



**search**

RSS Feed  
Facebook  
Twitter



**NEWS**

+ 0

Submit news | Headlines | More news | Archives

Google Custom Search Search

**Co-op aims to strengthen independent vets**

January 31, 2012

Independent veterinary practices are being urged to join an American co-operative to counter the inroads being made into profitability by internet sales, the arrival of big-box corporates and the economic downturn.

The backers of The Veterinary Cooperative hope to create what they call a level playing field.



Sign Up to see what's new

"My customers often find they can get pet food and medication at my purchase price," says veterinarian Don Holst, a charter member and veterinary advisory officer to the co-operative.

"This makes us look over-priced and gets clients thinking we may be overcharging for all of our other services."

Some of the strategies of big-box corporates, such as offering walk-in hours for rabies shots and quickly treated diseases, and even in-store veterinarian services, were changing consumer behaviour away from independent vets.

"Independent animal hospitals are also having to combat newer pressures from customers with tighter budgets and the internet providing a quick way to check pricing," said the co-op's chief development officer, Richard Morris.

"That is exactly why we are creating The Veterinary Cooperative - to help independent animal hospitals competitively price all of their products and services."

Morris said veterinary practices should consider taking the lead from other industries that have banded together in buying groups to successfully compete against major corporations.

Adam Schwartz, vice-president of public affairs and member services at the National Co-operative Business Association, agrees.

"Independent owners in hundreds of industries have become stronger through joining a cooperative.

"True Value Hardware is an example. Individual owners who have joined a co-operative have achieved the same buying power as their big-box competitors, such as Home Depot," says Schwartz.

"When the price and services offerings are competitive, many customers prefer to buy locally," adds Morris.

**DIGEST**

**How to identify quality leather**

What is full-grain leather? What does currying and stuffing mean? Here's how to tell the good stuff from the bad when choosing tack.



[Read more](#)

**Oh \$%!\*: A guide to composting**

Horse dung has been much maligned because people are bypassing the one crucial step that every keen vegetable gardener knows about: Composting.



[Read more](#)

**WIN! "Buck" tickets**



**MITAVITE**  
LEADERS IN EQUINE NUTRITION

Get daily horse news on your tablet or iPhone

There was an error fetching the like box for

**BLOGS**

**Beau Jacques case not only sad, but worrying** Monday, January 23, 2012 10:47:13  
The sad demise of former racehorse Beau Jacques will upset any horse

**VOLLRATH STUD**  
has the most successful world-class bloodlines available in New Zealand

Equine E-News

**Double D Trailers**



U & C a n a m a r k e  
Horses Saddles Trailers Ranches Land Farms Tack Horse Property

**Build a Better Business**

Take courses designed for entrepreneurs and small business owners.

**START TODAY >>**

- ORGANISATIONS**
- ACPRE (NZ)
  - NZ Connemara Society
  - NZ Fanners Assn
  - Aust/NZ Friesian Society
  - NZ Hanoverian Society
  - Horse Welfare NZ
  - Irish Draught Society
  - NZ Kaimanawa Horses
  - NZ Warmblood Assn

- ARABIAN SITES**
- Aurora Stud \*Crabbets
  - Desert Heritage Arabians
  - Gerzanne Arabians
  - Rosewood Farm

- STUD SITES**
- Caithness Stud
  - Earina Appalosas
  - Eastdale Riding Ponies
  - Eyreleigh Sport Horses
  - Greenacres Stud
  - Gurteen Stud
  - Kaitake Sport Ponies
  - Kazmere Stud
  - Parklands Pony Stud
  - Tallyho Connemaras
  - Vollrath Hanoverians
  - Woodfield Park

- HOME SITES**
- Breed-Ezy Foaling Alarms
  - Bryant Farrier Ltd
  - Cheltenham 2012
  - Grand National
  - Jump Rails
  - Naturally Equine
  - NI All-Breeds Show
  - Roddy Wood Polo

- NEWS**
- News
  - Archives

- OTHER STUFF**
- Stallion Directory
  - FAQs | Forms
  - Links

**HOME**

**kindle fire**

\$199

Privacy

The Veterinary Cooperative will provide veterinary practices with purchasing, marketing and business solutions to enhance veterinarians' operations and profitability.

The co-operative will be owned by its independent veterinary members.

More information: <http://www.tvc.coop/>



lover. Here was a thoroughbred gelding who, at five, was ...

**The male survivor's guide to "War Horse"** Tuesday, January 10, 2012 06:12:39

Many blokes can get out of seeing so-called chick flicks by suggesting their partner takes a girlfriend while they go to the ...

**Horse-trading and the Olympics** Thursday, January 05, 2012 01:29:03  
When I was younger, the Olympic Games were the domain of amateur athletes. It was a noble ideal, but not without its problems. ...

**Buy the horse, not an illusion** Wednesday, January 04, 2012 00:21:33  
Smart food shoppers know two rules: don't shop when you're hungry, and "buy the steak, not the sizzle". ...

#### NEWS

**Rozzie Ryan captures top title at Boneo Park** Wednesday, February 01, 2012 23:16:00  
Competitors and spectators from every state in Australia gathered in Victoria for the Credit Suisse Boneo Park Equestrian ...

**Documentary in production on real war horses** Wednesday, February 01, 2012 22:53:00  
British moviegoers who watched the fictional exploits of war horse Joey in Steven Spielberg's wartime epic will soon be able to ...

**Voter poll points to wide opposition to US horse slaughter** Wednesday, February 01, 2012 22:42:00  
Eighty per cent of American voters surveyed in a new poll opposed the slaughter of US horses for human consumption, it has been ...

**Incorrectly laid strychnine-laced bait kills two horses** Wednesday, February 01, 2012 22:22:00  
A Hutterite colony in Montana has been ordered to pay \$US90,274 in restitution in a case involving illegal pesticide use, which ...

**Moves against double-deck horse trailers** Wednesday, February 01, 2012 22:13:00  
An animal advocacy group is asking supporters to help stop the transport of horses in double-deck trailers.

**Para-equestrian teams for London 2012 named** Wednesday, February 01, 2012 21:38:00  
Paralympic Games qualification for London 2012 ended on Tuesday, with para-dressage riders from 23 nations making the cut.

**Saving the planet - one recycled barn at a time** Wednesday, February 01, 2012 21:25:00  
Through the use of salvaged materials from building demolitions around Ontario to the re-use of the original homesteads' ...

**Horses contract pigeon fever in Arkansas** Tuesday, January 31, 2012 23:35:00  
Cases of pigeon fever, a disease that causes abscesses and a mild fever in horses, has been reported in western and ...

**British equine vocational qualifications under threat** Tuesday, January 31, 2012 23:20:00  
The British Government's plan to remove equine vocational qualifications from GCSE school league tables has been criticised by ...

**Mare's battle: "We are fighting right alongside her"** Tuesday,

Free daily digest

Can you spare  
  
**\$6**  
for a bale  
of hay?  
Auckland SPCA  
Horse Welfare  
virtual hay drive

THE WALL STREET JOURNAL  
online

**2  
WEEKS  
FREE!**

Start your  
**FREE TRIAL** today

