
**Brakke Consulting's
Animal Health News & Notes for January 22, 2010**
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**REGISTER NOW FOR
BRAKKE CONSULTING'S 2010 INDUSTRY OVERVIEW
AT WVC**

Brakke Consulting will be presenting its annual US Animal Health Industry Overview at the North American Veterinary Conference and the Western Veterinary Conference in 2010. This years Overview will contain attitudes of AH executives regarding the state and future of the industry from our fall survey, a special section on the companion animal category of supplements and BCI's thoughts on 2010 and beyond for the industry.

WVC Overview

Date: **Tuesday, February 16, 2010**

Time: 2:00 - 4:00 pm

Place: The Four Seasons Hotel, Las Vegas

To register, go to www.brakkeconsulting.com and look for the Overview link in the "What's New" box. Payment by major credit card is required at time of registration.

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Intervet/Schering-Plough Animal Health** announced the introduction of Nuflor Gold (florfenicol), an antibiotic for the treatment of bovine respiratory disease (BRD) associated with four major bovine respiratory pathogens. The product has been approved by the FDA for the

treatment of BRD associated with *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni*, and now, *Mycoplasma bovis*. (*CattleNetwork.com*)

> **Elanco** announced that it will launch a new business platform focused on food safety. Elanco will market food safety products and services to the food animal industry through Elanco Food Solutions. (*company press release*)

> **Alpharma Animal Health** has launched a new poultry feed additive, Proflora, which is designed to optimize the gut environment and support favorable microflora populations. The supplement combines a patented strain of the probiotic bacterium *Bacillus subtilis* together with a yeast-extract prebiotic called Beta Mos. (*Animal Pharm*)

> King Pharmaceuticals announced that it has hired advisers to help conduct a review of the potential value of its **Alpharma Animal Health** business. The company said it has made no decisions that would alter the current status of the business, acquired in December 2008. (*Reuters*)

> **DermaPet** announced the release of Mal-A-Ket Plus TrizEDTA Flush. The product contains tris-EDTA, Chlorhexidine and Ketoconazole. It is a gentle, medicated, cleansing solution designed for enhanced antimicrobial activity for use on dogs, cats and horses. (*company press release*)

> **Modern Veterinary Therapeutics** (MVT) announced the launch of its Canine Heartworm Antigen Test Kit. The kit, approved by the USDA's Center for Veterinary Biologics, is the first in a series of rapid tests that are in a late stage of licensing by the USDA and are expected to be introduced in 2010. (*Animal Pharm*)

> **DNA Genotek** announced the launch of Performagene Livestock, a new method for collecting DNA from livestock using nasal samples. The product identifies markers such as parentage and performance traits like disease resistance, milk production, marbling and feed efficiency. (*Animal Pharm*)

> **McAllister Software Systems**, creators of AVImark veterinary software, announced a new veterinary web site design and hosting service called PetWise. In addition to creating and hosting web sites for veterinary clinics, PetWise integrates with veterinary practice management software to give clients access to their pet health information and medical records online. (*PRNewswire*)

> The FDA has warned consumers not to use Merrick Beef Filet Squares for dogs, distributed by **Merrick Pet Care** because the product may be contaminated with *Salmonella*. Although no illnesses associated with these products have been reported, FDA advises consumers in possession of these products not to handle or feed them to their pet. (*Petfood Industry*)

> AUSTRALIA **Virbac** announced that it will acquire veterinary products and related assets, including a manufacturing facility in Australia, from **Pfizer**. Under the terms of the agreement, Virbac will acquire the rights to a portfolio of livestock products historically marketed in Australia by **Fort Dodge Animal Health** for use in farm animals, primarily cattle and sheep. The divestiture was a requirement of the recent acquisition of Wyeth by Pfizer. (*Animal Pharm*)

> SPAIN **Alltech** announced the opening of its first office in Spain. The Barcelona office will provide sales and localized service support to the growing number of partners and customers in the country. Alltech also intends to build a production and research facility which will provide services, not just for the Iberian areas, but for the Mediterranean region as well. (*PETS International*)

ANIMAL HEALTH NEWS

> CHINA - H1N1 FLU IN SWINE China is implementing an H1N1 vaccination program for farm and slaughterhouse workers after the University of Hong Kong identified the virus in five samples from pigs. The samples were taken from pigs that had been sent to a Hong Kong slaughterhouse from mainland China. (*Pig e-news*)

> FRANCE - H1N1 FLU IN TURKEYS Turkeys on a local farm in northwestern France have been found to be infected with the A/H1N1 flu virus. Laboratory tests have confirmed the virus in turkeys on the farm, and the infected turkeys have been quarantined. (*istockanalyst.com*)

> INDIA - AVIAN INFLUENZA An outbreak of highly pathogenic avian influenza has been reported in India, two months after the country had been declared free of the H5N1 virus, and eight months after the last reported case. According to the World Organization for Animal Health (OIE), 1,000 birds have died on a farm in West Bengal near the Bangladeshi border. (*Animal Pharm*)

> TAIWAN - BEEF IMPORTS Taiwan cleared through customs the first shipment of US bone-in beef to arrive on the island since the country banned such product in June 2005 following a US case of BSE. (*Meating Place*)

> US - CANINE DISEASE GENE IDENTIFIED The journal *Molecular Psychiatry* has published a study that identifies a genetic locus on canine chromosome 7 which coincides with an increased risk of obsessive compulsive disorder (OCD) susceptibility. The research was conducted by the University of Massachusetts Medical School, the Cummings School of Veterinary Medicine at Tufts University and the Broad Institute at the Massachusetts Institute of Technology. (*Animal Pharm*)

> US - EQUINE DRUG USE Several member committees of the US Equestrian Federation reportedly are in agreement on a proposed policy change that aims to limit the number of allowed medications for horses competing in USEF-sanctioned competitions. Those panels recommended that exhibitors should be permitted to give only one non-steroidal anti-inflammatory drug. Use of one NSAID is still far more generous than FEI (international equestrian federation) rules, which don't permit any non-steroidals in competition. The US rule change is endorsed by AVMA and other animal-advocacy groups. (*AVMA SmartBrief*)

> US - NEW USDA OFFICE PROPOSED Senator Dianne Feinstein announced plans to propose legislation that would create the Office of Humane Slaughter within the USDA's Food Safety & Inspection Service to elevate the importance of inspectors who enforce the Humane Methods of Slaughter Act. (*Feedstuffs*)

> US - NEW VETERINARY CERTIFICATION In December 2009, the first-ever diplomates to achieve certification for the new Exotic Companion Mammal specialty from the American Board of Veterinary Practitioners were announced. The ABVP currently awards certification in 10 species categories. (*smallanimalchannel.com*)

> US - VETERINARY INITIATIVE The Veterinary Hospital Managers Association (VHMA), VetPartners, and the National Commission on Veterinary Economic Issues (NCVEI) announced the launch of the Success Attributes Initiative. The goal of the Success Attributes Initiative is to identify the characteristics and behaviors that are consistent with optimal veterinary practice performance and success. (*association press release*)

**North American Veterinary Conference
January 16-20, 2010
Orlando**

The 27th NAVC concluded this week with attendance of over 13,700 registrants including 5,400 veterinarians. The attendance equaled 2009 levels.

BRAKKE CONSULTING VIEWPOINT

Like many of you, we've just returned from the NAVC meeting in Orlando that was held earlier this week. We were impressed with the positive attitudes and expectations for 2010 that were expressed by many of you.

While there were some new product launches, we remain concerned with the limited number and size of new product introductions at the show. Without new offerings it's a challenge to find growth in some of the more mature product categories. While some additional growth may come from improved product compliance, the cost of obtaining this growth may be prohibitive.

New higher pricing seems to be one alternative being used by some companies to maintain top line growth. That is fine, as long as it does not drive the veterinarian or the pet owner to another product or source. How much is the pet owner willing to pay in a recessionary time? We don't have that answer on each product in all categories but we're seeing some information that suggests that we're starting to reach the value limits.

We want to thank those that attended our Animal Health Industry Overview in Orlando. We had record attendance and positive feedback on the presentation. If you missed it in Orlando, we will be presenting it again at the Western Veterinary Conference in Las Vegas in just a little over three weeks. Register early as the Overview often sells out!

Have a great weekend!!

Ron Brakke

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