



Teaching animal nutrition through product development and design

Nieky van Veggel MSc FRSB FHEA

www.writtle.ac.uk

1



Setting

- WUC offers a 4-year integrated masters degree in veterinary physiotherapy (MVetPhys)
- Graduates become independent clinical practitioners
- Majority of curriculum is therapy-focussed

www.writtle.ac.uk

2



Writtle
University
College

Setting

- Canine and Equine Nutrition module at level 4
- Combination of course work (50%) and exam (50%)
- Course work shared with level 4 Equine Nutrition module in UG Equine scheme

www.writtle.ac.uk

3



Writtle
University
College

The brief

- In groups, students to choose canine or equine focus
- Presented with a new feed of unknown composition (pre-mixed by staff)
- Feed must be analysed, contextualised, packaged and advertised appropriately

www.writtle.ac.uk

4



Writtle
University
College

Assessment

- Lab analysis results (formative)
- Package design (group)
- Information meets legal requirements (group)
- Video (individual + group)
- Questions (individual)

1	2	3	4	5	6	7	8	9	10	11	12	13	14
Intr o	Lab 1	Lab 2	Lab 3	Ana	Ana	Des	Des	Des	Des	Des	Pac k	Vid + Q	Vid + Q

www.writtle.ac.uk

5



Writtle
University
College

Support

- Lab support
- Nutrition lectures
- Design workshops
 - PPT, Photoshop, etc.
- Video editing workshops
 - Mobile technology, Camtasia, QuickTime

www.writtle.ac.uk

6

1893 Writtle University College

Examples of work

KINGMAN
Complete canine feeds

ALL BREEDS.
ADULT • SENIOR
WEIGHT CONTROL+
CHICKEN & BROWN RICE

✓ WITH ADDED GLUCOSAMINE TO SUPPORT HEALTHY BONES & JOINTS

AIDS IN WEIGHT LOSS NATURALLY DELICIOUS HYPO-ALLERGENIC & COMPLETE

Gastrex
the palatable feed company

XtraCalm
the forage feed
for horses with sensitive stomachs

20kg

Gastrex
the palatable feed company

Nutritional Analysis	
M.D.FE/kg	11.5
Fibre %	26.6
Oil %	8.1
Protein %	13.8
Ash %	9.4
Starch %	2.0

Composition
Alfalfa, Cereal Straw, Alfalfa Pellets, Herbs, Grass, Molasses, Rape Seed Oil, Probiotic-Acacia, Brewer's Yeast (Saccharomyces Cerevisiae)

Additives
Probiotic-Acacia, Brewer's Yeast (Saccharomyces Cerevisiae)

*Feeding guidelines are based on 10g of additives per scoop to protect and prevent gastric ulcers for a calmer horse

For stressful situations Double the number of scoops

Not completely satisfied? Return to: Gastrex, Windmill Road, London, PO BOX 73 139. Your statutory rights are not affected.

Recommended Feeding Guidelines*	
Weight of horse (kg)	Number of stabs scoops per day
250	1
500	2
750	3
1000	4

Enquiries:
www.gastrexfeedcompany.co.uk/xtracalm
Tel: 01632 960829
Store in a cool dry place
Contents may settle during transit
Batch Number: 63809 Best Before: MAR 18

1465209 045117

www.writtle.ac.uk

7

1893 Writtle University College

Student feedback

- Most enjoyed the course work
 - Allowed group members with different strengths to contribute equally
- See value of transferrable skills acquired for future practice
- Criteria need more explanation

www.writtle.ac.uk

8



Writtle
University
College

What did we learn?

- Students are very resourceful and creative
- Need to balance marking criteria
 - Subject matter vs. design
- Large variation in IT literacy within cohort
 - Specialist AND non-specialist software

www.writtle.ac.uk

9



Writtle
University
College

Questions?



@nieky_WUC



nieky.vanveggel@writtle.ac.uk



www.niekyvanveggel.eu



This idea has been deposited as an OER on
<http://101creativeideas.wordpress.com> under a CC BY-NC 4.0 licence

www.writtle.ac.uk

10