
**Brakke Consulting's
Animal Health News & Notes for January 22, 2015**
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**BRAKKE CONSULTING, INC.
EXECUTIVE, SALES FORCE and TECHNICAL SERVICES RECRUITING**

At Brakke Consulting we find the right person to fit your company's needs. We have an unequaled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

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 throughout the process

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

- John Mannhaupt at 972.243.4033
- David Goodnight at 830.285.1259

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COMPANY EARNINGS RELEASES

> **Virbac S.A.** reported results for the full year 2015. Total annual sales reached EUR 852 million (\$930 million), a 10% increase compared to 2014 (4% excluding impact of favorable exchange rates and a 5% decline at constant scope). (*company website*)

> The **Vetoquinol Group** reported sales for the full year 2015. Sales were EUR 343 million (\$375 million), up 9% on reported data and up 4% at constant exchange rates. (*Business wire*)

> **Animalcare** reported results for the six months ended December 31, 2015. Revenues grew roughly 3% to GBP 7.1 million (\$10.1 million); sales of Animalcare's core licensed veterinary medicines climbed 4% to GBP 4.6 million (\$6.1 million). (*Animal Pharm*)

COMPANY NEWS RELEASES

> **Anatara Lifesciences** announced that it has signed an exclusive evaluation and license option agreement with **Zoetis** for Detach, Anatara's non-antibiotic anti-infective product. Zoetis will have exclusive rights to evaluate the potential applications of Detach for veterinary use in food production animals in all markets except Australia and New Zealand. (*company press release*)

> **CEV Multimedia** announced the launch of the **Elanco** Veterinary Medical Applications certification. The certification, the second certification endorsed by Elanco and delivered through an online platform, addresses major topics related to veterinary science and medical applications. More than 20 lessons are available via the online curriculum. (*Benzinga.com*)

> **Ceva Santé Animale** and **Zoion Pharma Inc.** announced that they have entered into a collaboration to develop an epithelial sodium channel (ENaC) inhibitor to treat veterinary ocular surface diseases such as keratoconjunctivitis sicca (KCS or dry eye). Under the agreement, Ceva gains worldwide development and commercial rights to ZP-1 (P-1046) in the veterinary market. Financial terms were not disclosed. (*globenewswire.com*)

> **Virbac Corp** announced the launch of Movoflex Soft Chews. Movoflex joint supplements contain zanthin, AKBA Boswellia serrata, Biovaflex egg shell membrane, Vitamin D3 and a proprietary hyaluronic acid. (*company literature*)

> **Nutramax Laboratories Veterinary Sciences, Inc.** introduced Cobalequin cobalamin supplement formulated specifically for dogs and cats as a once-a-day tasty chicken flavored chewable tablet. (*Vet Advantage*)

> **Adartis Animal Health** announced the launch of Kalvatin Dental Spray and Dental Gel, a marine enzyme that works with an animal's own natural defenses to create an active barrier that helps reduce microbial adhesion, providing gums and teeth with a defense against bacteria that cause gingivitis, plaque, and tartar. (*company press release*)

> **IDEXX Laboratories** announced a breakthrough cloud-based practice information management system (PIMS) called IDEXX Neo as part of their complete portfolio of PIMS offerings. (*PRNewswire*)

> **Hill's Pet Nutrition Inc.** and **AGL** announced a strategic alliance that will combine Hill's expertise in pet nutrition with AGL's new Vetrax veterinary medical analytics system. The collaboration is expected to provide veterinarians and their clients with a new level of understanding about how therapeutic nutrition can help improve a dog's health and behavior, specifically scratching and mobility. (*company press release*)

> **Brookside Agra** announced the development of an all-natural, multi-purpose disinfectant solution called AgFlu. AgFlu, which bioflavonoids and organic acids, is 99% effective against the H5N1 avian influenza virus and other mutated strains when sprayed on surfaces and equipment, used in fogging, or ingested through drinking water. Safe to handle, AgFlu works on contact and is non-toxic to birds, humans and animals. (*company press release*)

> The FDA announced that **Abbott's Compounding Pharmacy** is recalling all unexpired lots of sterile compounded products due to concerns of lack of sterility assurance. These include injectable medications, sterile solutions, eye drops, and eye ointments. All recalled products were distributed to patients, physician offices and clinics, and veterinarians within California. (*FDA*)

ANIMAL HEALTH NEWS

> **US - AVIAN INFLUENZA** The USDA's Animal and Plant Health Inspection Service (APHIS) has confirmed the presence of highly pathogenic H7N8 avian influenza (HPAI) in a commercial turkey flock in Dubois County, Indiana, and an H7 virus has been identified at nine other Indiana farms. This is a different strain of HPAI than the strains that caused the 2015 outbreak. Scientists believe a low-pathogenicity form of the virus circulating in the area mutated into a highly pathogenic form. (*Lancasterfarming.com, AVMA SmartBrief*)

> **NORTH AMERICA - AVIAN INFLUENZA** The US, Canada and Mexico and their respective poultry and egg industries jointly announced the signing of a letter of agreement to enhance collaboration on avian influenza and to work toward harmonizing procedures for responding to possible future detections of the virus. (*Feedstuffs*)

NORTH AMERICAN VETERINARY CONFERENCE JANUARY 16-20, 2016

Over 17,000 veterinarians, technicians, students, exhibitors and others attended the North American Veterinary Conference this week in Orlando, including over 7,000 veterinarians and 4,200 exhibitors. The conference offered over 1,200 CE credit hours to choose from, including traditional lectures, hands-on laboratories, Masterclasses, clinical briefs, and more.

BRAKKE CONSULTING VIEWPOINT

Like many of our readers, we have just returned from another successful NAVC meeting in Orlando. We found the expectations of veterinarians, distributors and manufacturers to be quite upbeat for 2016 even in the face of some significant drops in the stock market lately. It appears that the consumer portion of the US economy will continue to improve, which is good news for the animal health business. The drop in the energy prices provides some additional funds for pet owners to use on products and services in 2016. Energy is also an important input cost in the production of food animal protein. The cost to produce quality animal protein should decline in 2016 and, with consumers having a few extra dollars in their pockets, maybe there will be a return to higher priced cuts of meat. We can at least hope these will be a positive result of reduced energy prices.

Finally, we want to thank all of those individuals that attended our 2016 Animal Health Industry Overview in Orlando. As normal it was a full house! We will be presenting the 2016 Overview again in Las Vegas at the WVC on March 8th, and online registration will open soon.

Have a great weekend!

Ron Brakke

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