



**2020-21  
ANNUAL  
REPORT**



# Message from the Chair

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**Dr. Jair Garcia**

**Senior Vice President Canada and Latin America**



The past year has certainly been a unique and challenging one for all of us. As an industry, we continue to manage the impact of COVID-19 well into 2021 and support our teams, whether they are in the office, working from home or in the field. I think it is safe to say we all hope for the quick rollout of vaccinations across Canada so we can return to some semblance of normality within our industry.

As I write this message, we are in the Third Wave of the pandemic, managing new levels of uncertainty while trying to assess indicators for what our “New Normal” may look like in the latter half of this calendar year. We all continue to work to recover, re-position and strengthen our operations. Despite all of this, our small but mighty trade association continues to provide much-needed leadership and value to our membership.

Behind the scenes, CAHI has been conducting work to assess the impact of COVID-19 on field teams to develop tools and approaches for the future. It has continued its advocacy on several regulatory fronts, and significantly strengthened relationships with our regulators, producer associations and veterinary species groups. Furthermore, CAHI’s first-ever Nation-Wide Game of Animal Health Tag on social media achieved fantastic engagement results from veterinarians, RVTs, clinic teams, and producer associations across the country. Now, as we prepare for our Annual General Meeting, CAHI staff are working on a new approach to member and stakeholder engagement to extend our association’s reach as we head into the latter half of 2021 and early 2022.

It has been an honour to serve as the Chair of CAHI’s Board of Directors for the last two years. I look forward to continuing to serve our industry in my upcoming role as Past Chair, and supporting our incoming Chair, Dr. Rob Bell of Bio Agri Mix, in guiding the important work of CAHI. I would especially like to thank our outgoing Past Chair, Daniel Beauchamp of Merck Animal Health, and the Board of Directors for their leadership and dedication over the past couple of years. As a team, we have charted a course through some rough and unpredictable times and, as a result, my term as Chair has been marked by many changes. Between CAHI’s transition to the visionary leadership of our new President & CEO in the last few months of 2019, and the arrival of the COVID-19 pandemic, we have successfully navigated some fundamental challenges to how we do business which will continue to be felt in the coming years. This was made possible by the resiliency of our industry, the guidance of our Board, and the dedication of our hardworking staff, both within CAHI and across our member companies. Together, we have continued to strengthen the CAHI values of collaboration, relationships and trust in these unprecedented times.

It is easy to forget in our day-to-day work that we are all members of an association which is broadly recognized as the trusted, science-based voice of the Canadian animal health industry. I continue to be humbled by the smart and diverse group of industry colleagues who are genuinely committed to the greater good of our unique animal health industry here in Canada, and I would like to thank my industry colleagues and the staff at Zoetis for their continued engagement in the important work of CAHI.





# Message from the President & CEO

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## Dr. Catherine Filejski Canadian Animal Health Institute

It's hard to believe that twelve months have flown by since the last time I sat down to write my message to the membership for our Annual Report, and yet, here we are. The past year undoubtedly brought many challenges, but it also provided us with unprecedented opportunities for innovation, change and growth, and in many ways, it served to accelerate the

modernization of how CAHI works and how we interact with our members and stakeholders. We have had to learn and adopt new ways to connect, collaborate and support each other – and these have yielded some unexpected benefits, even as we found our usual activities curtailed by pandemic restrictions.

I am so immensely proud of everything that we have accomplished together this year in these unprecedented times.

As the pandemic tightened its hold on Canada, we sought to understand how best to support our member companies and their field teams. The work that began with generating guidance for field teams in June of 2020 evolved into a focus on understanding the impact of COVID-19 on those field teams over the course of the year, and will serve as the basis for informing our transition back to a post-pandemic world.

Despite an inability to meet in person, we strengthened CAHI's relationships with key stakeholders in the animal health sector, in both the livestock and companion animal spaces. Our government relations strategy shifted to a more proactive approach, focused on strengthening awareness of the importance of our industry to animal health and welfare, the health of Canadians, and the Canadian economy. The launch of our Priority Animal Health Needs initiative supported closer collaboration with veterinary health professionals and livestock producer associations to create an understanding of the far-reaching impact of changes in the availability of animal health products in Canada. An overview of these, and many other CAHI initiatives and activities are laid out in the pages of this Annual Report.

Internally, we began planning for a permanent move of the CAHI office to virtual operations, which will allow us to dedicate more resources to ensuring that Canadian veterinarians, animal owners and livestock producers have access to the products they need to keep our animals healthy. We also started work on the development of a CAHI member value proposition, the key to understanding how we can keep our association vibrant and relevant in a quickly changing animal health landscape.

As always, the support of our Board of Directors, and the tireless work of Colleen and Lise, my CAHI staff team, have been critical to our collective success. Their contributions to all that we have achieved this year cannot be overstated. As we head into a new strategic planning cycle in 2022, we will be charting CAHI's new path towards Healthier Animals for a Healthier Canada, leveraging our existing and new relationships to achieve this vision.

It is a vision which inspires me every day, and I hope you will all continue to join me in striving to achieve it in 2021-2022.



# COVID-19

## COVID-19 Industry Guidance Document

In June 2020, CAHI released its COVID-19 Industry Guidance to support our members with respect to interactions between industry representatives and the customer base in the field during the COVID-19 pandemic. Recommendations in this voluntary industry guideline were based on guidance issued by Canadian federal, and provincial/territorial governments. Content covered by the CAHI guidance document included recommended protocols for self-screening policies, alternate service delivery options and field call planning, as well as provision of personal protective equipment and mental health support for industry representatives.

[Click the image to read the article](#)

## Pet Articles Supporting New Owners



Dos and Don'ts for a Well-Behaved Pet



Pet Adoption during a Pandemic: A Cautionary Tale



Caring for Pets during the COVID-19 Outbreak



Making veterinary care more affordable

## Impact of COVID-19 on Front Line Industry Staff

Toward the end of 2020, CAHI contracted Senani Ratnayake of Motivatum Veterinary Consulting to explore the impact of COVID-19 on front line animal health industry representatives. Approximately 30 participants were interviewed from across Canada and across business areas to assess how public health restrictions had impacted their work.

### Positive Impacts

- Field staff able to use time more efficiently and effectively
- Opportunities for self-development and training
- Better work-life balance
- Ability to be creative with respect to client interactions

### Limitations

- Inadequate IT resources in veterinary clinics, especially outside of cities
- Lack of privacy for technical and sales conversations
- Practices had limited time to see company staff and curbside meetings
- Differing restrictions and perceptions of risk between regions

### Mental Health Concerns

- Impact on client relationships
- Extroverted personality types forced to work remotely
- Anxiety about employability if not able to meet with clients

### Solutions

- Recognition amongst staff and clients that the sales model has changed as a result of COVID-19 pandemic
- Desire to help companies innovate to more digital materials and to support telemedicine
- Supports and tools can be created to encourage adoption of lessons learned

## Canadian Initiatives

### Meetings with MPs

CAHI was able to leverage its retainer with Hill+Knowlton Strategies Canada to coordinate introductory meetings between our President & CEO, Dr. Catherine Filejski, and a number of Members of Parliament and their senior staff over the course of 2020-21. The intent of these meetings was to establish positive relationships, share high level information about the animal health sector in Canada and identify specific challenge areas where each MP might have a specific interest.

### Government Relations activities continued despite COVID-19 restrictions over the past year

The impact of the pandemic also accelerated the development and implementation of innovative approaches to submissions and regulatory oversight, which represent opportunities for efficiencies our regulators could use on a go-forward basis, including electronic submissions, regulatory flexibilities and remote inspections.

#### CAHI met with:

- **Simon Beauchemin**, Director of Policy & Yash Nanda, Special Assistant for **Hon. Mary Ng**, Minister of Small Business, Export Promotion and International Trade
- **Katheryn Nowers**, Director of Policy for the **Hon. Patty Hadju**, Minister of Health
- **Sandenga Yeba**, Senior Policy Advisor to the **Hon. Marie-Claude Bibeau**, Minister of Agriculture and Agri-Food
- **Judy Sgro, MP**, Chair of the Standing Committee on International Trade and the House Liaison Committee, Member of the Canada-Europe Parliamentary Association and the Canada-United States Inter-Parliamentary Group
- **John Barlow, MP**, Conservative Critic for Interprovincial Trade, Vice-Chair of the Standing Committee on Natural Resources, Member of the Standing Committee on Health and former Shadow Minister of Agriculture and Agri-Food
- **Randy Hoback, MP**, House of Commons Special Committee on Canada – US Economic Relations, Member of the Standing Committee on International Trade and former member of the Standing Committee on Agriculture & Agri-Food
- **Matt Jeneroux, MP**, Member of the Standing Committee on Environment and Sustainable Development and former Conservative Health Critic

### Budget Submission

In February 2021, CAHI submitted four recommendations to the federal government as part of a special pre-budget consultation process. The CAHI submission was also shared with the Deputy Prime Minister and Minister of Finance, the Minister of Middle Class Prosperity and Associate Minister of Finance, the Parliamentary Secretary, and staff at the Department of Finance.

- **Recommendation 1:** That the government adopt a risk-based approach to Good Manufacturing Practices requirements for Active Pharmaceutical Ingredients and shorten the 250-day service delivery standard for Drug Establishment Licencing activities by Health Canada's Regulatory Operations and Enforcement Branch to ensure that Canada's animal health market becomes more resilient and competitive.
- **Recommendation 2:** That the government revise Health Canada's planned increases to veterinary drug service fees by applying the operational lessons learned during COVID-19 to reduce costs and identify more efficient, cost-effective means of delivering an appropriate level of regulatory oversight for veterinary drugs in Canada.
- **Recommendation 3:** That the government develop a formal Minor Use, Minor Species (MUMS) program for veterinary drugs and invest \$5 million over three years to improve access to drugs for important minor species (e.g. fish, sheep, goats, etc.).
- **Recommendation 4:** That the government contribute \$250,000/year in funding to the [Canadian global Food Animal Residue Avoidance Databank \(CgFARAD\)](#) to ensure the safety of Canada's food supply, while protecting our reputation with international trading partners and export markets.

# Evolution of CAHPRAC

A positive outcome over the past year was the improved functioning of the Canadian Animal Health Product Advisory Committee (CAHPRAC) driven in part by the need for a move to virtual meetings. All participating stakeholders agreed that more frequent, condensed meetings were more effective for information sharing. This led to discussions within the CAHPRAC about how the committee could be restructured to better reflect the scope of its mandate to include animal feed as well as animal health products. As a result of these discussions, CAHPRAC was renamed as the Canadian Animal Feed and Health Products Engagement Committee (CAFHPEC), and new Terms of Reference were drafted.

## Bilateral Meeting with the Regulatory Operations and Enforcement Branch

In September 2020, CAHI collaborated with Health Canada's Regulatory Operations and Enforcement Branch (ROEB) to host a well attended bilateral meeting. Items discussed included:

- Regulatory flexibilities to enable critical service delivery in light of COVID-19 restrictions
- Updates from the Drug Establishment Licenses (DEL) Unit, including a move to virtual service delivery
- Remote evaluations following the usual inspection cycle and collaboration with trusted regulators for alternative approaches
- Mutual Recognition Agreement updates for the United Kingdom and the United States
- Oversight and inspections of compounders and potential policy options

## Veterinary Health Products in Feed Pilot

In early September, the Veterinary Drugs Directorate at Health Canada and the Animal Feed Division at the Canadian Food Inspection Agency reached out to key stakeholders to discuss a proposed pilot for veterinary health products (VHPs) in feed, in order to test a new regulatory pathway for these products. Proposed amendments to the Feeds Regulations anticipated for early 2022 will include the ability to mix VHPs into feed.

Working with the Feed Additive Sub-Committee, CAHI provided feedback on the development of the pilot program. Applications for participation in the pilot were accepted until February and the program is expected to conclude in June 2021. Eligibility criteria for the pilot program were established in collaboration with all stakeholders.

Eligibility criteria for the pilot program:

- VHPs containing one or more of the following acceptable active ingredients: organic acids, essential oils or spices and their extracts,
- VHPs containing acceptable non-medicinal ingredients, and
- VHPs making acceptable claims:
  - general health claims only.
  - Products with claims related to the treatment, prevention or cure of disease or production enhancement were not eligible



### Regulatory Cooperation Council

CAHI and AHI met with Health Canada's Veterinary Drug Directorate (VDD) and the Food and Drug Administration's Center for Veterinary Medicine (CVM) in Fall 2020 to discuss best practices and expectations. The meetings highlighted the benefits of sponsors located in Canada and the USA meeting regularly and submitting the same materials simultaneously to each regulator, who will then review independently and discuss their findings. The result of this process may mean different decisions and requests from each regulator, but it should streamline the review. CAHI and AHI members in attendance expressed a need for greater collaboration between VDD and CVM to increase efficiency.



### EU Article 118

CAHI has been closely monitoring the implementation of the new European Union (EU) Veterinary Medicinal Products Regulation. In December 2020, Global Affairs Canada updated stakeholders regarding the anticipated next steps from the EU to advance the implementation of the regulation's Article 118, which will require operators in third countries importing live animals and products of animal origin into the EU to comply with a ban on the use of antimicrobials to be designated for human use only. There are three delegated and implementing acts related to Article 118, which will enable the EU to restrict the use of certain antimicrobials in animals and create import rules to ensure compliance with this restriction. The entire process for implementation of Article 118, including the list of restricted antimicrobials, must be completed by January 2022, when the EU regulation comes into force. Public consultations on the EU's enabling regulations began in February and are expected to continue into the fall. The short and concurrent EU consultation timelines on these regulatory changes are particularly problematic for Canadian producers and exporters of live animals and animal products, as animals which will be impacted by the regulatory changes are already being raised on Canadian farms.

CAHI has been working closely with the Canadian Association of Swine Veterinarians (CASV), Canadian Association of Bovine Veterinarians (CABV), Canadian Cattlemen's Association (CCA), National Cattle Feeders Association (NCFA), Canadian Pork Council (CPC), Canadian Meat Council (CMC) and Canada Pork on this issue. On April 22, 2021 a joint submission was sent in response to the EU's public consultation on the Draft European Commission Delegated Regulation and Annex Supplementing Regulations (EU) 2019/6 of the European Parliament and of the Council, establishing the criteria for the designation of antimicrobials to be reserved for the treatment of certain infections in humans. The summary of the submission is posted on the CAHI website [here](#).



The current global pandemic did not stop the VICH work program from continuing, with VICH Expert Working Groups and Steering Committee members continued their discussions through virtual meetings over the past year. Now in its fourth decade of activity, the 39th VICH Steering Committee and 13th VICH Outreach Forum (VOF) annual meetings took place from November 16-19, 2020.

Outcomes of the VICH Steering Committee meeting included the formal adoption of:

1. VICH GL59 (Biologicals) LABST – Harmonisation of criteria to waive laboratory animal batch safety testing for vaccines for veterinary use, to be implemented in the VICH regions by November 2021. This completes a series of three VICH guidelines for harmonising criteria for biologics to waive target and laboratory animal batch safety testing, with the aim of reducing the need for these tests and improving animal welfare.
2. Two concept papers:
  - a. Concept Paper for the adoption of ICH Q7: Good Manufacturing Practice for Active Pharmaceutical Ingredients, and
  - b. Concept Paper on further guidance around medicated premixes.

Following the adoption of the two Concept Papers, VICH Expert Working Groups will now develop new guidelines in these areas. Canadian industry perspectives are well represented on both the Quality Expert Sub-Working Group on Good Manufacturing Practices for Active Pharmaceutical Ingredients and the new Expert Working Group on Medicated Premixes, with experts from CAHI member companies appointed to serve on these committees.

The Codex Commission on Residues of Veterinary Drugs in Food meeting and workshops, originally rescheduled from San Diego in May 2020, were rescheduled numerous times over the past year due to pandemic restrictions on travel and in person meetings, and are currently set to take place in mid-July of 2021.

The 43rd Codex Alimentarius Commission (CAC43) meeting was held virtually this year, with CAHI participating as part of the HealthforAnimals delegation.

Of primary interest at the CAC43 meeting were two issues:

- Statements of principle concerning the role of science, with goal being to ensure that non-science-based reasons cannot be used to block development or implementation of Codex standards; and
- The two Codex Task Force on Antimicrobial Resistance (TFAMR) documents up for approval at Step 5 (the Code of Practice and the Guidelines on Integrated Monitoring and Surveillance of Foodborne Antimicrobial Resistance).

The virtual nature of the meeting made progress on approval of the TFAMR documents very challenging, and CAHI has been working with the Canadian delegations to CAC43 and the TFAMR itself to support the process.

Formal meetings of the TFAMR itself were postponed over the past year and are now scheduled to take place in the fall of 2021.

CAHI proudly joined  
Agriculture in the Classroom Canada  
as a Foundational Member in 2021





# Stakeholder Relations

## Problematic Canadian regulatory developments:

- New GMP requirements for APIs,
- Additional service fee increases, and
- The requirement for a unique Canadian Drug Master File.

## HealthforAnimals

### Global Benchmarking Survey

COVID-19 significantly delayed the release of the HealthforAnimals Global Benchmarking Survey which assesses the impact of regulations on the animal health industry's ability to access markets, be innovative, continue to commercialize existing products and be competitive across jurisdictions.

Regulatory environments evolve slowly, and the Canadian environment is no exception. As a result, many of the issues, hopes and expectations identified in previous surveys are carried forward in this one. However, the overall perception of Canadian companies is a positive one and appears to represent an improvement over perceptions reported in previous surveys.

At the same time, many challenges continue, not least of which are ongoing increases in the costs of not only product development, but also product maintenance in Canada. A need for further modernization of the Canadian regulatory framework is another common thread that emerges repeatedly throughout this report. Such a modernization would result in a predictable system that manages risk and supports continued regulatory harmonization/convergence, while remaining sufficiently nimble to enable innovation and address changing needs within veterinary medicine.

### Key recommendations:

- Continue the drive for greater regulatory cooperation and alignment between trusted regulators, as well as international harmonisation and convergence
- Build on efforts to make regulatory processes and procedures more transparent, timely and efficient
- Address the issue of high expenditures on mandatory defensive R&D, and proposed increases to service fees for veterinary drugs for 2020-2027
- Ensure risk assessments related to environmental safety and antimicrobial resistance are appropriate and proportionate to the veterinary sector
- Continue to build more opportunities for dialogue between industry, regulators and other key stakeholders in order to work together for the most successful outcomes
- Continued commitment to regulatory cooperation and alignment

### Key Canadian findings included:

**Innovation:** The top factors influencing innovation in Canada are:

- a need for modernisation of the existing regulatory framework
- lack of transparency
- small size of market segments, and
- lack of financial resources.

**Beneficial changes already made to the Canadian regulatory framework included:**

- implementation of shared and joint reviews with other countries, and
- a movement toward electronic submissions for drugs, and pharmacovigilance reporting for both drugs and biologics.

**Ongoing issues:**

- modernization in program delivery continues to lag (e.g. use of foreign reviews and decisions, secure modern gateways for e-submissions, etc.);
- the minor use, minor species (MUMS) program continues to lack clarity;
- fees remain disproportionate to the small size of the Canadian market and so are likely to lead to removal of products; and
- the lack of clear, updated guidance documents continues to act as an impediment to the Canadian animal health industry.

## New Frontiers in Animal Care: The Innovations Shaping the Future

CAHI was pleased to support the drafting of this document by HealthforAnimals, underscoring the value of innovation in animal health

## Animal Health & Sustainability

The CAHI Stewardship Committee has been active over the past year supporting efforts by HealthforAnimals to create a number of resources highlighting the valuable contributions healthy animals make toward a sustainable future. These included the [Environment, Health and Communities: Animal Health Sector Sustainability Actions Report](#) and the [Achieving the Sustainable Development Goals: The Value of Healthier Animals](#).

## National Farmed Animal Health and Welfare Council

The National Farmed Animal Health and Welfare Council (Council) continued to increase its activities over the course of 2020-21. Based on direction provided by the Federal, Provincial and Territorial Ministers of Agriculture, Council has begun exploring the steps needed to move the Animal Health Canada initiative forward from a governance, legal and member outreach perspective. It is anticipated that Council will undergo a re-branding over the next couple of years to formally become Animal Health Canada. CAHI is well represented on the Council's Board of Directors by Colleen McElwain, and has therefore been actively engaged in these developments.

Members will recall that Council is also the lead industry-government body for the coordination of the Plant and Animal Health Strategy (PAHS) as well as a key contributor to the animal portions of the Pan-Canadian Action Plan on Antimicrobial Resistance (AMR). Plans are underway to develop a progress report for PAHS. While the Pan-Canadian Action Plan has been delayed due to the COVID-19 pandemic, CAHI and other Council members have participated in the [AMR Network's](#) consultation to establish a formal governance structure to address AMR from a One Health Perspective.

## Joint African Swine Fever Communications

CAHI worked in partnership with HealthforAnimals and the Canadian Pork Council to release an op-ed in [iPolitics](#) and a [joint statement](#) about African Swine Fever (ASF) and its anticipated impact should it reach Canada. The intent was to raise awareness of the continued need to support efforts to increase biosecurity, surveillance and compartmentalization as vaccine development continues.

**NFAHW COUNCIL**  
National Farmed Animal Health and Welfare Council

**ADVANCING ANIMAL HEALTH AND WELFARE IN CANADA**

**VISION**  
Canada values and supports the health, care, and welfare of the farmed animal population and its contribution to the well-being of people, the environment, and the Canadian economy.

**PRIORITIES**  
The Council brings together industry, federal, provincial and territorial partners to provide collaborative guidance on a cohesive, functional and responsive farmed animal health and welfare system in Canada. Be it animal welfare, emerging diseases, animal health surveillance, antimicrobial use and resistance, or One Health and One Welfare concepts, we work in partnership to elevate farmed animal health and welfare and accelerate results.

**STRUCTURE**  
An organizational model that incorporates the following distinct divisions and projects.

**DIVISIONS**

- NATIONAL FARM ANIMAL CARE COUNCIL**  
NFACC is comprised of animal agriculture and food industry groups, animal welfare advocates, government representatives, scientists, and veterinarians. This division addresses national animal care issues with a primary focus on animals raised for the production of food for humans.
- CANADIAN ANIMAL HEALTH SURVEILLANCE SYSTEM**  
CAHSS advises on national animal health surveillance priorities and disease patterns. This division is focused on the generation, exchange and application of data-driven information in order to track animal health, and rapidly detect and respond to changing patterns of disease.

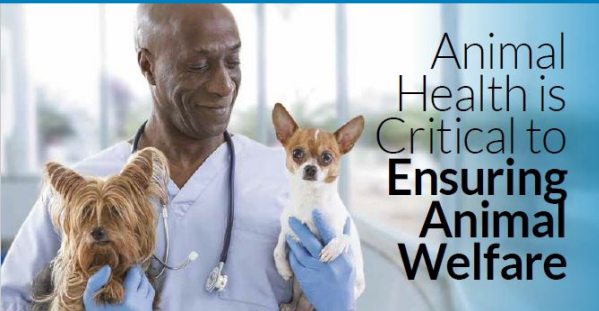
**PROJECTS**

- ADVANCING ANIMAL WELFARE AND PUBLIC TRUST THROUGH CODES OF PRACTICE (NFAWC)**
- ANIMAL HEALTH EMERGENCY MANAGEMENT PROJECT**
- ENHANCE COLLABORATION, DATA INTEGRATION, ANALYSIS AND REPORTING (CAHSS)**
- CANADIAN LIVESTOCK TRANSPORT PROGRAM**

See next page for details on projects.

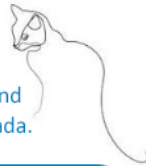
## Chicken Industry Antimicrobial Use Strategy

CAHI reached out to the Chicken Farmers of Canada (CFC) as they continue to assess their transition plan to end the preventive use of Category III medically important antimicrobials. In the fall of 2020, CFC advised stakeholders that its decision to move forward with this phase of its strategy has been delayed due to continued market interruptions caused by the COVID-19 pandemic. As time allows, CFC will connect with its stakeholders, including CAHI, to move this discussion forward. CAHI welcomes this opportunity to actively participate in consultations as CFC examines alternative producer practices to reduce the need for antimicrobials.



### The Effect of Higher Service Fees

A 500% increase in service fees for veterinary medicines will have serious and unintended consequences that will affect the welfare of animals across Canada.



Higher service fees



Fewer medicines



More pet health problems

Our December 2020 advertorial in *Global Heroes Magazine* focused on Increased Health Canada Service Fees [read it here](#)

## Priority Animal Health Needs

At the heart of CAHI's mission is a commitment to working to ensure that Canadian veterinarians, producers and animal owners have access to the best and most innovative veterinary products available. As a part of this commitment, CAHI launched a new Priority Animal Health Needs (PAHNs) initiative in early 2021 to work with veterinarians and producer associations to track the availability of veterinary drugs, vaccines and pesticides in Canada year-over-year, identify priority animal health needs for specific products currently not available on the Canadian market, and develop strategies to increase access to these products going forward. This initiative was received positively by our regulators, producer associations and veterinary species groups.

### Information gathering by CAHI:

- Outreach to national species-specific veterinary associations for input on priority needs:
  - Canadian Association of Bovine Veterinarians (CABV), Canadian Small Ruminant Veterinarians (CSRv), Canadian Association of Poultry Veterinarians (CAPV), Canadian Association of Swine Veterinarians (CASV), Canadian Veterinary Medical Association (CVMA), Canadian Equine Veterinary Advocacy Alliance (CEVAA) + aquaculture specialists
  - Provincial species-specific veterinary associations
- Outreach to commodity and producer associations for input on priority needs
  - Canadian Cattlemen's Association, Beef Farmers of Ontario, Canadian Sheep Federation, Poultry Industry Council, Canadian Pork Council, Chicken Farmers of Canada, Canadian Aquaculture Industry Alliance, *etc.*

### Initial Areas of Collaboration:

- Support for a Fish Health Program and collaboration of regulatory consultation submissions for the proposed new *Aquaculture Act*
- Review of Canadian poultry vaccine withdrawal periods with CFIA, CFC, poultry veterinarians and member companies

# Member Services

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## Code of Marketing Practice

In early 2021, a dispute between two member companies was escalated to the second phase of the Code's Complaint Resolution Process, or Expert Opinion Assessment, in relation to whether livestock producers can be considered "Animal Health Care Professionals" as per the Code. CAHI engaged the services of the [Pharmaceutical Advertising Advisory Board \(PAAB\)](#) for the assessment.

### Assessment Findings:

- It was understood that producers use their knowledge to care for the health of their animals, but they are not credentialed or authorized to care for the health of the animals of others.
- Animal health service delivery necessitates that the provider and consumer of the service be different entities.
- Although the authority to prescribe medication or diagnose disease is not an essential attribute of an Animal Health Care Professional, the authority to care for the health of others or the health of animals belonging to others is an essential attribute.
- Given the above, while livestock producers are highly knowledgeable and involved in caring for the health of their own animals, they cannot be considered as Animal Health Care Professionals.

Further, PAAB noted that the products advertised were prescription antimicrobials. Given this, secondary audiences need to be considered when determining which regulations are applicable to any advertisement. The ads in question were accessible to the general public, which requires them to be aligned with relevant consumer advertising regulations.

For more detail about the complaint and PAAB's assessment CAHI Members can visit:

<https://cahi-icsa.ca/members-code-marketing-committee>

## Virtual Office

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In January 2021, following many months of success with CAHI staff working virtually, the Board of Directors approved a permanent move of CAHI's operations to a virtual office model, which will free up considerable resources for additional staffing needs and more CAHI member programs and services in the longer term. The precise timeframe for this move will be dependant on finding a sub-tenant for the CAHI's existing lease; however, staff have already begun the transition and are implementing best practices in change management to facilitate this move.

Want to know what we've been up to?  
Click on an icon and give us a follow!





Understanding early in the planning process that an in-person Annual Convention would likely not be possible in 2021, the Board of Directors recommended CAHI once again offer a virtual event.

As the results of CAHI's Impact of COVID-19 on Frontline Industry Staff project became available, it was determined that the Annual Convention could provide an excellent forum to share what was learned and provide tools to support CAHI members as public health restrictions are lifted and the industry moves toward navigating the new normal of a post-COVID-19 world.

### Program Highlights:

- **Mark Bowden:** Voted the #1 Body Language Professional in the World for Two Years Running
- **Dan Gardner:** Communicating Risk
- **Senani Ratnayake:** Impact of COVID-19 on Animal Health Field Teams
- **Panel Discussion** - facilitated by Senani Ratnayake
  - **Mr. Darren Osborne,** OVMA Director of Economic Research
  - **Dr. Kathy Keil,** Technical Veterinarian with Merck Animal Health, Member of the CVMA Mental Health Committee
  - **Dr. Melodie Chan,** Regional Sales Manager with Zoetis

## Canadian Animal Health Industry Bootcamp

### Who should attend?

- Company staff
- New recruits
- Staff in transition
- Anyone in the industry!

- ✓ Reset
- ✓ Reboot
- ✓ Refresh

June 2nd, 2022

### Inaugural session!

Following the CAHI Annual Convention  
in Quebec City, Quebec



### Topics

- Canadian Industry Overview
- Regulatory Environment
- Code of Marketing Practice
- Mental Health Initiatives

...And more!

## CAHI Industry Leadership Award



We are pleased to announce that **Dr. Mary Jane Ireland, of the Canadian Food Inspection Agency, and formerly of Health Canada**, is the 2021 recipient of this award!

Nominated for her unique ability to bring innovative and practical solutions, Mary Jane has pioneered and promoted collaboration between foreign and Canadian regulatory authorities, initiated the development of key regulations and encouraged stakeholder input into the creation of workable policy solutions. She has been, and continues to be, instrumental in reshaping the registration of Canadian animal health products, working tirelessly to ensure Canada has a high-quality regulatory system, while supporting animal welfare in a strong pet and livestock industry.

## CAHI Chair's Award



We are pleased to announce that **Dr. Brad Kuntz, of Bio Agri Mix LP**, is the 2021 recipient of this award!

Brad has served on the CAHI Drug Committee for over 10 years, is engaged in a number of regulatory projects and is committed to understanding industry-wide issues and providing practical solutions. He has represented CAHI on two VICH Expert Working Groups which generated a concept paper on medicated premixes. His contributions opened up the bioequivalence pathway utilizing *In Vitro* dissolution, an approach which helped to develop a more predictable registration pathway and negated the need for *In Vivo* animal efficacy studies.



Despite potential challenges presented by the COVID-19 pandemic, Cleanfarms collections were successful in 2020 and favourable weather conditions led to good participation in regions where the program was offered. The program continues to see a high number of participants who self-identify as “new to the program”. However, despite favourable weather prevailing, the western provinces did not see a level of participation equivalent to that of previous years. Lesser participation could be explained by the depletion of historical stockpiles of obsolete and unwanted animal health products, as only 32% of the volume forecasted for 2020 was collected.

This year’s collections did experience challenges related to the final disposal of products as the high temperature incineration site in Alberta is changing its business model. Looking forward to the 2021 collections, it is anticipated that Cleanfarms will need to ship collected obsolete products to the USA, as there are limited disposal options for hazardous materials in Canada, and this will increase program costs. CAHI met with the Cleanfarms team for the mid-point review of the six-year agreement and anticipated program costs were discussed along with other forecasted components of service delivery.



	Collected (kg)	Sites	Increase / (Decrease)
Prince Edward Island	469	7	32 %
Quebec	1,368	32	325 %
BC (Vancouver Island & Fraser Valley)	602.5	7	(244) %
Saskatchewan	949	20	(296) %
<b>Total</b>	<b>3,388.5</b>	<b>66</b>	<b>(149) %</b>



**HEALTH PRODUCTS  
STEWARDSHIP  
ASSOCIATION**

**HPSA manages obsolete and unwanted companion animal medications collections at pharmacies in Ontario, British Columbia and Prince Edward Island**

In 2020, HPSA conducted a strategic planning exercise which identified three directions for the association: Build a strong foundation; Extend HPSA’s Value; and Demonstrate Impact.

HPSA has taken on sharps collections in Manitoba and is in discussions with two other provinces regarding medication and sharps returns program delivery. CAHI staff are monitoring these developments closely to understand if veterinary products will be included in these provincial requirements.

Year over year collections for medications and sharps were down in 2020 due to COVID-19 restrictions, resulting in fewer people visiting pharmacies.

The Health Products Stewardship Association (HPSA) has identified this as a potential risk to their program in the longer term and is exploring options to ensure that it meets collection targets.

## Provincial Stewardship Programs

It was a very active year for reviews and consultations on environmental stewardship policies and programs. General trends included moves to Enhanced Producer Responsibility (EPR) regulatory systems and the creation of a circular economy through regulation. The CAHI Stewardship Committee has been very engaged in the drafting of feedback as consultations arose over the past year. Key messages included:

- Support for regulatory harmonization between municipalities and provinces to reduce red tape and increase the predictability of costs and reporting requirements for companies operating nationally.
- Many of CAHI's member companies operate on a multi-national basis and have global commitments for packaging and plastics. Consideration of national and international actions is needed as these initiatives are costly and are intended to meet common sustainability goals.
- Material characteristics and improvements to recycling technology need to be considered to ensure systems are nimble enough to adapt in a rapidly changing industry, including from a cost perspective.
- More information is needed on which uses, resins and other parameters are being considered to manage plastic packaging.
- Packaging with residual medicinal or health products should be **excluded** from paper and printed packaging (PPP) programs.
- Veterinary products are intended to be consumed, meaning **there is not a significant amount of residual product left over** after it has been dispensed to animal owners.
- As regulatory initiatives are considered for obsolete or unwanted veterinary medications and other animal health products, existing programs should be considered for the delivery of regulatory programs (i.e. Cleanfarms and HPSA).



### Province Status

<b>BC</b>	100% EPR in place 2020 Regulatory Intentions Paper identified obsolete and unwanted veterinary medications from households and PPP from industrial, commercial and institutional settings (excluding agriculture) for potential regulation
<b>AB</b>	100% EPR Discussion Paper released for comments in the Spring of 2021 identified PPP, single-use plastics and hazardous and special products for regulation Pharmaceuticals were excluded; however pesticides were not
<b>SK</b>	Updated payment model for collectors shared Through an online survey in the spring of 2021, Multi-Material Stewardship Western sought feedback on existing requirements for EPR, business exemptions, designated materials, targets and recovery rates, and non-residential waste
<b>MB</b>	Transition from 80% to 100% EPR announced in March 2021 A flat fee for low-volume stewards was introduced in January 2021
<b>ON</b>	Stewardship Ontario's wind down plan was approved by the Resource Productivity & Recovery Authority (RPRA) Regulatory amendments proposed for the Blue Box Program, including a new cost model
<b>QC</b>	Intention to move to EPR and the creation of a new designated management body Circular economy and tax fairness developments included in the 2021-22 provincial budget
<b>Canada</b>	Discussion paper released in the Fall of 2020 for a proposed integrated management approach to plastic products, which includes the intention to facilitate provincial EPR policies for plastics Recognition of the key role some plastic products play in packaging, such as ensuring drug product stability and safe handling Ban for certain single use plastic items proposed





# Communications

## 2021 Nation Wide Game of Animal Health Tag!!!

On March 22nd, the first ever CAHI Nation-Wide Game of Animal Health Tag launched for a one week run on Facebook, Instagram and Twitter. The audience goal was to see which province could come together and generate the highest number of CAHI followers and likes in seven days. CAHI's goal was to use the game to introduce the Priority Animal Health Needs Initiative (PAHNs) to the Canadian animal health industry.

The province with the most engagement was...**Ontario**  
 The winning sector was...**companion animals**, followed by **sheep**

CAHI needs to engage those same sectors in dialogue with our regulators and decision-makers to voice concerns about unmet priority animal health needs. The social media campaign was also intended to help bring awareness to the CAHI brand.

**It is important to establish closer partnerships with the veterinary and commodity sectors to understand how regulatory burdens are impacting animal health and welfare in Canada.**

### Social Media Stats

- Facebook = 123% increase in page likes, 102% increase in page followers
- Instagram = 77% increase in followers, 101% increase in reach, 489% increase in engagement
- Twitter = small increase in followers, audience indicators of “interested in CAHI as a brand”

By creating this game which encompassed all members of the animal health industry, CAHI was shown in a positive, inclusive, and encouraging light. Distribution of the pitch email for the game was organized through the creation of a stakeholder map, which will help CAHI with stakeholder outreach in the future. As a result, CAHI has made wonderful connections with different animal sectors and organizations and companies across the country and our President & CEO, Dr. Catherine Filejski, shared how inspired and excited she was by the results of these conversations with our audience on social media.



The donations of swag from CAHI member companies supporting our social media game was incredible!



Congratulations to our 2021 CAHI Animal Health Tag winner, Liana Duplisea of Ontario, owner of Liana's Pet Services



# CAHI IS A GLOBAL HERO

A Healthy Environment Needs Healthy Animals



Our June 2021 advertorial on links between healthy animals and a healthy environment

[- read it here](#)

April's advertorial shared insights about the value of licensed medications and discussed the results of the 2020 Pet Population Survey

[- read it here](#)

Safe, effective medicines are key to pet health and welfare

## GLOBAL HEROES

CAHI placed four advertorials in Global Heroes Magazine over the course of 2020-21. This hard copy magazine is inserted into the Globe and Mail for national distribution and, beginning in 2021, was also inserted into the Toronto Star. The readership base is approximately 200,000 for the hard copy magazine and over 230,000 for the digital issue. To date, the response to CAHI's content on social media has been very successful, growing with each successive article to an overall engagement rate of 8% and an estimated reach of over 170,000 on social media alone.

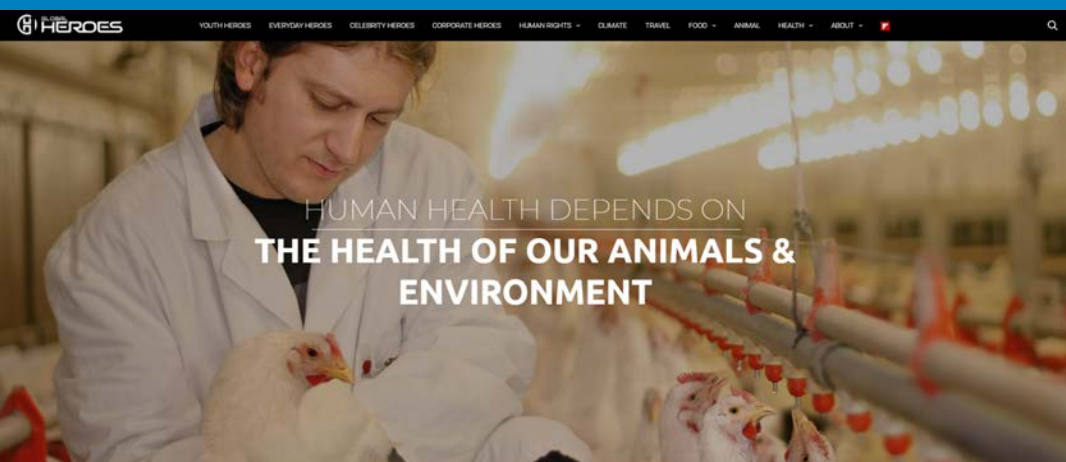
### 2020 Pet Population Survey

Every two years, CAHI contracts Kynetec to conduct this survey for its members; however, the overall population statistics are frequently cited by Canadian news outlets as a part of companion animal related information pieces. The **release** of the 2020 Pet Population Survey results in February was met with a very high level of media attention and our press release was picked up by the Financial Post, Canadian Insider, Yahoo Finance, Le Journal de Montréal and LeLéopard.com along with many smaller news outlets. The total potential audience of the release alone was well over 60 M people.

See CTV Atlantic News' interview with CAHI President & CEO, Dr. Catherine Filejski about the survey results [here](#)



DEDICATED TO PRESERVING ANIMAL HEALTH... BECAUSE ANIMAL HEALTH AFFECTS US ALL



In August 2020, we highlighted responsible use of antibiotics, the role these products play in animal health and welfare, and Cleanfarms collections

[- read it here](#)



CANADIAN ANIMAL HEALTH INSTITUTE  
Dedicated to preserving animal health. Because animal health affects us all. A trade association representing the developers, manufacturers and distributors of animal pharmaceuticals, biologics, feed additives, veterinary health products

# Public Trust

## Canadian Centre for Food Integrity

CAHI was pleased to partner with the Canadian Centre for Food Integrity on content development for its Hormones Insight Report.

### Key messages developed as a result of this research were:

1. Like humans, all animals have natural hormones to support normal body function.
2. Beef cattle are the only livestock sector where synthetic hormonal growth promoters are registered for use by Health Canada in Canada.
3. Using hormonal growth promoters enables beef farmers to efficiently produce a healthy product that is more economical for Canadians, with a smaller environmental footprint.
4. Government food inspection agencies test and analyze samples to ensure that the Maximum Residue Levels (MRLs) are below science-based limits.
5. The artificial bovine growth hormone (rbST) for increasing milk production in dairy cows is not allowed in Canada.
6. Independent and credible studies have been completed by the following organizations to further validate the safety of hormone growth promoters: World Health Organization, Food & Agricultural Organization of the United Nations, and the Joint Expert Committee on Food Additives on behalf of the World Trade Organization.



## Messages to share

In Canada, hormonal growth promoters are only allowed for beef cattle. There are no added hormones used to raise poultry, pigs or dairy cows.

Veterinarians and inspectors test food samples daily to ensure the safety of the food on the grocery store shelves.

All animals have hormones that support their regular body operation such as reproduction and healthy brain and organ function

# MIA Infographic and Social Media Cards

In advance of the label change making all medically important antimicrobials (MIA) available by veterinary prescription only, the CAHI released a hard copy poster in 2018 listing brand names to assist producers with the identification of products they may be using for discussion with their veterinarian. Over time, some of the information contained in the poster had become dated resulting in the need for the re-release of a responsible antimicrobial use communications tool. Working with the Canadian Animal Health Product Regulatory Advisory Committee (CAHPRAC), CAHI released a new MIA Infographic and six social media cards in February 2021.



## What is an Antimicrobial?

An antimicrobial is a product that kills microorganisms or stops their growth.



[Learn more >](#)



## Which Antimicrobials Need a Prescription?

A veterinary prescription is required to use all medically important antimicrobials in animals.



[Learn more >](#)

# Antimicrobials

## Requiring a Veterinary Prescription



### What is an Antimicrobial?



An antimicrobial is a product that kills microorganisms or stops their growth. Antibiotics are a subtype of antimicrobials, along with antifungals, antiparasitics, antiseptics and disinfectants.

### Antimicrobial Resistance



Antimicrobial, or antibiotic, resistance happens when an antimicrobial stops working because the microorganism it is supposed to kill has developed the ability to continue to survive. Antimicrobial resistance is a global [One Health](#) issue, impacting animal health as well as human and environmental health.

When bacteria survive and continue to replicate, and an infection does not go away despite treatment with an antimicrobial, resistance can be a cause. Treatment of disease may require the use of a different, more powerful antimicrobial to target these resistant bacteria. However, there are only a limited number of types of antimicrobials available.

### Which Antimicrobials Need a Prescription?



A veterinarian is in the best position to assess your herd or flock's unique needs from a health and welfare standpoint and can recommend the specific product that is best. The following list includes those antimicrobials that need a veterinary prescription. The name of the antimicrobial itself, rather than its brand name, is provided. Talk to your veterinarian about which products may be needed in your herd or flock health management program.



Health Canada Santé Canada



### Antimicrobials are Important for Animal Health



Safeguarding the effectiveness of antimicrobials is crucially important to maintaining animal health and welfare. Proactively reducing the need for antimicrobial use in herds and flocks is key to preserving the effectiveness of these life-saving medications. This can be done through vaccination programs, good biosecurity, and adopting other good animal husbandry practices. But if an animal gets a serious bacterial infection, only antimicrobials can treat that infection, prevent unnecessary suffering, and hopefully cure the disease.

### What is a Veterinarian-Client-Patient Relationship?



The veterinarian-client-patient relationship (VCPRI) ensures good veterinary care and is required to be in place before a veterinarian can provide services. This includes prescribing, dispensing or administering veterinary medications, such as antimicrobials. The specific requirements for a VCPRI vary by province, but in general terms a veterinarian must have agreed to take on a client and their animals.

### Medically Important Antimicrobials



Many of the chemical classes of antimicrobials or antibiotics used to treat animals are also used to treat humans. Medically important antimicrobials are essential for the treatment of serious and life-threatening human infections. If these drugs become ineffective due to the development of bacterial resistance, alternative antimicrobials may not be available. Drugs with limited or no alternatives for the treatment of human infections are considered more medically important than others. In 2018, changes were made by [Health Canada](#), requiring a veterinary prescription to use Category I, II and III medically important antimicrobials in all animal species.

Category/Antimicrobial Class	Active Ingredient
<b>Category I. Very High Importance</b>	
Cephalosporins – third-generation	Ceftiofur Crystalline Free Acid
	Ceftiofur Hydrochloride
	Ceftiofur Sodium
Fluoroquinolones	Danofloxacin Mesylate
	Enrofloxacin
	Marbofloxacin
Polymyxins	Polymyxin B Sulfate
<b>Category II. High Importance</b>	
Aminoglycosides (except topical agents)	Apramycin Sulfate
	Dihydrostreptomycin Sulfate
	Gentamicin Sulfate
	Streptomycin Sulfate
Cephalosporins – first-generation	Cephapirin Benzathine
	Cephapirin Sodium
Lincosamides	Lincomycin Hydrochloride
	Pirlimycin Hydrochloride
Macrolides	Erythromycin Phosphate
	Gamithromycin
	Tildipirosin
	Tilmicosin
	Tularthromycin
	Tylosin
	Tylosin Phosphate
Tylosin Tartrate	
Penicillins	Tyvalosin Tartrate
	Amoxicillin Trihydrate
	Ampicillin Trihydrate
	Benzylpenicillin Benzathine
	Penicillin G Potassium
	Penicillin G Procaine (Benzylpenicillin Procaine)
Streptogramins	Virginiamycin
	Ormetoprim/ Sulfadimethoxazole
	Trimethoprim/ Sulfonamide
<b>Category III. Medium Importance</b>	
Aminocyclitols	Spectinomycin Sulfate
	Neomycin Sulfate
Aminoglycosides (topical agents)	Bacitracin Methylene Disalicylate
Bacitracins	Florfenicol
Phenolics	Sulfadiazine
	Sulfadoxime
	Sulfamerazine
	Sulfamethazine
	Sulfanilamide
	Sulfathiazole
	Sulphapyridine
Tetracyclines	Chlortetracycline Calcium Complex
	Chlortetracycline Hydrochloride
	Oxytetracycline
	Oxytetracycline dihydrate
	Oxytetracycline Hydrochloride
	Tetracycline Hydrochloride
Trimethoprim (Diaminopyrimidines)	Ormetoprim
	Trimethoprim
<b>Other Medically Important Antimicrobials – un-categorized but still requiring a prescription</b>	
Coumarins	Novobiocin Sodium
Orthosomycins	Avilamycin
Pleuromutilins	Tiamulin Hydrogen Fumarate

\*Note: Active ingredients may be combined in some product formulations.



Save the date!

# 2022 CAHI Annual Convention



May 30 - June 1, 2022

Hôtel Château Laurier  
Québec City, Québec

## Thank you to the CAHI 2020-21 Board of Directors!



**Daniel Beauchamp**  
Merck AH  
Past Chair



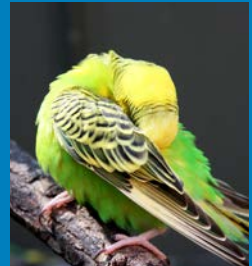
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## Canadian Animal Health Institute

160 Research Lane, Suite 102, Guelph, Ontario N1G 5B2  
519-763-7777 | [cahi@cahi-icsa.ca](mailto:cahi@cahi-icsa.ca) | [cahi-icsa.ca](http://cahi-icsa.ca)