
**Brakke Consulting's
Animal Health News & Notes for October 6, 2017**
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**BRAKKE CONSULTING, INC.
EQUINE MARKET MEGASTUDY IV
COMING IN JANUARY
EARLY ORDER ENDS TODAY!**



Brakke Consulting announces the upcoming publication of the fourth edition of the Equine Market MegaStudy, a comprehensive study of horse owner buying and decision-making behavior. This highly popular survey includes over 400 brands of equine products in 17 categories. The study also measures readership of equine publications, catalogs and websites, and provides a wealth of information on horse owner demographics and segments.

The study will be fielded in October with reports available in early January 2018. **Companies that order by October 6 and pay by November 10 receive a \$1,500 discount.** In addition, companies that subscribed to the third edition of the study receive an additional \$1,000 early order discount. Early order subscribers also have an opportunity to review the questionnaire for completeness of brands and categories. The cost of the study upon publication will be \$15,000.

For more information, or to order a study, contact John Volk, Senior Consultant, john@volkonline.com, (773) 327-4941.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

- **Cal-Maine Foods, Inc.** reported results for the first quarter of fiscal 2018 ended September 2, 2017. Net sales were \$263 million, an increase of 10% compared to the prior-year period. The net loss was \$(16.0) million compared with a net loss of \$(30.9) million for the year-earlier period. (*company website*)

BRAKKE CONSULTING, INC. NOW LIVE ON LINKEDIN

Brakke Consulting has been a leader in the industry for over 30 years, and now we are pleased to announce our new LinkedIn corporate presence. If you'd like to stay up to date with our current activities, we invite you to follow us on LinkedIn at <https://www.linkedin.com/company/brakke-consulting-inc>. We look forward to staying connected with you.

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COMPANY NEWS RELEASES

- **Zoetis Inc.** announced the launch of Witness FFH, a triple test that detects antigens to feline leukemia virus (FeLV) and feline heartworm, as well as antibodies to feline immunodeficiency virus (FIV). (*company press release*)
- **Elanco** announced a strategic shift in its dairy portfolio. The company said it will optimize investment to focus on future dairy innovations that address the most challenging issues and diseases that farmers face in their herds today. Concurrently, Elanco is exploring strategic options for recombinant bovine somatotropin (rbST), including seeking a buyer for the molecule and its Augusta, Ga., manufacturing facility. (*Feedstuffs*)
- **Nestle** announced plans to invest \$320 million in a new pet food factory and distribution center in the Georgia between now and 2023. (*Globalpets*)

- **Milk Specialties Global** and **Merrick Animal Nutrition Inc.** announced that Milk Specialties has acquired Merrick's milk replacer and hi fat businesses. Merrick's, Inc. will retain their position as a supplier to the ag industry with their other specialty product lines. Financial terms were not disclosed. (*company press release*)
- **DBC Ag Products** introduced new product enhancements to First Arrival with Encrypt and Last Stand with ImmWave to increase the level of immune system and digestive health support delivered to dairy and beef calves. (*company press release*)
- The Life Science Division of **Sumitomo Corporation** and **Piedmont Animal Health** announced that Sumitomo has made a strategic equity investment in Piedmont. Alongside the equity investment, the two companies will expand their existing US-Japan technology collaboration agreement to include Asia and other specific countries outside of Japan. Financial terms were not disclosed. (*PRNewswire*)
- **Brookside Agra** announced the launch of Absorb Plus, an all-natural, multipurpose drying agent that suppresses and eliminates ammonia, moisture, and odors in livestock and poultry housing, animal bedding, and livestock trucks and trailers and more. It contains no phosphorus and poses no health risks to animals or humans. (*Agriculture.com*)
- **Genus PLC** announced the launch of Genus **IntelliGen Technologies**, a new technology unit within the Genus organization. IntelliGen Technologies, formerly known as Genus Sexed Semen, is the global brand behind the technology that enabled ABS Global to launch Sexcel Sexed Genetics in September. (*Feedstuffs*)
- **Innovetive Petcare** announced the opening of its first *de novo* general practice with Springs Veterinary Care in Dripping Springs, Texas. Innovetive Petcare now oversees five general small animal practices, four mixed animal practices, three emergency and referral centers, and two Cures for Cats centers. (*company press release*)
- **Adopt-a-Pet.com** and the **Petco Foundation** announced the launch of **Rehome**, a peer-to-peer service that makes pet adoption easy and safe. Now available nationwide, Rehome directly connects those looking to rehome their pets with interested adopters. (*Vet Advantage*)
- Sri Trang Group announced the formation of **Ventyv**, a provider of infection prevention products. Ventyv's initial product launch is in the hand protection category, supplying general purpose and exam disposable gloves. (*Vet Advantage*)
- CANADA **MicroSintesis** and **Bio Agri Mix** announced a distribution agreement to market Nuvio, a unique proteobiotic technology, for Canadian swine production. Nuvio proteobiotics have been proven in clinical trials to significantly improve producer outcomes when faced with post-weaning diarrhea challenges. (*NewsWire.ca*)

ANIMAL HEALTH NEWS

- US - SWINE INFLUENZA Exhibits at three county fairs in Maryland closed last week after 11 pigs were found to be infected with a strain of swine flu at the Great Frederick fair. The initial results showed the pigs in Frederick were infected with influenza A. (*Washington Post*)
- JAPAN The Japanese Ministry of Agriculture, Forestry and Fisheries re-examined cefquinome and have placed specific limitations on the use of cefquinome, a veterinary cephalosporin indicated for treating bovine respiratory disease. Cefquinome should only be

used as a second-choice drug after the first-choice drug fails to tackle the target disease; veterinarians must confirm cefquinome is effective for the bacteria based on in vitro drug sensitivity tests; and the dose schedule of cefquinome should now be for the minimum amount of days possible. (*Animal Pharm*)

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BRAKKE CONSULTING VIEWPOINT

Based on the recent financial report from Cal-Maine Foods, Inc. many executives are probably pleased that they are not in the shelled egg business. This looks like a tough marketplace.

There were a number of interesting stories this week related to several types of activities occurring in both the food and companion animal businesses. Everything from new plants to new products to new financial relationships. We find the activity level throughout the industry to be brisk and competitive. Market share fights in some product areas continue to reduce individual company growth and profits. The competition for customer loyalty between sales forces on brands and products continues to increase, making it extremely important that your company hires and retains a quality sales force. Brakke Consulting can assist you in achieving that objective for your business.

Have a great weekend!

Ron Brakke

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