

X-From_: registrar@vsb.nsw.gov.au Mon Jul 21 07:59:38 2003
X-Original-To: lonsdale@summit.net.au
Delivered-To: lonsdale@summit.net.au
Reply-To: <registrar@vsb.nsw.gov.au>
From: "Maria Linkenbagh" <registrar@vsb.nsw.gov.au>
To: "Tom Lonsdale" <tom@rawmeatybones.com>
Subject: RE: Excuses and falsehoods
Date: Mon, 21 Jul 2003 07:59:30 +1000
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2911.0)
Importance: Normal

[Dr Lonsdale](#)

[You response is acknowledged.](#)

[Maria Linkenbagh](#)

-----Original Message-----

From: Tom Lonsdale [mailto:tom@rawmeatybones.com]

Sent: Friday, 18 July 2003 10:16

To: registrar@vsb.nsw.gov.au

Cc: pam.allan@parliament.nsw.gov.au; mountdruitt@parliament.nsw.gov.au;
marie.andrews@parliament.nsw.gov.au; albury@parliament.nsw.gov.au;
john.aquilina@parliament.nsw.gov.au; lachlan@parliament.nsw.gov.au;
alan.ashton@parliament.nsw.gov.au; david.barr@parliament.nsw.gov.au;
portstephens@parliament.nsw.gov.au; mulgoa@parliament.nsw.gov.au;
willoughby@parliament.nsw.gov.au; murray-darling@parliament.nsw.gov.au;
peter.breen@parliament.nsw.gov.au; pittwater@parliament.nsw.gov.au; kiama@parliament.nsw.gov.au;
Meredith.Burgmann@parliament.nsw.gov.au; Tony.Burke@parliament.nsw.gov.au;
linda.burney@parliament.nsw.gov.au; jan.burnswoods@parliament.nsw.gov.au;
kogarah@parliament.nsw.gov.au; keira@parliament.nsw.gov.au; clarence@parliament.nsw.gov.au;
bob.carr@www.nsw.gov.au; rivetco@rawmeatybones.com; Tony.Catanzariti@parliament.nsw.gov.au;
ace.mlc@parliament.nsw.gov.au; David.Clarke@parliament.nsw.gov.au; Ian.Cohen@parliament.nsw.gov.au;
rick.colless@parliament.nsw.gov.au; barry.collier@parliament.nsw.gov.au; camden@parliament.nsw.gov.au;
wyong@parliament.nsw.gov.au; Catherine.Cusack@parliament.nsw.gov.au;
drummoyne@parliament.nsw.gov.au; Peter.Debnam@parliament.nsw.gov.au;
bluemountains@parliament.nsw.gov.au; John.DellaBosca@parliament.nsw.gov.au;
tamworth@parliament.nsw.gov.au; amanda.fazio@parliament.nsw.gov.au;
Patricia.Forsythe@parliament.nsw.gov.au; coffsharbour@parliament.nsw.gov.au;
michael.gallacher@parliament.nsw.gov.au; jenny.gardiner@parliament.nsw.gov.au;
newcastle@parliament.nsw.gov.au; duncan.gay@parliament.nsw.gov.au; lismore@parliament.nsw.gov.au;
paul.gibson@parliament.nsw.gov.au; kevin.greene@parliament.nsw.gov.au; chandra@pakistans.com;
Kayee.Griffin@parliament.nsw.gov.au; Sylvia.Hale@parliament.nsw.gov.au;
southcoast@parliament.nsw.gov.au; gosford@parliament.nsw.gov.au; don.harwin@parliament.nsw.gov.au;
wollongong@parliament.nsw.gov.au; Brad.Hazzard@parliament.nsw.gov.au;
ahickey@parliament.nsw.gov.au; burrinjuck@parliament.nsw.gov.au; hornsby@parliament.nsw.gov.au;
andrew.humpherson@parliament.nsw.gov.au; lakemacquarie@parliament.nsw.gov.au;
lakemba@parliament.nsw.gov.au; malcolm.jones@parliament.nsw.gov.au;
Tony.Kelly@parliament.nsw.gov.au; heffron@parliament.nsw.gov.au; cronulla@parliament.nsw.gov.au;
carnivorefeeder@activatormail.com; macquariefields@parliament.nsw.gov.au;
Charlie.Lynn@parliament.nsw.gov.au; waggawagga@parliament.nsw.gov.au;
gerard.martin@parliament.nsw.gov.au; TheEntrance@parliament.nsw.gov.au;
dubbo@parliament.nsw.gov.au; heathcote@parliament.nsw.gov.au; cabramatta@parliament.nsw.gov.au;
amegarr@parliament.nsw.gov.au; baulkhamhills@parliament.nsw.gov.au; wallsend@parliament.nsw.gov.au;
clover.moore@parliament.nsw.gov.au; charlestown@parliament.nsw.gov.au;
gordon.moyes@parliament.nsw.gov.au; neville.newell@parliament.nsw.gov.au;
Fred.Nile@parliament.nsw.gov.au; sandra.nori@parliament.nsw.gov.au;
barry.o'farrell@parliament.nsw.gov.au; portmacquarie@parliament.nsw.gov.au;
Eddie.Obeid@parliament.nsw.gov.au; david.oldfield@parliament.nsw.gov.au;

aorkopol@parliament.nsw.gov.au; ballina@parliament.nsw.gov.au; penrith@parliament.nsw.gov.au;
Robyn.Parker@parliament.nsw.gov.au; melinda.pavey@parliament.nsw.gov.au;
coogee@parliament.nsw.gov.au; greg.pearce@parliament.nsw.gov.au; auburn@parliament.nsw.gov.au;
murrumbidgee@parliament.nsw.gov.au; maitland@parliament.nsw.gov.au;
peter.primrose@parliament.nsw.gov.au; hawkesbury@parliament.nsw.gov.au;
marrickville@parliament.nsw.gov.au; lee.rhiannon@parliament.nsw.gov.au; thehills@parliament.nsw.gov.au;
lanecove@parliament.nsw.gov.au; Christine.Robertson@parliament.nsw.gov.au;
John.Ryan@parliament.nsw.gov.au; illawarra@parliament.nsw.gov.au; rockdale@parliament.nsw.gov.au;
smithfield@parliament.nsw.gov.au; southernhighlands@parliament.nsw.gov.au;
londonderry@parliament.nsw.gov.au; northshore@parliament.nsw.gov.au; barwon@parliament.nsw.gov.au;
upperhunter@parliament.nsw.gov.au; tony.stewart@parliament.nsw.gov.au; oxley@parliament.nsw.gov.au;
carmel.tebbutt@parliament.nsw.gov.au; John.Tingle@parliament.nsw.gov.au;
epping@parliament.nsw.gov.au; northerntablelands@parliament.nsw.gov.au;
fairfield@parliament.nsw.gov.au; henry.tsang@parliament.nsw.gov.au; myalllakes@parliament.nsw.gov.a;
orange@parliament.nsw.gov.au; ryde@parliament.nsw.gov.au; campbelltown@parliament.nsw.gov.au;
Ian.West@parliament.nsw.gov.au; monaro@parliament.nsw.gov.au; peter.wong@parliament.nsw.gov.au;
granville@parliament.nsw.gov.au; vsbperth@wt.com.au; administrator@vsb.nsw.gov.au;
vsb@vsb.nsw.gov.au; glynych@vsb.nsw.gov.au; avasa@ava.com.au; vetboard.dpif@nt.gov.au;
jill.northey@act.gov.au; vsbtas@ava.com.au; vsbqld@dpi.qld.gov.au; enquiries@vetboard.vic.gov.au;
Atyler1462@aol.com; irene@rawmeatybones.com; Bill Miller; Andrew Stephens

Subject: RE: Excuses and falsehoods

Dear Ms Linkenbagh,

Thank you for your enquiry.

Members of the NSW Board of Veterinary Surgeons are likely aware of the allegations of scientific and consumer fraud perpetrated upon an unsuspecting Australian public by an alliance of pet food companies and veterinarians .

The implications are numerous and serious.

Any right-thinking person knows that the slow poisoning of the nation's pets by junk food manufacturers, aided by veterinarians, is against the interests of pets, pet owners and the wider community.

Unless the allegations can be proven false they deserve the widest airing leading to timely resolution.

The correspondence below reveals a series of excuses and falsehoods serving to postpone and perhaps suppress news of the scandal.

The Australian Veterinary Association (AVA) has financial ties to pet food companies. For ten years the AVA has sought to stifle news of the scandal.

The NSW Board of Veterinary Surgeons (and its Veterinary Surgeons Investigating Committee), rather than serving the public interest, has conducted actions on behalf of the Australian Veterinary Association and pet food company veterinarians who sought suppression of the story.

Given the magnitude of the alleged fraud it would appear incumbent on government authorities to take the necessary steps to protect the public.

Despite the complicity and efforts of some, the allegations are now a matter of public record.

Will the NSW Veterinary Surgeons Board investigate and report on the alleged widespread fraud?

If there are ways in which I may be of assistance please let me know.

With thanks.

Yours sincerely,

Tom Lonsdale

At 07:55 PM 15/07/2003, you wrote:

[Dr Lonsdale](#)

[Would you please indicate the reason for sending this material to the Board, as at first glance it does not appear to be relevant to the Board.](#)

[Maria Linkenbagh](#)

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]

Sent: Wednesday, 16 July 2003 8:02

To: Jeni Hood

Cc: vsbperth@wt.com.au; registrar@vsb.nsw.gov.au; administrator@vsb.nsw.gov.au; vsb@vsb.nsw.gov.au; glynych@vsb.nsw.gov.au; avasa@ava.com.au; vetboard.dpif@nt.gov.au; jill.northey@act.gov.au; vsbtas@ava.com.au; vsbqld@dpi.qld.gov.au; enquiries@vetboard.vic.gov.au; Atyler1462@aol.com; irene@rawmeatybones.com; Bill Miller; Andrew Stephens; Caroline Blake

Subject: Re: Excuses and falsehoods

Dear Jeni,

Thank you for your message of 14 July 2003.

13 November 2001 the then editor of The Veterinarian wrote: 'I was just sorting through my old e-mails and just realised that I didn't receive the copy of your book. Is it possible to send another copy?'

16 November 2001 the editor wrote: 'Send the book across as soon as you can and I'll get it reviewed in the Feb or March issue.'

3 November 2002 the new editor of The Veterinarian reneged on the agreement to publish a review, but promised to publish a 'feature article' instead.

9 March 2003 you stated that the feature, 'will be in April issue'.

26 April 2003 you apologised for the delay and stated: 'We hope to run article in June.'

14 July 2003 you make reference to a 'news story'.

As discussed, a number of reviewers have recommended that Raw Meaty Bones should be read by ALL veterinarians www.rawmeatybones.com. (In fact the book can be considered to be 389 pages of 'peer reviewed' information.)

Please advise how many reviews, feature articles and 'news stories' published by The Veterinarian in the past two years relate to books or issues that are recommended reading for ALL veterinarians?

Please provide names and addresses of those veterinary surgeons who sit on the editorial board or who provide advice to The Veterinarian.

Please publish a full-length feature article in the July edition of The Veterinarian or alternatively return the copies of Raw Meaty Bones.

Please confirm your intentions at the earliest.

With thanks,

Tom Lonsdale

CC. Interested parties

At 04:11 AM 14/07/2003, you wrote:

Dear Tom, sorry not to get back to you after last email but I have been away. I will forward your email to Caroline Blake. As far as I understand, the interview with you is still on the drawing board-but we have to give precedence to urgent news stories. When I spoke to you, I did make it quite clear that I wasn't writing a book review. Please let me know if there are any developments that would currently make a news story.

Thanks,

Jeni Hood

Original Message -----

From: [Tom Lonsdale](#)

To: [Jeni Hood](#)

Cc: [Clem Martin](#) ; [Caroline Blake](#) ; [Atyler1462@aol.com](#) ; [Irene Hordicek](#) ; [Bill Miller](#) ; [Andrew Stephens](#)

Sent: Friday, July 11, 2003 11:25 AM

Subject: Excuses and falsehoods

Hi Jeni,

On 15 October 2001 the then editor of The Veterinarian, Annette Basile, wrote: 'Send the book in and we will review it'.

That was twenty one months ago. Since when I have provided three copies of Raw Meaty Bones and written innumerable emails. The Veterinarian, when prompted, has made excuses and false promises, but otherwise has done nothing.

Over the same period several journals have reviewed the book and supported the recommendation: 'Raw Meaty Bones is a book that all pet owners and veterinarians should read.' (www.rawmeatybones.com)

Please advise what is the attitude of The Veterinarian and whether you have any intention of honouring your undertakings.

With thanks,

Tom Lonsdale

CC Interested parties

Date: Tue, 01 Jul 2003 17:55:20 +0100
To: "Jeni Hood" <jenih@bigpond.net.au>
From: Tom Lonsdale <tom@rawmeatybones.com>
Subject: Publication date

Hi Jeni,
Still wondering if you have any news as to the publication date?

Hope this finds you well.

Thanks,

Tom

Date: Tue, 24 Jun 2003 17:30:46 +0100
To: "Jeni Hood" <jenih@bigpond.net.au>
From: Tom Lonsdale <tom@rawmeatybones.com>
Subject: Re: April edition
Hi Jeni,

Irene my helper in Australia looked for the feature article in the June edition, but without success.

What is the revised publication schedule please?

Thanks,

Tom

At 04:15 PM 25/04/2003, you wrote:

Dear Tom, thanks for getting back to me-sorry for delays-I have been away etc. We hope to run article in June.Please update me on NZ developments-details press etc.
Re nature of article-it's not usual to discuss...if it is news then it is just factual, no comment. If we run as fetature, then there is usually some comment etc.However, I am not in the role of of promoting causes (except maybe animal charities etc)...I am a journalist...hope this helps answer your questions.

I will contact you as soon as we start on next edition.

Thanks,
Jeni Hood

PS please note my change of email address.-----

Original Message -----

From: "Tom Lonsdale" <tom@rawmeatybones.com>
To: "Jeni Hood" <jenih@vianet.net.au>
Sent: Friday, April 25, 2003 11:52 AM
Subject: April edition

> Hi Jeni,

>
> The April edition arrived and no feature article.
>
> How are you getting on with the article and what is the revised
publication
> timetable?
>
> Will your article be positive, non-committal or
negative? Vets need help
to
> escape the muddle of their past. Can you help them?
>
> Last night had two major segments on NZTV. Lots of
positivity over here.
>
> Best wishes,
>
> Tom
>

At 01:22 PM 8/03/2003, you wrote:

Dear Tom, have had a bad month-both features-surgery and TL will be in April
issue. Finding book interesting-sorry I have been so slow reading-life is too
 hectic at moment. Will check the C&T article. In any event, I will be
 emailing you with more questions etc.

Thanks,
Jeni

----- Original Message -----

From: "Tom Lonsdale" <tom@rawmeatybones.com>
To: "Jeni Hood" <jenih@vianet.net.au>
Sent: Sunday, March 09, 2003 4:39 PM
Subject: Publication date?

> Hi Jeni,
>
> Just wondering how you are getting on with the article and whether you
have
> a publication date?
>
> Did you see the latest PGF C+T article? Gradually things change.
>
> Best wishes,
>
> Tom
>
>

At 04:23 AM 6/02/2003, you wrote:

Thanks!

----- Original Message -----

From: [Tom Lonsdale](#)

To: [Jeni](#)

Sent: Thursday, February 06, 2003 1:35 PM

Subject: Re: interview

Hi Jeni,

Hope you're having fun with the book.

Here's the CV.

Thanks,

Tom

At 01:21 PM 4/02/2003, you wrote:

Dear Tom, received book etc yesterday.

Thanks,

Jeni Hood

----- Original Message -----

From: [Tom Lonsdale](#)

To: [Jeni](#)

Sent: Friday, January 31, 2003 4:27 PM

Subject: Re: interview

Hi Jeni,

Thanks for the chat today.

Attached is the latest from the AVMLA, reading list for the forthcoming Emory course and Alison Tyler's article drawing attention to the issues beyond the literal aspects of the dog's bowl and carnivore diseases.

In part I wrote the book as a parable about corrupt systems and corrupt administration of those systems. But drawing attention to GAIA and symbiogenesis were important aspects too. (If you were to do literature searches about James Lovelock FRS and Lynn Margulis, GAIA and symbiogenesis I bet you would find plenty of stuff.)

This afternoon we put a copy of the book in the mail together with a few documents and a CD of TV segments.

In the next couple of days I'll try to write a CV.

Under separate cover I've sent some of the correspondence about the non-reviews. The last RMB Newsletter (under RMB Articles at www.rawmeatybones.com) details some of the unpleasantness in the UK. Please note some of the correspondence with The Veterinarian. I think it is important that you and I both have the same background information.

Things are ultra bad and need addressing. It's simple really. The vet authorities just need to admit to themselves they got it wrong, then make a public pronouncement to that effect -- and despite the huge damage done -- they would quickly be forgiven. Then the task of rebuilding could commence.

(If Australians took the initiative they would also get the kudos.)

No question is too hard or too impertinent so please ask.

Best wishes,

Tom

At 12:49 PM 23/01/2003, you wrote:

Excellent

----- Original Message -----

From: Tom Lonsdale

To: Jeni

Sent: Friday, January 24, 2003 4:33 PM

Subject: Re: interview

Dear Dr Hood,

The date and time sounds eminently suitable. Looking forward to hearing from you.

Best wishes,

Tom Lonsdale

At 03:45 PM 23/01/2003, you wrote:

Dear Dr Lonsdale, would Perth 11am (Sydney 2pm ?) Fri Jan 31 be a suitable interview time for you? If so I will call you on 02 4574 0537.

Thanks again,

Jeni Hood

BSc Hons BVMS PhD

Abstracts Editor and Journalist

The Veterinarian

contacts: 08 62783649

mob 0408949348

X-From_: caroline.blake@vetmag.com.au Tue Jan 21 09:56:02 2003

Delivered-To: lonsdale@summit.net.au

From: "Caroline Blake" <caroline.blake@vetmag.com.au>

To: "Tom Lonsdale" <tom@rawmeatybones.com>

Subject: Re: Interview

Date: Tue, 21 Jan 2003 09:58:50 +1000

X-Mailer: Microsoft Outlook Express 5.00.2615.200

Dear Tom -have spoken to the freelancer who is writing the article and she said next Friday (31/1) would be best for her. Is that possible for you? What time would suit you best? She's based in Perth, so we'll need to take into account the time difference.

Regards

Caroline.

----- Original Message -----

From: [Tom Lonsdale](#)

To: [Caroline Blake](#)

Sent: Monday, January 20, 2003 2:18 PM

Subject: Re: Interview

Dear Caroline,

Thanks for the suggestions. There is a possibility I shall have to return to the US in a hurry. So next week would probably suit me best.

I hope that's OK.

Thanks,

Tom Lonsdale

At 02:18 PM 20/01/2003, you wrote:

Dear Tom -

Early February would be a good time. Are you still in Australia then?

If not we may be able to do it next week.

Regards

Caroline Blake.

----- Original Message -----

From: Tom Lonsdale <tom@rawmeatybones.com>

To: Caroline Blake <CarolineB@verticalmarkets.com.au>

Cc: <irene@rawmeatybones.com>; <alison@rawmeatybones.com>

Sent: Monday, January 20, 2003 11:39 AM

Subject: Interview

> Dear Caroline,

>

> Just to let you know I'm currently back in Australia, although I suspect

it

> will be temporary.

>

> When would be a good time to conduct an interview?

>

> Hope the New Year is off to a good start for you.

>

> Best wishes,

>

> Tom Lonsdale

>

X-From_: CarolineB@verticalmarkets.com.au Mon Nov 18 09:49:17 2002

Delivered-To: lonsdale@summit.net.au

From: Caroline Blake <CarolineB@verticalmarkets.com.au>

To: "Tom Lonsdale" <tom@rawmeatybones.com>

Cc: "jenih@vianet.net.au" <jenih@vianet.net.au>,

Clem Martin <ClemM@verticalmarkets.com.au>

Subject: RE: RE: Raw Meaty Bones
Date: Mon, 18 Nov 2002 09:58:20 +1100
X-Mailer: Internet Mail Service (5.5.2650.21)

Dear Tom -

I am most disappointed that you continue to brand The Veterinarian as "refusing" to review your book. I thought I had made the reasons behind not doing a review clear to you - the book is now more than a year old and therefore I cannot run a review of it. This policy is simply one that you would find in any credible magazine that is covering newsworthy issues and not an attempt to prevent your views being published. I would also remind you that the magazine is under no obligation to publish reviews of any book.

I am sorry no review was done at the time of the book's release and I think the interview is a good way of rectifying this. I am more than happy for you to discuss the book in that forum.

I think the offer of an interview is more than fair on my part and I would ask you not to include my magazine on any online list.

Sincerely,

Caroline Blake.

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]

Sent: Saturday, 16 November 2002 3:11 AM

To: Caroline Blake

Cc: Irene Hordicek; alison@rawmeatybones.com

Subject: RE: RE: Raw Meaty Bones

Hi Caroline,

Thanks for the message. The flight gets in to Sydney just before Christmas and I should be back in circulation sometime in January. That should give Jeni plenty of time to read the book and research the issues prior to our discussions.

Whilst I am grateful and the community will likely be grateful for the proposed feature article, there remains the outstanding matter of a review.

The readers of my Internet newsletter deserve the facts behind The Veterinarian's refusal to review Raw Meaty Bones. Please advise if your 'three to four month' policy regarding book reviews is company policy ratified by the Advisory Board.

With thanks.

Best wishes,

Tom Lonsdale

At 12:40 AM 13/11/2002, you wrote:

Hi Tom - I have spoken to Jeni and we've decided perhaps it is best to do the interview when you are back in the country. That way we can get appropriate pictures etc. from you. When do you fly back in?

Cheers

Caroline.

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]

Sent: Wednesday, 13 November 2002 5:18 AM

To: Caroline Blake

Cc: Irene Hordicek; alison@rawmeatybones.com

Subject: RE: RE: Raw Meaty Bones

Dear Caroline,

Thanks for Jeni's contact particulars. Once we have spoken I shall get back in touch.

Best wishes,

Tom Lonsdale

At 05:00 PM 11/11/2002, you wrote:

Dear Tom - Jeni's email address is jenih@vianet.net.au and her direct line is 08 6278 3649.

I think it would be good to do the interview for the next issue (Dec) because we won't be publishing again until February. Please email Jeni to find a time that suits you both.

Regards

Caroline Blake.

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]

Sent: Sunday, 10 November 2002 11:08 AM

To: Caroline Blake

Cc: alison@rawmeatybones.com; Irene Hordicek

Subject: RE: RE: Raw Meaty Bones

Dear Caroline,

Your suggestion for publishing an interview sounds a great idea. Please put me in touch with Jeni Hood. We could conduct a phone interview, but if we wait until January we can have a meeting where I can share documents with her, take photos and etc. Meanwhile I have returned to the US to advise those mounting the Class Actions. In December I shall be calling off in the UK for a speaking engagement prior to travelling home for Christmas--so should have plenty to discuss with Jeni.

Raw Meaty Bones was written to help protect a dependent and vulnerable public from restrictive and self-serving practices. Some journals now refuse to review the book and thus compound a bad situation. Our initial response will be to publish a register of those journals.

Please advise if your 'three to four month' policy is company policy ratified by the Advisory Board.

If you were to rescind that policy then you could soon publish a review, if recent experience can be relied upon. The Law Society Journal was quick to publish an in-house review rather than suffer delays resultant from the external review going astray.

CAB International requested a review copy of the book on 10 September. I believe their review will be available on CAB Abstracts, their searchable data base, next week www.cabi.org. They are government funded (40 governments) and it's my guess they would permit reproduction of the review with the appropriate acknowledgements.

Best wishes,
Tom Lonsdale

At 09:44 PM 6/11/2002, you wrote:

Dear Tom - thanks for your email.

I am not in any way disputing the importance of your book. The problem is the arrangement to publish a review of it was made with the former editor and as a consequence I was unaware it needed to be done.

Our policy is not to publish reviews of books that are more than three to

four months old and as it is more than a year since your book was published, it really is too late to review it.
I would however be willing to publish an interview with you if you'd like - my freelancer Jeni Hood is willing to write it. Given you have just come back from overseas, we could couch it in terms of discussing overseas reaction to your views etc.

If you are willing to do this, please email me back and I'll put you in touch with Jeni.

Regards

Caroline Blake.

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]

Sent: Tuesday, 5 November 2002 6:39 AM

To: Caroline Blake

Cc: Peter Hordicek; Alison Tyler

Subject: RE: RE: Raw Meaty Bones

Dear Caroline,

Thank you for your offer to publish my views in The Veterinarian in 2003. Back in 1993 the very first edition of The Veterinarian carried a two page interview feature complete with photograph. Over the past ten years the importance and understanding of the issues has increased, both within and without the veterinary profession. I am delighted The Veterinarian stands ready to publish updated information and I'm ready to help.

The book review is quite a separate matter. The Veterinarian, in October 2001, undertook to review Raw Meaty Bones 'in the Feb

or March issue'. Your refusal to honour your agreement, whilst tendering a flimsy excuse, falls short of expected standards.

Foremost veterinary educator Dr Douglas Bryden AM said Raw Meaty Bones is an 'important book' that should be read by 'every graduate and undergraduate veterinarian'. Your refusal to review the book tends to cast doubt on your editorial policy, your commitment to your readers and the wider community.

Perhaps, rather than make excuses, you could fast track a review and prevent a worsening crisis.

It's my hope you will let good sense prevail in a spirit of cooperation.

With thanks.

Best wishes,

Tom Lonsdale

At 11:27 PM 3/11/2002, you wrote:

Dear Tom - sorry for my tardiness in replying, I've been on deadline with the magazine.

Unfortunately I was unaware your book was waiting to be reviewed and a good deal of time has passed since it was published.

Perhaps the best thing to do is include your views in a nutrition feature. We'll be publishing another one next year.

Kind regards

Caroline Blake.

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]

Sent: Saturday, 26 October 2002 11:51 PM
To: carolineb@verticalmarkets.com.au
Subject: Fwd: RE: Raw Meaty Bones
Dear Caroline,

Please find the emails detailing some of the discussions with Annette Basile regarding a review and article in The Veterinarian.

On returning from a five month global book promotional tour I checked the waiting pile of Veterinarians for the anticipated review. The review does not yet appear to have been published.

Please advise when the review will appear.

Annette spoke about an interview. Do you have any plans in this regard?

Thanks for your help.

Best wishes,

Tom Lonsdale

Do you have any firm publication date for the review?

X-From_: AnnetteB@verticalmarkets.com.au Fri
Nov 16 09:45:52 2001
Delivered-To: lonsdale@summit.net.au
From: Annette Basile
<AnnetteB@verticalmarkets.com.au>
To: "Tom Lonsdale "
<tom@rawmeatybones.com>
Subject: RE: Raw Meaty Bones
Date: Fri, 16 Nov 2001 09:50:06 +1100
X-Mailer: Internet Mail Service (5.5.2650.21)

Hi Tom,
I'm planning for a feature on pet obesity in the first half of 2002. Perhaps we could include a section on your views (i.e. an interview).
Send the book across as soon as you can and I'll get it reviewed in the Feb or March issue.
Cheers,
Annette

Date: Thu, 15 Nov 2001 01:08:20 +1100
To: Annette Basile <AnnetteB@verticalmarkets.com.au>
From: Tom Lonsdale <tom@rawmeatybones.com>

Subject: RE: Raw Meaty Bones
Bcc: Bill, Irene Hordicek <irene@rawmeatybones.com>

Hi Annette,

Sorry that the book didn't turn up.

Things have moved on since we last spoke. A Current Affair has made a huge difference to people's awareness and there are several reviews in the offing.

I believe, to quote Dr Doug Bryden, that:

Every graduate and undergraduate veterinarian should read the book for it has the potential to challenge the things they believe to be true, and gives them the wonderful opportunity to step back from themselves and to look more dispassionately and more deeply at the science they practise and to realise how important it is to listen carefully to others who may have a pearl of wisdom to share.

With this in mind I wonder if you would re-consider publishing an in-depth feature to help your readers through a difficult time.

Many thanks.

Best wishes,

Tom Lonsdale

At 01:07 PM 13/11/01, you wrote:

Hi Tom,
I was just sorting through my old e-mails and just realised that I didn't receive the copy of your book.
Is it possible to send another copy?
Cheers,

Kind regards,

Annette Basile
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<http://www.verticalmarkets.com.au>
PO Box 6094
Frenchs Forest
NSW 2086
Australia

-----Original Message-----

From: Tom Lonsdale [<mailto:tom@rawmeatybones.com>]
Sent: Monday, 15 October 2001 5:30 PM
To: Annette Basile
Subject: RE: Raw Meaty Bones

Hi Annette,

Thanks for the offer. I've posted a copy and it should be with you tomorrow.

I hope that you have fun with it. Please let me know if any points need clarification/amplification.

Best wishes,

Tom

At 09:40 AM 15/10/01, you wrote:

>Hi Tom,
>Thanks for your e-mail. I don't want to commit to a feature at this stage,
>but will certainly consider it.
>Send the book in and we will review it: Annette Basile, The Veterinarian,
PO
>BOX 6094, Frenchs Forest, 2086.
>Cheers,
>Annette

>
>-----Original Message-----

>From: Tom Lonsdale
>To: annetteb@verticalmarkets.com.au
>Sent: 10/13/01 5:19 PM
>Subject: Raw Meaty Bones

>
>Dear Annette,

>
>Raw Meaty Bones was published on the weekend 18-19 August 2001. It's
>getting rave reviews on the Internet discussion lists and two of
>Australia's (the world's?) foremost veterinary educators have provided
>endorsement (see 'Veterinarians Say' at <www.rawmeatybones.com>). Dr
>James Lovelock FRS, prior to publication, reviewed the two chapters
>relevant to him and his work. He liked what he read. Professor Lyn
>Margulis from the University of Massachusetts, the world renowned
>biologist, back in 1994, provided glowing endorsement and encouraged me
>to write a book.

>
>Now is the time to bring the publication to a wider veterinary
>readership and I was wondering if you would care to do a feature on the
>book. The complexity of the issues are extensive and I anticipate a
>long-lasting debate within the pages of the veterinary press.

>
>Thanks for your consideration of this request.

>
>With best wishes,

>
>Tom Lonsdale

>
>
>=====

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