



Guest speaker David Kennard, left, winner Mark Pass, centre, and sponsor Findlay MacBean, right

**Mark Pass, Beeston Animal Health
2014 SQP OF THE YEAR
SPONSORED BY MERIAL ANIMAL HEALTH**

Mark qualified as an R-SQP in 2006, and is Store Manager at Beeston Animal Health, near Tarporley, Cheshire, which covers mainly farm animals, with some pet and equine, and works in conjunction with the Farm Vet team from The Willow Veterinary Group to create farm health plans, particularly in parasite control. Mark says the relationship is very much two-way. The vets rely on the store's up-to-date knowledge of withdrawal periods, kill rates and the correct product to use in each case, while the Farm Vet team tells the store about the condition of the animals, the land and any previous medication.

"I am dedicated to keeping my knowledge as up-to-date and as broad as I can. However much I know about a subject, I always come back from a CPD seminar with something new," he says.

"The quality of knowledge and its transfer is what



keeps customers coming back – they trust my advice. If I don't know the answer, I find out for them. We have farmer events and I set up a sheep club three years ago. We have helped establish new flocks and helped maintain mature ones. With careful planning, we have reduced parasite burdens and helped control anthelmintic resistance.

"It's not always simply about products; our customers are making increasing use of faecal egg counts and bulk milk tests. We know this comprehensive approach works – we are gaining customers and are a profitable business.

"Winning SQP of the Year is a great honour because the award is based in large part on customer testimonials, and you don't get stronger proof that you are doing your job right."

**Daniel Whitton, Just For Pets
COMPANION ANIMAL SQP OF THE YEAR
SPONSORED BY FRONTLINE**

Daniel is Store Manager for Just For Pets in Bristol, having joined the company in 2011. He claims he didn't initially know what an SQP was but wanted to learn quickly



Guest speaker David Kennard, left, winner Daniel Whitton, centre, and sponsor Stephen Booth, right