
**Brakke Consulting's
Animal Health News & Notes for October 13, 2017**
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Editor: Lynn Fondon DVM MBA

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**VETERINARY TECHNICAL SERVICES STUDY
COMING SPRING 2018
PRE-ORDER NOW FOR EARLY-ORDER DISCOUNT**

Brakke Consulting is pleased to announce a national study among companion animal veterinarians evaluates the veterinary technical services support provided by animal health and nutrition companies.

First conducted in 2016, the new study determines companion animal practitioner's expectations for veterinary technical services and compares how each of the 13 companies' teams deliver on those expectations. In addition, each company's veterinary technical service team is compared to those of peer competitors.

The cost of the study upon publication will be \$27, 000; discounts are available for orders placed by November 1, 2017 and for purchasers of the 2016 Veterinary Technical Services Study. For more information or to order the study, contact Dr. Cary Christensen at crychris123@gmail.com or (913) 205-6578.

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COMPANY EARNINGS RELEASES

- **Virbac** reported results for the third quarter of 2017. Sales reached EUR 193 million (\$228 million), a decrease of 11% (-9% at constant exchange rates) from the same period in 2016.

The drop is essentially due to a situation in the US, where ex-Virbac sales for the period dropped significantly due to major distributor destocking, notably of the Sentinel range. *(company website)*

- **Anatara Lifesciences** announced results for the full year ended June 30, 2017. The net loss for 2017 was A\$(1.7) million (\$1.3 million) compared to a net loss of A\$(0.7) million in fiscal 2016. The company has not yet begun selling Detach, its flagship product. *(Animal Pharm)*

COMPANY NEWS RELEASES

- **Grazix Animal Health** introduced Avian-S to support gut barrier function and a healthy microbiome at all stages of poultry production. *(Feedstuffs)*
- **Petco** announced the expansion of its pet services offerings to include a full suite of in-store veterinary care and wellness services. The first hospital, operated by **Thrive**, opened this week. About a dozen more veterinary hospitals will open within existing Petco stores in Texas, California and Colorado through the end of 2017. *(Businessinsider.com, Pet Product News)*
- A Kickstarter campaign has been launched for **Waggit**, an intelligent dog collar. The collar continuously tracks a host of data including resting vitals, body positions, sleep quality, activity and nutrition. It then compares this to a baseline level and alerts owners to important changes to help detect a disease or illness at an early stage. There is also nutrition and activity monitoring, a temperature sensor that monitors a pet's environment, built-in GPS, and the option to set up a virtual fence. *(Gadgetsandwearables.com)*
- Cooke Inc., parent of **Cooke Aquaculture** Inc., announced it has entered into a definitive agreement to acquire **Omega Protein Corp.**, a nutritional product company. Cooke will acquire all outstanding shares of Omega Protein for \$22 per share in cash. *(WattAgNet.com)*
- **iVET360** announced it has developed a digital dashboard called Pulse. Pulse combines real-time operational data from practice management software, financial programs, and other statistical sources. *(Veterinarypracticenews.com)*
- EU The European Medicines Agency's Committee for Medicinal Products for Veterinary Use (CVMP) has adopted a positive opinion recommending the granting of a variation to the terms of the marketing authorization for **Zoetis'** SevoFlo (sevoflurane) to include its use in cats. The product was first granted European marketing authorization for use in dogs in 2002. *(Animal Pharm)*
- EUROPE **Dansico** announced the launch of Enviva Pro, a three-strain Bacillus poultry probiotic which is administered via feed. *(Animal Pharm)*

ANIMAL HEALTH NEWS

- US - ANTIMICROBIAL GUIDELINES The American Association of Bovine Practitioners (AABP) has created a document, "Key Elements for Implementing Antimicrobial Stewardship Plans in Bovine Veterinary Practices Working with Beef & Dairy Operations," to provide bovine veterinarians with best practices for designing, implementing and monitoring antimicrobial stewardship programs with their clients. *(Feedstuffs)*

- **AUSTRALIA – ANTIBIOTIC SURVEILLANCE** Australia Pork announced it will invest Aus\$1.3 million (\$1 million) in providing diagnostic robots to check feces on pig and poultry farms to define the level of antimicrobial resistance (AMR) risk in pigs and chickens within our supply chains. The robots will be used to isolate, count and characterize large numbers of bacteria from animal feces, identify and grow thousands of individual bacteria to determine the presence and distribution of AMR at both the herd and national level. (*Animal Pharm*)
- **US - VETERINARY UNION** Preparations for a national union organizing campaign within the veterinary profession have started to take shape this year. The fledgling National Veterinary Professionals Union began quietly coordinating efforts among primarily small animal clinics this past summer in the hopes of eventually holding union elections. Organizers say they are including credentialed veterinary technicians, associate veterinarians, assistants, and other unlicensed assistive personnel. (*AVMA*)

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MARKET RESEARCH

Do you know what your customers are thinking?



Depend on Brakke Consulting to build a market study to meet your company's needs, whether it is:

- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We offer both quantitative online surveying in-depth personal interviewing. We also produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

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BRAKKE CONSULTING VIEWPOINT

Wow! The year is getting away from us fast. We are finding that most companies have completed their 2018 business plans and budgets, or are in the final stages of obtaining corporate approval for the coming year. It is our understanding that most of these plans for 2018 suggest revenue growth ranging from 4% to 8%, which would result in nice industry growth for several years running.

One article in our newsletter this week is the move by Petco to begin allowing the offering veterinary services in its stores on a limited basis. One has to assume that if these clinics are successful, this is just the beginning of a large expansion into veterinary services within Petco

locations, which numbers around 1,500. The expansion and consolidation of companion animal clinics in the US is a topic of growing interest in the industry. The transition from private to corporate-owned clinics has an impact on all aspects of the industry from veterinarians needed to staff to suppliers of products and services.

Have a great weekend!

Ron Brakke

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Brakke Consulting, Inc.
12005 Ford Rd., Suite 530
Dallas, TX 75234 USA