
**Brakke Consulting's
Animal Health News & Notes for June 6, 2008**
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COMPANY EARNINGS RELEASES

> **Del Monte Foods** reported results for its fiscal year ended April 27, 2008. Pet Products sales for the year were \$1.4 billion, an increase of 11.6% compared to fiscal year 2007. (*company website*)

> **Smithfield Foods** reported results for the fiscal year ended April 27, 2008. Net income was \$129 million, down 23% from last year's net profit figure of \$167 million. Sales for the year rose 21% to \$11.3 billion from last year's level of \$9.4 billion. (*Meating Place*)

COMPANY NEWS RELEASES

> **Intervet/Schering-Plough Animal Health** announces the availability of EquiRab, a rabies vaccine designed specifically for horses. The new vaccine for horses offers long-lasting protection against rabies in the convenience of a single, low-dose injection, and is proven safe for use in healthy horses and foals 4-months of age or older. (*US Equestrian Federation*)

> **Novartis Animal Health US**, Inc. and **Merial** announced that Novartis cattle vaccines are now options in the Merial Surehealth Calf Preconditioning Program. (*company press release*)

> **Fort Dodge Animal Health** announced the reintroduction of ProHeart 6 to the US veterinary market following a review by the FDA's Center for Veterinary Medicine (CVM). The return of ProHeart 6 to the market is based on results of additional toxicological and pharmacologic studies by Fort Dodge Animal Health coupled with the low adverse reaction frequency in international markets. ProHeart 6 will return to the market under a risk minimization and restricted distribution program similar to programs used for human drugs. (*PRNewswire, FDA*)

> **Virbac** announced it has acquired the Danish company **Pharmalett**. Pharmalett specializes in the development and manufacture of over-the-counter products, mainly for farm livestock and reported a turnover of over EUR 4 million (\$5.5 million) in 2007. Virbac was previously distributing Pharmalett products in several European countries. Financial terms were not disclosed. (*Animal Pharm*)

> **IDEXX Reference Laboratories** announced the launch of the *Rhodococcus equi* RealPCR test. The test returns results within 48 hours. (*company press release*)

> **Earth's Balance** announced the launch of its Pet Solutions Rx line of products. Pet Solutions Rx is an all-natural solution that helps relieve and soothe insect bites, watery eyes due to pollen, sunburns, cuts, scrapes and other summertime problems that affect our pets. The Pet Solutions Rx line of products – which includes Feline Solution Rx, Canine Solution Rx, Avian Solution Rx and Herptile Solution Rx– is made up of electrolyzed oxidizing water, an innovative natural treatment that can bring immediate relief to pets. (*Business Wire*)

> **Tyson Foods Inc.** announced that it has withdrawn its antibiotic-free chicken label awarded by the USDA, due to uncertainty and controversy over product labeling regulations and advertising claims. (*CattleNetwork*)

ANIMAL HEALTH NEWS

> **UK - AVIAN INFLUENZA** The UK's Department for Environment, Food And Rural Affairs confirmed that chickens on premises near Banbury, England have tested positive for the H7N7 strain of avian influenza. The government department has ordered a temporary control zone with a 3 kilometer inner zone and a 10 kilometer outer zone to be established around the infected premises. (*BusinessInsurance.com*)

> **US - PRRS RESEARCH** Kansas State University researchers have received a \$4.8 million USDA grant to support a comprehensive national program aimed at controlling porcine reproductive and respiratory syndrome. Kansas State researchers will collaborate with other universities, veterinarians, commodity groups, government agencies and pork producers to study the disease and provide improved control measures. Efforts will include research, education and Extension initiatives. (*Pork Alert*)

> **US - AVIAN INFLUENZA** **Tyson Foods Inc.** reported that a flock of breeder hens at the farm of one of its contract poultry producers in northwest Arkansas has been exposed to a low pathogenic H7N3 strain of avian influenza, although there is no indication that the birds currently have the virus. The company will depopulate the 15,000-chicken flock. (*Meating Place*)

> **US - LIVE CWD TEST** Researchers from the USDA's Animal & Plant Health Inspection Service (APHIS) and Colorado State University recently completed their third year of evaluating and validating the first live rectal-tissue biopsy method for detecting chronic wasting disease (CWD) in captive and wild elk. Compared to proven post-mortem diagnostic tests, APHIS said this live test appears to be nearly as accurate. (*Feedstuffs*)

> **US - AVIAN INFLUENZA GENOME** The complete genetic coding sequences of 150 different avian influenza viruses were released by USDA scientists and government, industry and university collaborators. Partners involved in collecting the viruses included USDA's Animal & Plant Health Inspection Service's Wildlife Services, as well as researchers at the University of Georgia, Ohio State University and the University of Alaska-Fairbanks and others. (*Feedstuffs*)

BRAKKE CONSULTING VIEWPOINT

The biggest news this week is the reintroduction of Pro-Heart 6 by Ft. Dodge Animal Health. The product has been off the market since mid-2004. The reintroduction of this product will make for an even more competitive flea/tick and heartworm market place, if it wasn't already competitive enough.

In the past few years the number of SKU's and brands have increased, providing veterinarians and pet owners with many product options. It will be interesting to follow the reintroduction of this product in this new marketplace. In the recent BCI Flea/Tick and Heartworm studies our surveys of veterinarians suggested that a significant number of veterinarians who were carrying ProHeart 6 prior to the recall intended to restock and dispense the product if and when it again became available. Now that Pro-Heart 6 will be back on the market, we will determine in our next survey this coming fall if those intentions become actions.

Have a great weekend and stay cool!!

Ron Brakke

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