and moved back to his roots in West Wales after living in Kent for over thirty years. He previously worked in Greenwich supporting businesses in winning Olympic contracts and has been a business consultant for the last ten years. Graham is enjoying the challenge of growing the Intelligent Warming membership but also in being able to support Swansea City and the Scarlets rugby team after a long time away. Graham has not had his own horse since childhood but spends his leisure time fishing for wild trout in some very wild and far off places.

Diane Gilby **RSQP FCCA Senior Equine Consultant** **Technical and Commercial Director**

diane@epla.co.uk

Diane joined EPLA over 10 years ago after a career in commercial and financial management. She has first hand experience of Intelligent Warming, and its operation in a large yard, as it has been working at her livery yard since she joined EPLA. She has her own Trakehners Emily and Kiera, and her son Luke has a pony named Harry. Diane is our senior consultant and an expert in designing and managing Intelligent Warming programs. Her specialism is in designing workable programs for the larger livery yards.

Helen Coleman **Head of Operations and Marketing**

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Helen achieved an MSc and BSc (Hons) in Equine Science at Hartpury College, on graduating she took up a position at the British Horse Society where she was promoted to Head of Welfare, after 4 years in this position she then took over the British Riding Clubs, Competitions and Tourism department. Helen married in December 2008 and moved back to Pembrokeshire and joined Intelligent Warming since being with the company she has obtained her SQP qualification. Helen's spare time is spent looking after her two ponies, dogs and goose!

Angela O'Neill **Intelligent Warming Program Controller**

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Angela has spent her life with horses. Starting from her teenage years riding around the Kent countryside on her horse 'Rocky' and leading to a dedicated career in the equine world. She passed her BHS AI exam at an early age, and worked her way up from groom to yard manager on a number of yards from riding schools to competition yards. She also holds the Amtra SQP Saddler qualification and joined Intelligent Warming 10 years ago, having relocated from Surrey. This wealth of experience means your Intelligent Warming programs are in safe hands.

Holly Billington **Equine Sales Representative**

holly@epla.co.uk

Holly joined Intelligent Warming in November 2009 having recently graduated from Aston Business School with a Masters degree in Accounting and Finance. Before that she studied for a degree in Equine Studies at Aberystwyth University and whilst there had her dissertation published in the Journal of Equine Science. Holly has worked on a top class showing yard where she trained youngsters and showed horses under saddle. She backed her new horse Ollie in the spring and is hoping to bring him out under saddle at County level in the New Year.

Fiona Townsend **Equine Programme Co-ordinator**

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Fiona is new to the Intelligent Warming team having completed both a degree and postgraduate diploma in Equine Science at Aberystwyth University. She is currently undertaking her own personal parasitology research for her dissertation which will enable her to graduate with a Masters degree in July 2011. She has been riding horses for 16 years and in her spare time enjoys hacking and jumping her Welsh cob mare. Fiona combines her scientific knowledge with her practical experience to aid in designing the worming programmes and to help customers do the best for their horses.



Molly Toombs **Equine Sales Representative**

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Molly joined Intelligent Worming in April of this year as an Equine Services Advisor. She has ridden horses all her life in various disciplines, from Mounted Games to ODE's. She currently has 8 horses at home to keep her busy and specialises in the care of veteran equines, 6 of them being over the age of 17! When not tending to their needs, she enjoys competing in BHS TREC, regularly competing at championship level.

Tanya Edwards **Distribution Co-ordinator**

Tanya left Ysgol Y Preseli in 1997 having completed A-Levels, she then completed and passed two years of a History Degree. Since 1999 Tanya worked in the catering and hospitality industry, before starting a family in 2003 and becoming a full time mum. Tanya enjoys sports and has a real passion for painting and drawing.

Tracey Lawson **Business Development Executive**

traceylawson@epla.co.uk

Tracey joins the team as a Business Development Executive, having previously worked as an Area Manager for Dengie Horse Feeds, Tracey combines her passion and knowledge of the equine industry together with a successful career within a sales and marketing role. Tracey is thrilled to be joining Intelligent Worming at such an exciting time and welcomes the challenge of continuing to grow the Intelligent Worming portfolio. Tracey is at her happiest when being around or involved with horses, any spare time that she has you will find her riding her TB X-racehorse around the beautiful Welsh countryside!



Tracey Lawson

Managers and clients of yards and studs, who want to discuss how to implement the new British Veterinary Association guidelines and how Intelligent Worming would work for them can book a free no obligation visit from Tracey. Tracey is also available to give talks to horse owners, yards and members of clubs on responsible worming. Tracey has already covered the majority of the country and is inundated with yards, professional riders and stud booking appointments for visits.

If you think your yard could benefit from a review of its current worming regimes to check they are taking into account the most recent resistance findings, individual horse's worm burdens and how the pastures are managed; then Tracey would be delighted to come along and give managers our advice.

Tracey's Area Planner

These are the areas Tracey will be over the next few months, she does have a limited number of appointments left.

07 – 11 June – Kent

14 – 18 June – Cambridgeshire and Lincolnshire

21 – 25 June – Oxfordshire and Berkshire

28 June – 2 July – Essex, Suffolk and Norfolk

12 – 16 July – Devon and Cornwall

19 – 23 July – Cumbria, Northumberland and Durham

26 – 30 July – Shropshire and Staffordshire

02 – 06 Aug – Lancashire and Cheshire

To find out more or book an appointment with Tracey, email traceylawson@epla.co.uk or call 01267 22 33 22/ 07772130642. www.intelligentworming.co.uk

Knowledge Transfer Partnership award for EPLA Ltd

The Technology Strategy Board and the Welsh Assembly Government has awarded the University of Liverpool a substantial grant to work with EPLA over the next two years. The grant is to undertake a series of knowledge transfer projects between the two organisations including the development of a high-throughput diagnostic laboratory to carry out quality testing of samples and to carry out research using new software and IW data.

“It will bring great efficiencies to the Intelligent Worming service but also be used to analyse equine worm infestation across the country” says Graham Williams of EPLA.

Professor Chris Proudman of the University of Liverpool sees the partnership benefiting epidemiological research and allowing dynamic monitoring of patterns of drug resistance across the UK.

Faecal Egg Counts (FECs) – The Facts

- FECs detect whether worm eggs are present in the dung
- Results of a FEC show the number of eggs seen in the sample and are recorded as eggs per gram (epg)
- FECs only show up eggs from the worms that lay eggs as part of their lifecycle. This does not include pinworm, bots or tapeworm.
- If a horse has chemicals in the system when an FEC is taken, the result may be a false negative result.
- There is no quality control legislation for laboratories who carry out faecal egg counts, therefore the quality from lab to lab varies massively.
- Liverpool university have the most sensitive methodology and up to date technology for carrying out FECs and have trained parasitologists who know what they are looking for.
- You MUST NOT interpret a clear/ low faecal egg count, as confirmation that your horse does not have worms and does need worming.
- The IW service ensures that all FEC's are taken at the correct time for an accurate and reliable interpretation. We will not let you waste your money.



COMPETITION WINNER

Issue 1 – Competition Winner, Months supply of Protexin – Ellen Jones from Cumbria.
Well done Ellen.

Bite Size... Bite Size... Bite Size... Bite

If a horse has a parasitic infection it can take up to two years to remove all aspects of the infection. A single wormer will not make any difference in isolation. IW has spent 10 years developing treatment programs that really work. If you have a positive faecal egg count result from ANY lab, then call our experts for the solution.

IW is 100% proven to prevent the development of worm resistance. No other worming program can offer this.

The price of IW is very low compared to what will happen when wormers stop working.

Your Say....

“I look forward to hearing from you with our programme for the forthcoming year. Kind regards and thank you for a helpful & convenient service for the last year”.
Jessica Jones

“It really doesn't seem like a whole year has passed since I signed up to the Intelligent Worming scheme. I have been very pleased with the system so far and it has been a real bonus not to have to organise buying wormers and test kits as I know that one will arrive in the post when its needed”.
Annabel Robin

“Thanks again for the peace of mind I get from using your service and I always highly recommend you on the horse forums!”
Barbara Smith

Query “I cannot afford to carry on with Intelligent Worming, I am happy with the service, but cannot afford to pay for it all in one go”

Response “We want to work with you to make sure that Intelligent Worming fits in to your budget, however reducing treatments down at this stage would increase the risk to your horse. To save you paying for your program all in one go we can spread the costs for you over regular installments. This provides the convenience of not having to pay all in one go. So your second year on IW would only be £8.55 over 10 months”.