



FOR IMMEDIATE RELEASE

For more information contact:
Jay Lockhart, jlockhart@brakkeconsulting.com, 314.821.3368

New report provides information about veterinarians' views of distributors

(January 29, 2010)

Brakke Consulting has published the *2009 Distributor Effectiveness Study*. The study provides insights in to how veterinarians make purchasing decisions, the attributes they view as most important when selecting a distributor and their rating of distributors that serve their practices.

"Distributors are a critical resource for the operation of a successful veterinary practice and continue to represent the majority of product purchases made by veterinarians. In fact, veterinarians have increased the percentage of their total purchases made through distributors in recent years," said Jay Lockhart, Senior Consultant at Brakke Consulting.

The 100-page report is based on a November 2009 quantitative survey of over 900 companion animal veterinarians nationally and 2009 is the third time Brakke Consulting has conducted the study. In addition to reporting national data, the report examines the data for each of 8 regions of the U.S. According to Jay Lockhart of Brakke Consulting, "The regional data illustrates significant differences in practice characteristics for factors such as annual gross revenue, dollar purchases, and interaction levels with distributor sales representatives based on the regions of the U.S. where they are located."

The report provides information about practice demographics and purchasing practices, regional and national distributor market shares, and performance ratings for 29 distributor attributes. It is available from Brakke Consulting for \$28,500. Interested companies should contact Jay Lockhart, jlockhart@brakkeconsulting.com for more information.

About Brakke Consulting

Brakke Consulting is the leading consulting firm specializing in the animal health and nutrition markets. It is located at 2735 Villa Creek, Dallas, TX, (972) 243-4033, www.brakkeconsulting.com