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**Brakke Consulting's  
Animal Health News & Notes for November 25, 2015**  
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Editor: Lynn Fondon DVM MBA

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**IN THE NEWS:**

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other news  
[Alivira Animal Health](#)  
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[Sinica](#)  
[TOPKiM](#)

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**BRAKKE CONSULTING, INC.  
New Technical Services Study  
Early Order Discount Available thru Dec 20**

A new national study among companion animal veterinarians will evaluate the veterinary technical services support provided by animal health and nutrition companies.

This study is designed to determine companion animal practitioner's expectations for veterinary technical services and to compare how each company's teams deliver on those expectations. Included are field education and support, problem solving and pharmacovigilance. In addition, each company's veterinary technical service team will be compared to those of peer competitors, with breakouts by region and size of practice.

The study will be launched in early 2016, with reports customized to each subscriber available by March 31. Cost is \$26,000. Companies that order by Dec. 20, 2015 and pay in full by Jan. 20, 2016 will receive a \$2,000 early order discount.

For more information or to order the study, contact Dr. Cary Christensen,  
[crychris123@gmail.com](mailto:crychris123@gmail.com), (913) 205-6578.

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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**COMPANY EARNINGS RELEASES**

> Patterson Companies, Inc. reported results for its fiscal second quarter ended October 31, 2015. Sales for **Patterson Animal Health** more than doubled to \$775 million. Sales from Animal

Health International, Inc. added \$414 million to the Animal Health segment during the quarter. Without the contribution from Animal Health International, and accounting for normalized changes in veterinary diagnostic manufacturer relationships, segment sales improved 3% on a constant currency basis. (*company website*)

> **Krka** reported results for the first nine months of 2015. Animal health sales were EUR 39.1 million (\$44 million) in the first nine months, an 18% increase compared to the prior-year period. (*Animal Pharm*)

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## COMPANY NEWS RELEASES

> **Merck Animal Health** announced the USDA has issued a conditional product license for its Canine Influenza Vaccine H3N2. The product is available to veterinarians. (*company press release*)

> The Canada Pension Plan Investment Board (CPPIB) and CVC Capital Partners announced they will acquire **Petco Animal Supplies** Inc. The deal is valued at \$4.6 billion including an undisclosed amount of debt. The acquisition is expected to close in early 2016. (*TheGlobeandMail.com*)

> **TURKEY** Indian firm **Alivira Animal Health** announced it will acquire Turkish animal health firm **TOPKiM** for around 20.7 million Turkish Lira (\$7 million). The deal will be made through Alivira's Turkish subsidiary **Provet Veterinary Products**, of which it acquired a majority stake in September 2014. TOPKiM has 67 registered products and focuses mainly on its domestic market. The company's portfolio covers antiparasitics, antibacterials and feed additives for both food-producing animals and companion animals. (*Animal Pharm*)

> **UK Ceva Santé Animale** announced the UK launch of Amodip (amlodipine), a chicken-flavored tablet for treating hypertension in cats. According to Ceva, it is the first feline hypertension drug to be available in the UK and Europe. (*Animal Pharm*)

> **CHINA Sinica**, a subsidiary of Chinese stem cell company Boyalife Group, has signed an agreement to build a commercial animal cloning center in the northern port city of Tianjin. The new center will clone animals such as sniffer and pet dogs, beef cattle and racehorses. (*Animal Pharm*)

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## ANIMAL HEALTH NEWS

> **US - VETERINARY COMPOUNDING** Drawing on the guidance of more than 2,000 members who contacted AVMA about the importance of compounded drugs in patient care, the AVMA submitted formal comments to the FDA identifying bulk drug substances that need to be available for outsourcing facilities to use when preparing compounds to be maintained as veterinary office stock. The comments included a letter to the FDA and two lists of bulk drug nominations: one for cats, dogs and horses; and the other for zoo animals and wildlife. To read the full update, visit <http://atwork.avma.org/2015/11/12/listened-acting-veterinary-compounding/>. (*Vet-Advantage*)

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**BRASSE CONSULTING, INC.**  
**MARKET RESEARCH**  
Look Before You Leap

Depend on Brasse 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 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.

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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### **BRAKKE CONSULTING VIEWPOINT**

The consultants and staff at Brakke Consulting wish all of our US friends and clients an enjoyable and safe Thanksgiving holiday!

*Ron Brakke  
Joel Adamson  
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