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AGRINETWORKS has become a valued partner to Merial New Zealand in the ongoing development and use of our veterinary medicines. They fill a role in the critical area that has developed between regulatory trials and simple on farm trials, that of clinical trials. These are more than marketing exercises, as they are not only required to show the strengths and potential areas for market development of products, but also any weaknesses that may require product redevelopment and how veterinary medicines fit into farming systems. Consequently this requires a high level of professionalism, not only in understanding veterinary and farming systems, but in delivery of the trial package and in client confidentiality.

Their extensive network of farmer and veterinary contacts ensures delivery on clinical trials. The required animals are obtained and clinical interventions and data generated as per protocol. This is however combined with a pragmatic approach to working with detailed protocols as required in complex farming systems, in order to deliver quality information. They can do this because they not only understand the requirements of farmers but also those of the veterinary and pharmaceutical industries.