

Last day for Rural Scholarships

APPLICATIONS for 2008 Rural Pharmacy Scholarships close today at 5pm, and any received subsequently won't be accepted. See www.guild.org.au/rural.

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Wine time with Pharmacy Daily

WELCOME to our regular *Pharmacy Daily* wine feature. We know that many pharmacists enjoy a nice bottle of wine, so have decided to provide a regular column on some of the new wines available.

AUSTRALIA is the largest supplier of table wine to the UK.

It's only been 150 years since the Australian wine industry began, but since 2005 Australia has overtaken France to become England's largest supplier.

French wine has dominated the English market for 800 years, so with Australia's conquest of the English wine drinking soul, it's easy to see our reds, whites and rosés literally have the French turning white and seeing red!

The collapse of French wine sales has become so vital to France that it has led to the sight of French wine producers rioting; while others have resorted to mocking Australians and their wines.

In Campbell Mattinson's new book, *WHY THE FRENCH HATE US* (RRP \$28.95, Hardie Grant), Mattinson gives an honest and frank account of the inner workings of the Australian wine industry at this critical moment in its history.

With Australian wine's new found glory comes a number of international attacks from those hoping to undermine the further growth and success of the Australian wine industry.

Mattinson identifies "the forces

fighting Australian wine, the lies surrounding it and the people saving it."

According to Gourmet Traveller Wine Magazine, "This is recommended reading for anyone who gives a toss about our wine".

WHY THE FRENCH HATE US is a passionate, all guns blazing account of the genuine threat to the Australian wine industry.

To help make the French feel a bit rosier, this week we recommend the delicious *Chateau de Sours 2006 Rose*. (RRP \$27)

Bordeaux's *Chateau de Sours* dates back to the 14th century; ironically it is now owned by an Englishman who sells the SA Songlines McLaren Vale Shiraz at the cellar door - *Sacré bleu!*

Chateau de Sours has earned a unique position in the wine world as being one of the most highly regarded rosés in France and is Bordeaux's best known rosé.

Dark blood orange, wild strawberries, confection and hint of earthiness on the nose, alongside full-flavored merlot-based spiciness makes it a beautifully restrained rosé.

Goes well with just about anything, ranging from gourmet summer seafood meals to a good ol' Aussie lamb meat pie!

New connectivity incentive

THE Pharmacy Guild has announced that a new program funded under the Fourth Community Pharmacy Agreement will come into effect 01 Jan 08.

The Pharmacy Connectivity Incentive (PCI) will provide financial incentives of up to \$880 to pharmacies to maintain business grade broadband internet connections.

Under the PCI program the Guild will develop and maintain a list of Endorsed Providers offering Eligible Service Plans.

Pharmacies must have a broadband contract of at least 12 months duration to be eligible for the payment, and must also be participating in PBS Online.

The Guild said it was intended that plans equivalent to current *Broadband for Health: Pharmacy*

qualified services would be included as Eligible Service Plans - however the list will also include other plans offered by internet service providers that meet certain minimum requirements relating to connection speed and usage limits.

President Kos Sclavos said pharmacies which have a current 12 month *Broadband for Health: Pharmacy* program contract can't make an incentive claim under the PCI program until that contract has expired.

See www.guild.org.au/pci.

Gardasil for males

CSL'S blockbuster cervical cancer vaccine Gardasil is likely to be marketed for use in 9-26 year old males in the future.

At a presentation in the US this week, Merck & Co indicated it expects to file an application in 2008 to expand the indications for Gardasil to include adult women through to age 45.

CSL yesterday detailed further stages of the drug's life cycle, including its use in young men.

CSL also presented data this week showing "promising pre-clinical activity of a novel monoclonal antibody" to treat acute myeloid leukaemia.

Apotex purchase

GENRX parent company, Canadian manufacturer Apotex, has purchased a Spanish drug maker called Lareq Pharma S.L.

Lareq has been dedicated to generics since 1996, with "12 generic registrations, several pending near-term launches and products in development".

Apotex said the deal would be a launching pad for the many EU products currently in its development pipeline.

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Vic rego deadline

THE Pharmacy Board of Victoria has reminded pharmacists that registration renewals are due by 31 Dec, and those who wish to renew online must be aware of their login details before 24 Dec.

Novartis job cuts

NOVARTIS has announced it will slash 2.5% of its global workforce (2500 jobs) in an attempt to save US\$1.6 billion a year by 2010.



DISPENSARY CORNER

HOW about this for a storefront promotion?

A department store in Wuhan, the capital of China's Hubei province, was mobbed this week after eager onlookers pressed to view two scantily-clad young women fast asleep on a double bed in the shop's front window.

The stunt was a marketing campaign for a special quilt sale with the store's boss saying the underwear-clad sleepers had prompted a sales boom for the quilts and other bedding.

YET another medical breakthrough has been made in Japan, with researchers at Tokyo University claiming to have created genetically-modified mice which aren't afraid of cats.

The scientists say they managed to turn off the receptors in the rodent brain which react to feline scent, with the aim of proving that fear is genetically programmed.

"Mice fear cats because they are innately conditioned to express fear when they sense the odour of predators," said Professor Ko Kobayakawa.

The GM mice didn't scurry away or play dead when they came face-to-face with a cat.



A scientific triumph - the mouse feels no fear - just before it's eaten.