
**Brakke Consulting's
Animal Health News & Notes for January 20, 2012**
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**BRAKKE CONSULTING, INC.
REGISTER NOW FOR INDUSTRY OVERVIEW**

Brakke Consulting will present the 2012 US Animal Health Industry Overview at the Western Veterinary Conference in Las Vegas, Nevada. The date is:

- WVC: Tuesday, February 21st from 2:00 – 4:00 pm at the Four Seasons.

Registration for the Industry Overview at the WVC is now open. To register go to www.brakkeconsulting.com and scroll down to the "What's New" box. The price is \$375 per person for online registration through Wednesday, February 15; late registration is \$425.

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Merial** announced the launch of Purevax Recombinant FeLV. Delivered subcutaneously, Purevax features improved potency, and has a lower antigen concentration than the previous Purevax Recombinant Leukemia Vaccine. (*company press release*)

> **Norbrook Laboratories** announced the addition of an equine version of its Noroquin glucosamine feed supplement. Noroquin for Horses has six active ingredients, including glucosamine, chondroitin sulfate, manganese sulfate, zinc sulfate, ascorbic acid and N-Acetyl-D-Glucosamine. (*Animal Pharm*)

> **Vita Flex Nutrition** introduced Level pH Extended Release Gastric Support, developed for the special needs of performance horses. Level pH Gastric Support is a palatable, easy-to-feed

pellet product that neutralizes stomach acid, balances stomach pH and provides lost electrolytes.
(company press release)

> **Vets First Choice** announced that it has acquired **VetCentric**. The combined independent company will serve more than 6,000 veterinary practices and over 25 million pet owners. Financial terms were not disclosed. (PRNewswire)

> **Aribex**, Inc. announced it has made an investment in **H2O TECH**, Inc. H2O TECH's product, Waterjet, is a first-of-its-kind water drilling system with many general dentistry applications. Financial details were not disclosed. (company press release)

> **Makhteshim Agan Group** (MAI) announced that 60% of its shares have been acquired by **China National Agrochemical Corporation**. MAI becomes a private company, 60% of which is owned by ChemChina, and 40% by Koor Industries Ltd., part of Israeli holding company IDB Group. **Control Solutions Inc.** is a member of the MAI group of companies. (PRNewswire)

ANIMAL HEALTH NEWS

> **US - EQUINE HERPESVIRUS** A new outbreak of the neurological form of equine herpesvirus (EHV-1) has been confirmed by California veterinary authorities. A total of nine cases have been confirmed at a single location since January 11, 2012. The source of the outbreak has yet to be identified, but the initial investigation reveals no link to three outbreaks in 2011. (DVM360)

NORTH AMERICAN VETERINARY CONFERENCE JANUARY 14-18, 2012

A record-setting 15,668 veterinarians, technicians, students, exhibitors and others attended the North American Veterinary Conference this week in Orlando, including over 6,200 veterinarians and nearly 4,000 exhibitors.

BRAKKE CONSULTING VIEWPOINT

Congratulations to the management team of the North American Veterinary Conference (NAVC). It was a great meeting that was well attended this past week in Orlando. The mood of the meeting was clearly one of optimism as we start the New Year. Many of the veterinarians and staff attending seemed to be upbeat regarding the opportunities they have with pet owners this coming year.

As we pointed out in our 2012 Industry Overview, it appears that 2012 was a bit of a wake-up call for the profession and the industry. If the trend of declining companion animal visits to clinics is to be overcome it will take education, training and new business approaches at the veterinary clinic. Hopefully, everyone is up to the challenge.

Thanks to all of you that attended the 2012 Overview! We hope that you found it useful and insightful.

Have a great weekend and start preparing for the Western Veterinary Conference.

Ron Brakke

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