
**Brakke Consulting's
Animal Health News & Notes for January 10, 2014**
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IN THE NEWS:

[Brakke Consulting news](#)
[2014 Industry Overview](#)
[recruiting](#)
[Equine Mega Study](#)

other news

[Aratana](#)
[Bimeda](#)
[Biogenec](#)
[DDC Veterinary](#)
[DermaZoo](#)
[E.I. Medical Imaging](#)
[Kane Biotech](#)
[Okapi Sciences](#)
[PetHub.com](#)
[Provimi](#)
[Smithfield Foods](#)
[TriLogic Pharma](#)
[Tyson Foods](#)
[Vetoquinol](#)
[Zootech](#)

**BRAKKE CONSULTING, INC.
NEW EQUINE MARKET MEGASTUDY
NOW AVAILABLE**

The third edition of the Equine Market MegaStudy, published by Brakke Consulting, Inc., and Ipsos Agriculture and Animal Health, is now available.

This comprehensive study of horse owner buying and decision-making behavior includes data on over 400 brands of equine products in 17 categories. The study also measures readership of equine publications, catalogs and websites, with a new section on the use of social media and hand-held devices. Based on a national survey of more than 1,000 horse owners, the report contains a wealth of information on horse owner demographics and segments.

Copies of the 184-page report are now available for \$12,000. In addition, all purchasers are invited to a special two-hour seminar on this highly regarded research study on Jan. 20 during the North American Veterinary Conference.

For more information, contact project manager John Volk at jvolk@brakkeconsulting.com or 773-327-4941.

www.BrakkeConsulting.com.

COMPANY NEWS RELEASES

> **Vetoquinol** announced the launch of Zylkene, a veterinarian-exclusive nutraceutical formulated with alpha-casozepine, a lactose-free milk protein. Zylkene is indicated to help support behavior management in stressful situations in dogs and cats. (*Products360*)

> **Bimeda** announced it has acquired **Zootech**, the French veterinary sales division of **Provimi**. Zootech sells a large range of ruminant nutrition and small animal hygiene products to veterinarian customers throughout France, specializing in ruminant boluses and small animal dermatology treatments. Financial terms were not disclosed. (*Animal Pharm*)

> **Aratana Therapeutics**, Inc. announced it has acquired Belgian **Okapi Sciences NV**. Okapi's lead antiviral product candidate is being developed as a treatment of ocular disease caused by feline herpes virus in cats. Aratana will pay Okapi equity holders EUR 10.3 million (\$14 million) in cash and issue a promissory note for EUR 11 million (\$15 million) with a maturity date of December 31, 2014. Aratana has also agreed to pay an additional EUR 12 million (\$16 million) in cash or shares of common stock within 90 days of the closing of the deal. (*Animal Pharm*)

> **DermaZoo Pharma** LLC announced the release of DermaFlush Premixed Saline Packets. DermaFlush is dry "salt" crystals providing an economic, convenient, space saving and easy-to-travel form of saline when added to water. (*company press release*)

> **TriLogic Pharma** announced the release of Ketocort Otic, which combines ketoconazole and hydrocortisone in a sustained release delivery platform. (*Products360*)

> **DDC Veterinary** announced it has partnered with **PetHub.com** to release PetProtect360. PetProtect360 combines DDC's unique DNA pet profile with PetHub's GPS, mobile notifications and "Amber Alert" service for pets. (*DigitalJournal.com*)

> **Smithfield Foods**, Inc. and its hog production subsidiary, Murphy-Brown LLC, announced that it is recommending all of its contract sow growers join with the company in converting their facilities to group housing systems for pregnant sows. The company said that it is asking contract sow growers to convert by 2022 with a sliding scale of incentives to accelerate that timetable. (*Feedstuffs*)

> **Tyson Foods** released a letter urging its hog farmers – contract and independent – to implement a series of production practices that it considers representative of responsible food production. Tyson recommends increasing the number of third-party sow farm audits; urging hog producers to use video monitoring of sow farms; encouraging hog producers to stop using manual blunt force as a primary method of euthanizing sick or injured piglets; supporting the use of pain mitigation for tail docking and castration of piglets; and urging hog farmers to improve housing for pregnant sows. (*Feedstuffs*)

> CANADA **Kane Biotech** Inc. announced it has received approval from Health Canada's LRVHP program for DispersinB Topical Spray, the Company's first dermatological formulation. DispersinB is a unique antibiofilm-antimicrobial and non-antibiotic formulation for treatment of atopic dermatitis in dogs and horses. (*company press release*)

> COLOMBIA **E.I. Medical Imaging** announced the addition of **Biogenec** as the newest authorized Ibex distributor in Bogotá, Colombia. Biogenec will be selling and distributing the Ibex family of portable ultrasound systems to the veterinarian market and to livestock producers throughout the country. (*company press release*)

**BRAKKE CONSULTING, INC.
EXECUTIVE AND SALES FORCE RECRUITING**

Recruiting Means More than Resumes

At Brakke Consulting we find the right person to fit your company's needs. As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates

Our involvement in every step of the process helps maintain communications with candidates, allowing them to ask questions and get another perspective on the company.

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- Ken Berkholtz at 772.223.3079
- Jay Lockhart at 314.821.3368

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ANIMAL HEALTH NEWS

> US - VETERINARY REGULATION The US Senate has passed the Veterinary Medicine Mobility Act (S. 1171). This bill would amend the Controlled Substances Act to permit veterinarians to carry controlled substances outside of their primary places of registration and across state lines to treat their patients. The bill must still pass the US House of Representatives. (AVMAOnline)

**BRAKKE CONSULTING, INC.
2014 INDUSTRY OVERVIEW
NAVC EARLY REGISTRATION ENDS JAN. 15!**

Brakke Consulting will present the 2014 US Animal Health Industry Overview twice this winter - once at the North American Veterinary Conference in Orlando, Florida and once at the Western Veterinary Conference in Las Vegas, Nevada. These dates are:

- NAVC: Monday, January 20, 2:00 – 4:00 pm, Gaylord Palms.
- WVC: Tuesday, February 18, 2:00 – 4:00 pm, Four Seasons.

Registration for the Industry Overview at the NAVC and WVC is now open. **Seating is very limited this year, so register early!**

To register, go to www.brakkeconsulting.com and scroll down to the "What's New" box. The price is \$385 per person for online registration; late registration is \$425.

www.BrakkeConsulting.com

BRAKKE CONSULTING VIEWPOINT

Now that the holidays are over, it's time to start focusing on the busy first quarter meeting schedule. There is a great deal happening in the industry as companies hold sales meetings and

prepare for major program or product launches at January and February National and Regional meetings. We look forward to participating in some of the new product launch meetings in Orlando so we can observe first-hand innovations that will make a difference in the lives of animals. We are encouraged by the commitments and investments that are being made by a number of companies to create new product categories and revenues for their companies and customers.

Earlier in the report you hopefully noticed that we will be conducting our 2014 Animal Health Industry Overview as we have for the past 20-plus years at NAVC and WVC. If you've not already registered for one of these presentations, we encourage you to do so soon. We have a limited amount of space and we are approaching being sold out!! We look forward to seeing many of you in Orlando next week!

Have a great weekend!

Ron Brakke

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