

\*\*\*\*\*

**Brakke Consulting's  
Animal Health News & Notes for January 20, 2017**  
*Copyright © Brakke Consulting, Inc.*

*Editor: Lynn Fondon DVM MBA*

\*\*\*\*\*

IN THE NEWS:

Brakke Consulting news  
2017 Industry Overview  
Market Research

earnings news  
Hester Biosciences  
Virbac

other news  
Archer Daniels Midland  
Austin Davis Biologics  
Boehringer Ingelheim  
Creso Pharma  
Crosswind Industries  
Greveling Holding  
Hi-Pro Feeds  
Illumina  
InVivo  
Med-Pharmex  
Merial  
Neovia  
NRGene  
Nutreco  
Pharos Veterinary Diagnostics  
ReGenesys  
Sanpo  
Thermo Fisher Scientific

\*\*\*\*\*

**BRAKKE CONSULTING, INC.  
MARKET RESEARCH SERVICES  
Look Before You Leap**

Depend on Brakke Consulting to build a market study to meet your company's needs, whether it is:

- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

\*\*\*\*\*

## COMPANY EARNINGS RELEASES

- **Virbac SA** reported financial results for the full year 2016. Total annual sales reached EUR 872 million (\$919 million), an increase of 2% over 2015 (4.5% excluding unfavorable exchange rates impact). All regions show positive developments with the exception of Chile. (*company website*)
- **Hester Biosciences Ltd.** reported financial results for the third quarter of fiscal year 2017. Net sales were Rs 85.5 crore (\$12.5 million), an increase of 18% over the third quarter of FY2016. Net profit was Rs 5.8 crore (\$852,000), an increase of 22% over the comparable prior-year period. (*Indiainfoline.com*)

\*\*\*\*\*

## COMPANY NEWS RELEASES

- **Merial**, now part of **Boehringer Ingelheim**, announced the US launch of Avinew Newcastle disease vaccine. Avinew has been used in countries outside the US for more than two decades. (*company website*)
- The FDA announced the approval of **Med-Pharmex's** Florcon (florfenicol) oral concentrate solution for the treatment of swine respiratory disease *Actinobacillus pleuropneumoniae*, *Pasteurella multocida*, *Salmonella choleraesuis*, and *Streptococcus suis*. (*FDA*)
- **Archer Daniels Midland Co. (ADM)** announced that it has signed an agreement to acquire **Crosswind Industries Inc.**, a producer of dry-expanded, dual-texture, semi-dry and semi-moist treat products for pets. Financial terms were not disclosed. (*Feedstuffs*)
- **Thermo Fisher Scientific** announced the launch of VetMAX *M. tuberculosis* Complex PCR Kit, the only commercially available PCR test that detects all seven strains of the *M. tuberculosis* complex in a single solution. (*company press release*)
- **Nutreco** announced it will acquire **Hi-Pro Feeds**, a full-service animal nutrition supplier, supplying complete and specialty feeds, premixes, concentrates and commodity ingredients mainly in Western Canada and Southwest US. Financial terms were not disclosed. (*WattAgNet*)
- **Pharos Diagnostics** announced the formation of **Pharos Veterinary Diagnostics**. Pharos Veterinary Diagnostics will support individual veterinarians as well as veterinary hospitals with specific outsourced testing requirements using mass spectrometry, including several broad toxicology panels, wellness panels, and a range of tests that assist veterinarians in diagnosing complex metabolic or hormonal issues. (*PRNewswire*)
- **Illumina Inc.** and **NRGene** announced a collaboration to develop new molecular breeding tools for cattle. The companies will work together to sequence and assemble additional individual cattle genomes from different breeds to accelerate knowledge of genetic variation across all cattle breeds. The companies also announced the completion of a high-quality genome assembly of the Nellore cattle breed in conjunction with researchers at the Universidade Estadual Paulista in Brazil. (*Feedstuffs*)
- **Athersys** announced that its subsidiary **ReGenesys** has signed a research agreement with an undisclosed global animal health leader to evaluate Athersys' cell therapy technology, Multistem, for application in a non-disclosed animal health area. (*Animal Pharm*)

- CHINA **Neovia**, a division of **InVivo**, announced has entered exclusive negotiations to buy a 60% stake in Chinese pet food maker **Sanpo**. Sanpo is China's fifth-largest pet food manufacturer. Financial terms were not disclosed. (*Pets International*)
- UK - **Austin Davis Biologics** Ltd. recently developed a saliva test for the equine tapeworm. The test, which owners collect and send into the laboratory for diagnosis, is currently available to horse owners in the U.K. and parts of Europe, and they plan to have kits in U.S. markets in 2017. (*AVMA SmartBrief - TheHorse.com*)
- EU **Creso Pharma** and partner **Greveling Holding** BV announced that they been granted the first European Union registration for two animal health CBD (cannabidiol) based nutraceutical products in a proprietary formulation in the category of animal feed for commercialization in the global companion animal market. Creso's CBD animal health nutraceuticals contain very low THC, the psychoactive components of cannabis, at levels below legal thresholds. (*Finfeed*)

\*\*\*\*\*

## ANIMAL HEALTH NEWS

- IRELAND - BSE Ireland reported that a dead cow had been confirmed as having bovine spongiform encephalopathy (BSE); the cow had not entered the food chain and there was no risk to human health or beef's trade status. (*Reuters*)
- GREECE - AVIAN INFLUENZA The OIE has reported 28,000 chickens have been destroyed in southern Greece following an outbreak of avian influenza virus H5N8. Quarantine restrictions have been imposed and premises disinfected; a vaccination strategy is not permitted. (*Animal Pharm*)
- US - TOXIC MEDICATION WARNING The FDA is alerting pet owners, veterinarians, health care providers and pharmacists that pets are at risk of illness and death when exposed to the topical cancer medication Fluorouracil Cream USP 5% (5-FU) intended for use in people. People using this medication should use care when applying and storing the medication if they are also in a household with pets, as even very small amounts could be dangerous to these animals. (*FDA*)

\*\*\*\*\*

## BRASSE CONSULTING, INC.

### 2017 INDUSTRY OVERVIEW

### REGISTRATION FOR OVERVIEWS AT NAVC AND WVC **NOW OPEN**

Brasse Consulting is pleased to announce the 2017 Industry Overview. The 2017 US Animal Health Industry Overview will be presented 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, February 6, 2017**, 2:00 – 4:00 pm, Rosen Centre Hotel
- WVC: **Tuesday, March 7, 2017**, 2:00 – 4:00 pm, Four Seasons.

Registration for the Industry Overview is now open. Seating is limited this year, so register early!

To register, go to [www.brasseconsulting.com](http://www.brasseconsulting.com) and scroll down to the "What's New" box. The price is \$395 per person for online registration; late registration is \$450.

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

\*\*\*\*\*

## **BRAKKE CONSULTING VIEWPOINT**

This week's news highlights a number of transactions both large and small. The ADM announcement to acquire a pet treats company moves this large basic nutritional company closer to the pet owner.

Three of the articles cover new diagnostic technologies entering the animal health market. The animal health diagnostic market is the fastest growing segment in veterinary medicine with a bright future. So, expect more new technologies and brand entries into the diagnostic segment. Our 2017 Industry Overview will have a section on diagnostics based on our observations and information.

Other stories included early stage cell therapy and genome evaluations for breeding purposes. Science is moving forward in a number of areas that we hope to see in the marketplace before too long.

Have a great weekend!

*Ron Brakke*

\*\*\*\*\*

Trouble viewing this newsletter? You can view it online at [www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

*This electronic newsletter is the sole property of Brakke Consulting, Inc.  
Any use of the contents herein should be approved by and appropriately attributed to Brakke Consulting, Inc.*

For more information about Brakke Consulting's services and syndicated studies, visit our website at [www.brakkeconsulting.com](http://www.brakkeconsulting.com).

Brakke Consulting, Inc.  
12005 Ford Rd., Suite 530  
Dallas, TX 75234 USA