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**Brakke Consulting's  
Animal Health News & Notes for September 7, 2007**  
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**ONLY ONE WEEK LEFT TO REGISTER FOR THE  
MID-YEAR UPDATE AT THE CVC!** see below for details

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**2007 Animal Health Industry Overview and Mid-Year Update at the Central Veterinary  
Conference  
September 17, 2007**

Brakke Consulting will present its Mid-Year Update Overview at the Central Veterinary Conference in Kansas City on Monday, September 17.

Registration fees are \$375 for the first person from a company to register and \$350 for each additional person from the same company.

To register, go to the Brakke homepage on [www.brakkeconsulting.com](http://www.brakkeconsulting.com) and click on the link at the bottom for details. You can also call Jane Morgan in the Dallas office to register at (972)243-4033.

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**COMPANY EARNINGS RELEASES**

> **Dechra Pharmaceuticals** reported preliminary results for the year ended June 30, 2007. Company revenue was GBP 254 million (\$510 million), an increase of 9% compared to the prior year. Pharmaceuticals revenue was GBP 26.6 million (\$53 million), an increase of 15% compared to FY 2006. (*company press release*)

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**COMPANY NEWS RELEASES**

> HomeAgain, a division of **Schering-Plough Animal Health**, announced plans to produce 134-kHz ISO-compliant microchips, a move that supports the transition toward microchip standardization. The plans include upgrading the technology on most existing scanners to read all microchip frequencies, which will be paid for by HomeAgain, as well as distributing new

scanners. The company will continue to support and sell its 125-kHz microchips, and will only distribute the new ISO microchips when shelters and veterinarians are well-equipped to read the new frequency. (*Veterinary Practice News*)

> **Nestle Purina PetCare** introduced the Vet 2 Pet Home Delivery Program for its Purina Veterinary Diets. In addition to delivering food directly to pet owners, reminder notices are shipped with each order to encourage visits for checkups and food prescription updates. (*Veterinary Practice News*)

> The FDA amended the animal drug regulations to reflect approval of an abbreviated new animal drug application filed by **Norbrook Laboratories**. The ANADA provides for the use of oxytetracycline hydrochloride injection in beef cattle and calves, non-lactating dairy cattle and dairy calves for the treatment of various bacterial diseases. (*Feedstuffs*)

> **Dechra Pharmaceuticals** announced that the FDA has granted Vetoryl (trilostane) Capsules a designation for a minor use in a major species under the MUMS regulation to treat hyperadrenocorticism due to adrenocortical tumors in dogs. Marketing under the MUMS designation can commence once the chemistry and manufacturing controls section, which has been submitted to the FDA, has been approved. (*company press release*)

> **Digital Angel** Corporation announced that the USDA approved the Company's LifeChip equine radio frequency identification (RFID) injectable transponder for use as part of the National Animal Identification System (NAIS). (*Business Wire*)

> Howard Rubin will resign as chief executive officer of the National Commission on Veterinary Economic Issues, effective Nov. 1. Rubin is the founding CEO of NCVETI, which was formed in 2000 to raise the economic base of the veterinary profession. Rubin will leave the NCVETI to serve as CEO at **BrightHeart Veterinary Centers**, a recently formed national network of advanced-care veterinary facilities. (*AVMA website*)

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## ANIMAL HEALTH NEWS

> **RUSSIA - AVIAN INFLUENZA** Russian officials announced that hundreds of chickens at a farm in southern Russia died of H5N1 avian influenza. The poultry deaths were discovered in the town of Razdolny in Krasnodar territory. Authorities plan to cull 22,000 birds on the affected farm. The new wave of poultry deaths occurred in the same territory as a January outbreak that marked a recurrence of the disease in Russia after a five-month lull. (*Feedstuffs*)

> **UK - FMD SOURCE POSTULATED** A Health and Safety report concluded that the outbreak of foot-and-mouth disease last month was caused by leaking drains, heavy rain and building work at the Pirbright laboratory complex in Surrey. A Health and Safety Executive said it was not clear which of the two labs at Pirbright, four miles from where the disease was found, were responsible. It is thought the pipe may have been damaged by tree roots before flooding pushed traces of the virus to the surface. The chief veterinarian said Surrey was disease-free and the surveillance zone would be lifted on Saturday. (*The Independent, BBC*)

> **CANADA - NEW PRION DISCOVERED** Scientists have discovered a new prion protein. Previously, the PrP prion protein was believed to be the only nerve protein that folded into an abnormal shape and caused prion disease. The new protein, called Shadoo, may offer new insights into brain function in BSE. (*Feedstuffs*)

> **US - SCHOLARSHIP IN SHELTER MEDICINE** The Doris Day Animal Foundation has provided a \$75,000 grant to establish an endowed veterinary scholarship in shelter medicine at

the University of California-Davis School of Veterinary Medicine. The school's Koret Shelter Medicine Program is dedicated to advancing shelter medicine as a veterinary specialty through research, specialty training and education, and the performance of veterinary service in animal shelters. (*AVMA website*)

> WORLD - AGRICULTURE JOBS For the first time ever, more people around the world work in service trades than in food production, according to a new report titled "Key Indicators of the Labor Market" from the U.N.'s International Labor Organization. According to the report, 42% of the world's workers are employed in services and 37% in agriculture. (*Food Systems Insider*)

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## **BRAKKE CONSULTING VIEWPOINT**

It appears from the limited amount of news this week that many of you are still enjoying the Labor Day weekend. As for myself, I'll be participating in the Pet Insurance Industry Summit this weekend and will report some worthy news from this meeting next week.

Speaking of next week, have you made plans to attend the CVC in Kansas City? In visiting with the organizers of the event we understand that registrations for the event are excellent. As noted earlier in the newsletter, we'll be presenting our Mid-Year Industry Overview on Monday afternoon, September 17th. We hope to see many of you there so that you can hear our views regarding the balance of 2007 and what we believe lies ahead in 2008.

We hope you have an enjoyable weekend and produce more news stories next week!!

*Ron Brakke*

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