
**Brakke Consulting's
Animal Health News & Notes for July 15, 2005**
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BRAKKE CONSULTING, INC.
The Success of Veterinarians Is Essential

The Brakke Veterinary Practice Management Group have become some of the most frequent speakers at veterinary association meetings throughout the U.S. and abroad. They consistently fill the rooms when they present veterinary management seminars. BVPMG can help your company increase its value to existing and potential veterinary customers through sponsored seminars that are educational, relevant, enjoyable and very beneficial to veterinarians and their staffs. Contact Dr. Christine Merle at cmerle@brakkeconsulting.com to learn how our practice management consultants can help maximize your company's exposure to the veterinary profession.

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COMPANY NEWS RELEASES

> The FDA amended the animal drug regulations to reflect approval of a new animal drug application (NADA) filed by **Pfizer**, Inc. The NADA provides for the veterinary prescription use of tulathromycin solution in cattle and in swine, by injection, for the management of respiratory disease. FDA is also amending the regulations to add the acceptable daily intake for total residues of tulathromycin and tolerances for residues of tulathromycin in edible tissues of cattle and swine. (*AnimalNet - Federal Register*)

> **Dainippon Pharmaceuticals** reported that net sales of its animal health division for the fiscal year ending March 31, 2005 declined by 4.0% to Yen 27,356 million (\$249 million) compared with the fiscal 2003. The decrease was mainly due to the termination of the distribution agreement with Merial on small animal products including Cardomec (ivermectin, Heartgard) products and Enacard (enalapril) in Japan by the end of 2004. (*company news*)

> **Neogen** Corporation announced it has been chosen by the Russell Investment Group to be included in its new Russell Microcap Index. Launched on July 1, the Russell Microcap Index offers portfolio managers and other investors a comprehensive, unbiased barometer to compare their performance against the genuine microcap marketplace of stocks. (*company press release*)

> **Doskocil Manufacturing** Company, Inc., announced it has acquired the assets of **Stylette Pet Products**, a subsidiary of Alco Industries. Doskocil will market Stylette products under both the Petmate and Stylette brand names. A manufacturer of quality products since 1952, Stylette has recently focused on developing and marketing high-fashion litter management, feeding and watering, food storage and pet containment products. (*company press release*)

> A lawsuit charging **Smithfield Foods** and two of its officers with fraud and breach of fiduciary duty was dismissed by the United States District Court. A shareholder in **Pennexx** filed the suit two years ago. Smithfield had long held the suit was without merit and noted that it has delivered a 26 percent average annual compounded rate of return to investors since 1975. (*Meating Place*)

> **Advanstar Communications** announced the launch of *Firstline*, a bi-monthly magazine written and designed exclusively for veterinary team members. The first issue will be mailed to 20,000 veterinary team members in August. (*company press release*)

> CANADA **Elanco** announced the registration of Paylean in Canada. Paylean is recommended for use in swine for an average of the last 28 days prior to slaughter to improve daily gains and feed conversion with no withdrawal requirements and no impact on meat quality. With the registration of Paylean, Canada joins 22 other countries around the world which use the product. (*AnimalNet - press release*)

> CANADA **24PetWatch** announced that its microchip and pet recovery program is the first program to be officially recognized by Canada's National Companion Animal Coalition (NCAC). The NCAC is comprised of the Canadian Federation Of Humane Societies, The Canadian Kennel Club, the Canadian Veterinary Medical Association and the Pet Industry Joint Advisory Council of Canada. Once a 24PetWatch microchip has been implanted in a family pet, owners can also register for two new services that maintain and control a pet's medical information: 24PetMedInfo, which keeps a central record of a pet's medical information; and 24MedAlert, which gives pre-approval to disclose a pet's medical information to veterinarians or shelters should a lost pet turn up at a facility. (*company press release*)

ANIMAL HEALTH NEWS

> THAILAND - AVIAN INFLUENZA New cases of avian influenza have been detected in Thailand's central Suphanburi province. The outbreak has been confirmed at five spots in Suphanburi's Sam Chuk district, where more than 450 fowl have been destroyed. Movements of fowls have been banned within 10-km radius around the area and necessary measures have been put in place to control the outbreak. The department was also checking whether avian influenza is the cause for recent deaths of large number of fowls in six other provinces. (*Xinhua*)

> PHILIPPINES - AVIAN INFLUENZA The Philippines confirmed its first case of avian influenza, on an isolated duck farm north of Manila, but said the strain did not appear to be H5N1 and posed virtually no risk to humans. The virus was discovered during routine testing. Officials said they believed it had been spread by migratory birds. Poultry exports, mainly to Japan, have been halted as a precautionary measure. (*Meating Place*)

> US - BOVINE TB The Minnesota Board of Animal Health, in conjunction with the USDA, has detected bovine tuberculosis (TB) in a Minnesota beef cattle herd. The initial case of TB was detected during routine slaughter surveillance and confirmed at the National Veterinary Services Laboratory in Ames, Iowa. Further testing revealed that the majority of suspect animals within the herd had internal lesions consistent with TB. USDA is depopulating the herd with the full support of the herd owner. Minnesota's last known case of TB was in 1971. (*Feedstuffs online*)

- > US - HERD BSE NEGATIVE Sixty-seven cows culled from the Texas herd of an animal infected with BSE have tested negative for the disease. The National Veterinary Services Laboratories in Ames, Iowa, conducted the tests. (*Chicago Tribune*)

- > US - CANADA BORDER DISPUTE A Federal appeals court panel has unanimously overturned Judge Richard Cebull's injunction against the import of live Canadian cattle. The Ninth Circuit Court of Appeals said that it would issue a more complete ruling in the near future that would set out its reasoning and a timetable for reopening the border. (*Meating Place*)

- > PHILIPPINES - US BEEF IMPORTS BANNED The Philippine Agriculture Secretary announced that the country has banned the import of live American cattle and all beef commodity shipments, backdated to June 24. That means that shipments made after that date, but not yet offloaded, will be refused. According to Business World, the Philippines had imported about 1.5 million pounds of beef products from the US in the first six months of 2005. (*Meating Place*)

- > WORLD - ANTIMICROBIAL RESISTANCE The Codex Alimentarius Commission (CAC) adopted more than 20 new and amended food standards during its annual meeting. Among the measures adopted were guidelines on vitamin and mineral food supplements and a code of practice to minimize and contain antimicrobial resistance. Codex tentatively agreed to a task force addressing antimicrobial resistance. A formal decision is set for next year. WHO, FAO and the World Organization for Animal Health (OIE) have developed guidelines for the prudent use of antimicrobials in treatment of human illnesses and animal production, which the task force will carry forward to ensure food safety. (*PRNewswire*)

- > JAPAN - BSE TESTING CHANGED Mandatory blanket testing of beef in Japan has been lifted, but the move is expected initially to have little effect. The move, announced by the Japanese ministry of health, should now end the testing of cattle under 21 months on a national level from the beginning of August. However, the local governments – the prefectures – are to continue blanket testing for the next three years and this will be subsidized by the national government. The raising of the national testing program has been seen as an initial step to the reintroduction of US beef to the Japanese market as it will unify the regulations for domestic and imported beef. (*Wattnet Meatnews*)

- > US - DAIRY TRAINING Michigan State University's College of Veterinary Medicine announced the opening of the MSU Training Center for Dairy Professionals. Located at Green Meadow Farms, the center extends the long-standing cooperation between the MSU CVM and Green Meadow Farms, Inc., and was made possible by major donations from **Land O'Lakes Purina Feed** LLC and GreenStone Farm Credit Services. The center makes use of Green Meadow Farms' large dairy herd, modern facilities, and highly developed management infrastructure, along with the college's faculty and facilities, to provide specialized training in dairy practice for veterinary students, pre-veterinary students, graduate veterinarians and other professionals serving the dairy industry. As the center evolves, it is anticipated that students from the College of Agriculture and Natural Resources, as well as students from other universities, will study there. (*MSU press release*)

- > Over 100 students and faculty from 32 veterinary schools in North America attended the second annual Veterinary Leadership Experience class, which met June 1 - 5. VLE began as a collaborative partnership between Washington State University College of Veterinary Medicine and **Hill's Pet Nutrition** Inc. to provide continued development to the future of veterinary leaders. The VLE now boasts 14 other sponsors. (*company press release*)

BRASSE CONSULTING VIEWPOINT

Our newsletter increasingly has an international flavor. This week, about half the news items originated outside the US, reflecting the global nature of our industry.

A new book by New York Times writer Thomas L. Friedman, "The World is Flat, A Brief History of the Twenty-First Century," provides an excellent perspective on globalization and its impact on companies, countries and political leaders. Friedman explores changes in the global supply chain and their impact on corporate success. In the not-too-distant future, China and India could potentially challenge the US for economic superiority, Friedman cautions. This would have dramatic implications for the animal health business.

How does your company perform on the global stage? Are you equipped to profit from the massive changes taking place in the global economy? Brakke Consulting's skills have an international flavor, too. Recent travels took us to Brazil and Turkey. Brakke has resources in the Orient, Australia and Europe, as well as our strong, globally-oriented team in the US. We can help you with benchmarking, executive search, market development and industry information.

This week's hot tip: Read Friedman, call Brakke.

Have a great weekend!

John Volk, Chicago

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