
**Brakke Consulting's
Animal Health News & Notes for November 2, 2007**
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**COMING SOON!
2007 US FLEA CONTROL AND HEARTWORM MARKETS**

ORDER NOW FOR EARLY-BIRD DISCOUNT

2007 has been a year of dynamic change in the flea, tick and heartworm markets, with a number of new product introductions from both new and established players in the segment.

Brakke Consulting will soon be publishing our latest annual report on the US Flea Control and Heartworm Markets. In addition to our annual survey of small animal veterinarians, this year's report will include coverage of the many new products introduced this year, including Advantage Multi, ProMeris, Vectra 3D, and Comfortis.

The report on the US Flea Control & Heartworm Markets will be available for a purchase price of \$4,995 if ordered by **WEDNESDAY, NOVEMBER 21**, and \$5,500 after that date.

Please contact Dr. Lynn Fondon at (972) 243-4033 or lfondon@brakkeconsulting.com to pre-order the report or for more information, or visit our website and download the order form at <http://www.brakkeconsulting.com/studies/flea.html>

www.BrakkeConsulting.com.

COMPANY EARNINGS RELEASES

> **Alpharma** reported financial results for the third quarter of 2007. Animal health revenues increased 3% to \$91 million, compared to \$88 million in 2006. Excluding currency effects, revenues increased 2% over 2006 levels, driven by growth in international markets. (*company press release*)

> **Vetoquinol** reported results for the third quarter of 2007. Total third quarter revenue came to EUR 55 million (\$78 million), an increase of 8.2% compared with the third quarter of the previous year. Growth was reported across the board in terms of both species and geographic regions, with a particularly strong performance from North America, where the acquisition of Vet Solutions in late 2006 has boosted sales significantly. (*company website*)

> Colgate-Palmolive Company announced results for third quarter of 2007. **Hill's Pet Nutrition** sales grew 12% to \$464 million, while unit volume grew 5% during the quarter. (*company press release*)

> **ImmuCell** Corporation announced the results of its operations for the three months ended September 30, 2007. Product sales decreased by 7% to \$983,000 in comparison to the same period in 2006. The Company reported net income of \$354,000 during the three month period ended September 30, 2007 in comparison to \$171,000 during the same period in 2006. As a result of Pfizer Animal Health terminating its licensing agreement regarding Mast Out, the Company recognized the remaining deferred income from non-refundable milestone payments received from Pfizer and wrote off the remaining unamortized cost of technology rights acquired in November 2004. This resulted in a net increase to income before income taxes of approximately \$602,000 during the third quarter of 2007, with no impact on cash. (*company press release*)

COMPANY NEWS RELEASES

> **Merial** announced the release of the Merck/Merial Manual for Pet Health, the first complete health guide for pet owners. The manual is based on the Merck Veterinary Manual, used by veterinarians for more than 50 years. (*company press release*)

> **Intervet** announced full USDA licensure for Circumvent PCV, a type 2, killed baculovirus vector, porcine circovirus vaccine. The vaccine has been shown to reduce mortality and to provide improved and consistent growth performance compared with non-vaccinated swine. Circumvent PCV can be used in pigs as early as three weeks of age. (*Pork Alert*)

> **IDEXX** announced the launch of the Avian Health Profile for the VetTest Chemistry Analyzer, a panel for detecting diseases in pet birds. The panel contains six of the most commonly used blood chemistries for detecting diseases; additional tests can be added to the panel. The panel can be used in several species, including parrots, budgerigars, cockatoos, cockatiels, macaws, conures, and canaries. (*Animal Pharm*)

> **Vsurance**, Inc., a provider of pet health insurance, reported that it has agreed to acquire **Animal-ID**, a company that provides livestock producers, feedlot owners, and others with easy-to-use inventory control, tracking, and management tools. Financial terms were not disclosed. (*ad-hoc News*)

ANIMAL HEALTH NEWS

> SWITZERLAND - BLUETONGUE Swiss veterinary authorities have registered the first case of bluetongue disease in the country, after cows were infected near Basel. The Federal Veterinary Office announced on Sunday that six of 19 animals in a herd had tested positive for bluetongue. A protection zone with a 20 kilometer radius was set up around the farm. (*Swissinfo.org*)

> US - BEEF RECALL SOURCE A joint investigation between the Canadian Food Inspection Agency and USDA's Food Safety and Inspection Service has identified a likely source of the

widespread outbreak of *E. coli* O157:H7 infections linked to the now defunct **Topps Meat Company**. The CFIA provided FSIS with PFGE patterns, or DNA fingerprints, from tests of beef trim from a Canadian firm, **Ranchers Beef, Ltd.**, which supplied trim to Topps. Although Ranchers Beef ceased operations Aug. 15, some product remained in storage and was collected and tested by CFIA. This PFGE pattern matched those from patients who were ill and from positive tests conducted by the New York Department of Health on product that was later recalled by Topps. (*Meating Place*)

> US - CANCER REPORT The American Institute for Cancer Research and the World Cancer Research Fund released a report that analyzed more than 7,000 scientific studies on cancer risks. The report found that excess body fat increases the risk for several cancers, and offered a number of recommendations for cancer prevention, including limiting the intake of red meat and processed meat to no more than 18 ounces a week. The National Cattlemen's Beef Association quickly registered its opposition to the report, citing a recent 'Assessment of Red Meat and Cancer' by independent scientists, which evaluated every available epidemiological study on red meat and six types of cancer and concluded there was no causal link. (*Feedstuffs*)

BRAKKE CONSULTING VIEWPOINT

Our company has been touting the field of diagnostics for some time. It is nice to have a company like IDEXX that continues to prove that there are many applications, and that there are profits to be had in this field. Perhaps more importantly, the field is vital to our safety, as the USDA / *E. coli* story shows. It is only unfortunate that the investigation did not prevent the outbreak. It is a tenet of my business beliefs that bad operators will be found out; the only question is how many people they hurt in the interim.

John Mannhaupt

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