

# final report

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## **Annual ryegrass toxicity vaccine commercialisation plan - WP383**

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## Summary

Efforts to attract a commercial partner to develop the Annual Rye Grass Toxicity (ARGT) vaccine have not been successful.

The key obstacle is the limited size of the market. The disease is primarily confined to sheep in WA while the technology appears to have no wider application.

## Discussion

Efforts to attract commercial interest in the vaccine followed an established course.

A comprehensive dossier of information was prepared, largely by Dr Steven Colegate (ex-CSIRO). This described the problem (i.e. ARGT), current control methods, the vaccine and its results, and the commercial opportunity.

A list of potential commercialisation partners was prepared and agreed with AWI. Letters advising of the availability of the commercialisation dossier were sent to those on the list unless contacted by telephone instead. The letter invited recipients to contact us to receive the dossier by email (a 5Mb PDF file). (There were a couple added to the list subsequently e.g. Plasvacc).

Several large companies, judged to be most likely to express interest, were contacted by telephone. The purpose was to ensure the dossier went to the most appropriate person and was not overlooked.

A number of takeovers and mergers has led to reduced interest in new projects due to uncertain company direction, job security and information demands to meet regulatory requirements.

The following companies received the full dossier:

Pfizer Animal Health (since renamed Zoetis)	Elanco (Lilly)
Fort Dodge (Wyeth) (since acquired by Pfizer)	Plasvacc
Bayer Animal Health	Intervet/Schering-Plough (since MSD Animal Health)
Novartis	Merial
Boehringer Ingelheim	Virbac
Sypharma	Hatchtech
Parnell	Ozbiopharm
Jurox	

Most were followed up by telephone to ensure it had arrived and to talk up the project.

In the end most companies rejected the project fairly quickly. None sought a meeting with Dr Colegate or us to discuss it further.

We were able to convince three companies (Intervet/Schering-Plough, Pfizer and Elanco) to consider the project as an opportunity to acquire innovative technology that may have broader potential.

Our expectations at the commencement of this project were mixed. While there is undoubtedly demand for the vaccine, largely in WA, the path to market has always been both technically and financially uncertain.

Our hope was that we could demonstrate the technical and regulatory risks were manageable based on the work done by CSIRO, and that the market could be shown as sufficiently attractive.

Ultimately, the size of the market was the key concern. A different outcome would have been seen if the disease was widespread in Australia and particularly if it occurred internationally.

A different outcome would also have been seen if it could have been shown that the technology offered a potential solution to other plant toxicities. We provoked moderate interest with this suggestion, but ultimately it was simply speculation.

Finally, a different outcome would have been achieved if the vaccine had been fully developed. There are several companies that would be pleased to market the product notwithstanding its limited application, provided they were only responsible for manufacturing and marketing.

## Potential commercial partners contacted

Position	Company
	Allied Animal Health
Managing Director	Ausrichter Pty Ltd
Business Unit Manager	Bayer Animal Health
General Manager	Bayer Animal Health
Technical Manager	Bayer Animal Health
Managing Director	Bioniche Animal Health
Regulatory Affairs Manager	Bioproperties (Aust) Pty Ltd
Managing Director	Bioproperties (Aust) Pty Ltd
Manager, Vetmedica Ltd	Boehringer Ingelheim Pty Ltd
Commercial Vice-President	Chemeq Technologies
Managing Director	Chemvet Australia Pty Ltd
General Manager	Dox-al Australia Pty Ltd
General Manager	Flycam Pty Ltd
Sales & Marketing Manager	Fort Dodge Australia Pty Ltd
Managing Director	Fort Dodge Australia Pty Ltd
Technical Director	Fort Dodge Australia Pty Ltd
Managing Director	Imugene Ltd
Managing Director	International Animal Health Products Pty Ltd
Managing Director	Jurox Pty Ltd
Sales & Marketing Manager	Jurox Pty Ltd
Associate Director	Merial Australia Pty Ltd
Managing Director	Merial Australia Pty Ltd
Director, Farm Animal Health	Merial Australia Pty Ltd
Sales & Marketing Manager	Nature Vet Pty Limited
General Manager	Norbrook Australia Pty Ltd
General Manager	Novartis Animal Health Australasia Ltd
Marketing Manager	Novartis Animal Health Australasia Ltd
Regional Director	Novartis Animal Health Australasia Ltd
Sales & Marketing Manager	Novartis Animal Health Australasia Ltd
Managing Director	OzBioPharm Pty Ltd
Sales & Marketing Director	Parnell Pty Ltd
Managing Director	Parnell Pty Ltd
General Manager	Peptech Animal Health
Director	Bomac Animal Health Pty Ltd
General Manager - Meat	QAF Meat Industries Pty Ltd
Managing Director	Pro Beef Australia Pty Ltd
Business Unit Manager	Intervet Schering Plough Animal Health
Country Director	Intervet Schering Plough Animal Health
Science & Technology	Intervet Schering Plough Animal Health
General Manager	Sykes Vet International
Director	Veterinary Health Research Pty Ltd
Product Manager	Virbac (Australia) Pty Ltd
Product Manager	Virbac (Australia) Pty Ltd
General Manager	Virbac (Australia) Pty Ltd
Chief Executive	Bioglobal Ltd