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**Brakke Consulting's  
Animal Health News & Notes for June 3, 2005**  
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IN THE NEWS:

earnings news:

[CEVA](#)

other news

[Boehringer Ingelheim Vetmedica](#)

[Central Garden & Pet](#)

[Digital Angel](#)

[Fort Dodge](#)

[GPS Tracks](#)

[Pets International](#)

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**COMPANY EARNINGS RELEASES**

> The **CEVA Group** announced financial results for the first quarter 2005. The Group achieved a turnover of EURO 55.2 million (\$71 million), an increase of 3% compared to the same period of year 2004, like for like. Turnover from CEVA DIF, CEVA's new Turkish subsidiary, will only be consolidated from the second quarter 2005. The Animal Health division increased 4% to EURO 52.9 million (\$68 million). This performance is particularly linked to the EU results on the traditional farming market and the pet market. Results are more contrasted in the International Zone with economic difficulties in North America and North Africa and a very good performance in Eastern Europe and Latin America. (*company communication*)

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Since 1986 Brakke Consulting, Inc. has successfully assisted many clients acquire exceptional employees at all levels, in the many departments of animal health, pet, veterinary and specialty chemical companies. We strive to pre-qualify candidates, allowing clients to choose from a few of the best applicants for a position. Our approach increases the efficiency and effectiveness of the Human Resources Departments of client companies. Visit our website or call us at 972-243-4033 for more information.

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**COMPANY NEWS RELEASES**

> **Fort Dodge** announced that it has re-introduced its Panalog ointment and cream, which were taken off the market a couple of years ago due to a supply problem, according to company officials. (*Veterinary Practice News*)

> **Boehringer Ingelheim Vetmedica** announced the launch of Sedivet (romifidine hydrochloride) 1% Injection, the newest preanesthetic/sedative available in the US for use in horses. Sedivet has been used worldwide for over 10 years. (*DVM Newsmagazine*)

> **Central Garden & Pet** Company announced that it has acquired **Pets International**, Ltd. for approximately \$35 million, plus a potential earnout over the next seven months. Pets International is a leading supplier of innovative small animal and specialty pet supplies including homes, habitats, exercise toys, feeding devices, chews and other care and maintenance products marketed under the proprietary brand name "Super Pet." In 2004, Pets International's net sales were approximately \$36 million. (*Business Wire*)

> **Digital Angel Corporation** announced that the state of Kansas has selected Digital Angel to complete the final phases of a National Animal Identification System pilot project that tests satellite and cellular tracking and identification systems for livestock during commercial transport. The project is being conducted by Kansas State University under the auspices of the Kansas Animal Health Department through funding from the USDA. (*company website*)

> **GPS Tracks**, LLC announced the availability of the first patented Global Positioning System (GPS) location device for pets, GlobalPetFinder. Utilizing GPS technology and two-way wireless, GlobalPetFinder automatically locates and reports the exact location of a lost pet directly to an owner's wireless device of choice (cell phone, PDA, Blackberry, or computer). GlobalPetFinder is a five-ounce device that snaps securely and comfortably onto a pet's collar (recommended for pets 30 lbs. and over). GlobalPetFinder not only locates lost pets, but it also allows owners to check on the location of their pet at all times by dialing F-O-U-N-D on their chosen wireless device. Pet owners can also monitor the environmental temperature for their pet, being alerted if temperature conditions become dangerously hot or cold for the pet. (*Business Wire*)

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## **ANIMAL HEALTH NEWS**

> **US - PORK CHECKOFF** The Supreme Court of the United States has set aside a lower court ruling declaring the Pork Checkoff unconstitutional and returned the case to the Sixth Circuit Court of Appeals in Cincinnati with instructions to reconsider the case in light of its ruling last week in a similar case involving the beef checkoff. The Supreme Court last week, in a 6-3 vote, declared in *Johanns v. Livestock Marketing Association* that the Beef Promotion Act does not violate the First Amendment. (*National Hog Farmer*)

> **CANADA - AVIAN INFLUENZA** The Canadian Food Inspection Agency quarantined a turkey layer farm in Abbotsford, British Columbia based on preliminary results from the British Columbia Ministry of Agriculture, Food and Fisheries, indicating the presence of the H3 influenza virus in the flock. The turkey farm is near a swine farm that recently experienced an H3 influenza infection and the virus is suspected to have originated from swine. This low pathogenic H3 virus is a milder form of virus and has not been known to mutate into high pathogenic avian influenza. (*Meating Place*)

> **JAPAN - BSE** Japanese officials have confirmed that a 9-year-old Holstein slaughtered this week in the Hokkaido prefecture was infected with BSE. The animal was born in the spring of 1996, well before Japan instituted a ruminant-to-ruminant feed ban in 2001. (*Meating Place*)

> **UK - BSE** Three Welsh cattle have been found to be infected with BSE and British investigators from the Department for Environment, Food and Rural Affairs are attempting to find a common infective agent. The cases are of interest because all three animals came from the same herd, and all three are described as between the ages of 36 and 43 months, relatively young compared to most other BSE cases. Authorities suspect the animals were infected by feed imported from overseas. The 36-month-old is the first BSE case involving an animal born in 2002 or later to be discovered in the entire EU. (*Meating Place*)

> BRAZIL - AVIAN RESPIRATORY OUTBREAK Brazil's agriculture ministry announced that it is investigating a "mysterious respiratory illness" that killed 5,000 chickens in Mato Grosso do Sul and led to the slaughter of 17,000 chickens. According to the coordinator of the ministry's animal sanitation division, the disease is not avian influenza, and testing is still underway, though exotic Newcastle disease is suspected. Brazil is the world's largest chicken exporter. (*Feedstuffs online*)

> AUSTRALIA - PORK IMPORT BAN Citing the risk for post-weaning multisystemic wasting disease, Australia has closed its borders to import of pork products from the US, Canada and a few other countries. Australia is free of the disease. The Australian government conducted a study that concluded there was little risk of disease introduction from pork imports, but a federal judge had a different opinion. He ruled in favor of Australian pork producers, who claim allowing imports would ensure that PMWS would eventually infect Australian pigs. The government is concerned that the court ruling could damage trade and is looking into whether to appeal the decision or look at alternatives to an outright ban. (*Pork Alert*)

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**BRASSE CONSULTING VIEWPOINT**

How could your product sales be impacted by the rapidly developing electronic ID systems? As ID systems become mandatory in bovine production in the US in the near future, we believe this will be another step towards improved production programs.

For many years, visionaries have viewed the day when an animal's genetics, health records, and even the location of the animal will provide insights and capabilities for tracking all types of production improvements. While the current push for electronic ID is being driven by food safety issues, we believe in the long run that electronic ID will become an important part of managing and tracking an animal from birth to the plate. Companies are already producing software and management systems that assist producers. We believe electronic ID will expand to additional food animal species and will provide bio-sensor capabilities for monitoring various health conditions.

While the market penetration has not been significant to date, we believe that an increasing number of companion animals will be implanted with chips that will allow the pet owner to store the health records and find lost pets. The electronic age is rapidly moving into the animal health market place after several years of trials and challenges. Is your firm ready to participate?

Have a great weekend!

*Ron Brasse*

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