
**Brakke Consulting's
Animal Health News & Notes for July 2, 2015**
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**BRAKKE CONSULTING, INC.
US ANIMAL HEALTH INDUSTRY WEBINAR
JULY 7, 2015
REGISTRATION DEADLINE EXTENDED TO JULY 6**

Brakke Consulting, Inc. will present a two-hour webinar entitled "The U.S. Animal Health Industry" on Tuesday, July 7 from 11 am - 1 pm CDT.

Presented by Ron Brakke and David Goodnight, DVM, MBA, the two-hour presentation will include a review of the current issues impacting the U.S. animal health industry and veterinary profession. The webinar will also highlight results of a just-completed study on how pet owners are changing their purchasing patterns for animal health products. Participants will also have the opportunity to ask questions.

The cost of registering for the webinar is \$385 per person. The deadline for registering is **3:00 pm CDT on Monday, July 6.**

To register, go to www.BrakkeConsulting.com and scroll down to the "What's new" area.

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Zoetis** Inc. announced that the FDA-CVM has approved an update to the labeling for Cerenia (maropitant citrate) Tablets. The revised label now allows for once-daily administration until resolution of acute vomiting for dogs 7 months of age and older. Previously, the dosing and administration instructions limited use to five consecutive days for prevention of acute vomiting.

The dosing limitation for use in dogs 2 to 7 months of age remains five consecutive days.
(company press release)

> The FDA announced the approval of **Bayer's** Coraxis (moxidectin) for topical use in dogs for the prevention heartworm disease, and for the treatment and control of hookworms, roundworms, and whipworms. (FDA)

> **Boehringer Ingelheim Vetmedica** announced that it has sold the manufacturing facility located at 141 Riverside Drive in Fort Dodge, IA to AML Riverside LLC, whose parent company is New Zealand-based **ARGENTA**. Terms of the deal were not disclosed. (company press release)

> **Suneris** announced the launch of Vetigel, a fast-acting plant-based gel that stops severe bleeding in less than 12 seconds. (Business Wire)

> **Patterson Companies** announced an agreement to sell Patterson Medical to Madison Dearborn Partners for around \$715 million in cash, focusing on its dental and animal health units. Patterson will apply the net proceeds from the sale of its medical unit to reduce the debt it incurred in its acquisition of Animal Health International earlier this year. (Animal Pharm)

> **Big Heart Pet Brands** announced plans to consolidate work done in its operations in Pittsburgh, Pennsylvania, into its Orrville, Ohio, USA, headquarters, effective April 30, 2016. (PetFoodIndustry.com)

> **JBS USA Pork** announced it has entered into an agreement with **Cargill** to acquire the latter's US-based pork business for \$1.45 billion. Included in JBS' acquisition of Cargill's pork business are two Midwest meat processing plants which process a total of 9.3 million hogs; the purchase also includes five feed mills and four hog farms. (Feedstuffs)

> **VaxLiant** announced that the USDA has approved the safety of the company's ENABL ready-to-use adjuvants for vaccines used in chickens. The approval includes a 21-day withdrawal period when ENABL is used in vaccines administered subcutaneously (SQ) to improve immunity against disease. Approval of these three adjuvants brings the total of USDA-approved ENABL formulations to 13, including five for use in cattle vaccines and five for swine vaccines. (company press release)

ANIMAL HEALTH NEWS

> **US - CHRONIC WASTING DISEASE** A white-tailed deer in a deer-breeding facility has been confirmed positive for Chronic Wasting Disease (CWD), the first case detected in captive white-tailed deer in Texas. CWD was first detected in Texas in 2012 in a free-ranging mule deer in far West Texas. (Lone Star Outdoor News)

> **UK - GENETIC MODIFICATION** A litter of pigs designed to be resistant to African swine fever (ASF) were recently born at a farm outside Edinburgh, Scotland, making them among the first commercially viable genetically modified animals born in Britain. The piglets will undergo testing to see if they are resistant to ASF. The African swine fever-resistant pigs live alongside others engineered to have enhanced immunity to swine flu and PRRS. The researcher believes that such animals could be commercially available within 5 - 10 years. (TheGuardian.com)

> **US - HOG HERD** As of June 1, there were 66.9 million hogs and pigs on US farms, a 9% increase from June 2014, according to the USDA. (Feedstuffs)

> AUSTRALIA - SHEEP PARASITE GENOME Researchers from an international research team led by the University of Melbourne have decoded the Australian sheep blowfly (*Lucilia cuprina*) genome. Around 2,000 genes not seen before in any other organism were discovered. These genes can now be investigated as potential drug and vaccine targets. The research was published June 26 in *Nature Communications*. (Feedstuffs)

BRAKKE CONSULTING, INC.
UNDERSTANDING THE OVER-THE-COUNTER MARKET

Whether your business is considering the OTC channels for new business opportunities or you have been distributing in the OTC channels for years, Brakke Consulting's team can provide significant and quality assistance to businesses seeking to learn more about the details of the OTC channels of distribution.

In our recently completed Pet Pharmaceutical Market Shift Study we learned a great deal regarding the attitudes and actions of pet owners related to where and how they would like to purchase many of their veterinary products now and in the future.

If you are looking for meaningful insights into the OTC channels based on study data, the trends found there, and the opportunities that exist, contact our Dallas office or Joel Adamson at jadamson@brakkeconsulting.com.

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BRAKKE CONSULTING VIEWPOINT

We are sending the newsletter out a day early since most companies - including Brakke Consulting - will be closed tomorrow in celebration of the 4th of July Independence Day in the US. This week we begin the first few days of the third quarter of 2015. It's hard to believe that we are already in the second half of the year. Currently, it appears to us that most companies will report a strong second quarter and expect similar results in the third quarter. If this prediction ends up being accurate, 2015 could see revenue growth over 2014 in the range of 6 to 8%.

The main stories this week reflect the continued consolidation in various parts of the industry and some rationalization of prior purchases. We are optimistic regarding the current state of the industry and look forward to receiving the official financial results of the industry leaders in the near future. While there are a few dark clouds here and there, overall there are more positives than negatives to celebrate this weekend.

To our readers in the US, have a safe and enjoyable 4th of July weekend. Keep your punk lit and always stand upwind when lighting your fireworks!

Ron Brakke

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