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**Brakke Consulting's  
Animal Health News & Notes for January 24, 2014**  
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*Editor: Lynn Fondon DVM MBA*

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IN THE NEWS:

[Brakke Consulting news](#)  
[2014 Industry Overview](#)  
[Investor Seminar](#)  
[Practice management](#)

[earnings news](#)  
[Vetoquinol](#)

[other news](#)  
[AquaVet](#)  
[Aratana Therapeutics](#)  
[Bayer](#)  
[Bioheart](#)  
[Del Monte](#)  
[Diagnostic Imaging Systems](#)  
[Elanco](#)  
[GeneSeek](#)  
[Hill's](#)  
[Life Technologies](#)  
[Merck](#)  
[Merial](#)  
[Neogen](#)  
[Nestle Purina](#)  
[Phibro](#)  
[Shuanghui Int'l](#)  
[Sound-Eklin](#)  
[Vetoquinol](#)  
[WH Group](#)  
[Zuke's Performance Pet Nutrition](#)

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**BRAKKE CONSULTING, INC.  
INVESTOR SEMINAR: Understanding the Animal Health Industry (Investment  
Opportunities and Strategies)  
TUESDAY, FEBRUARY 11, 2014**

Brakke Consulting, Inc. will present a one-day seminar for investors entitled, "Understanding the Animal Health Industry (Investment Opportunities and Strategies)" on February 11, 2014 at the Newark Liberty International Airport Marriott in Newark, New Jersey.

The seminar will include the following topics:

- Industry Overview
- Size and trends of the animal health industry markets
- Size and trends of the US OTC market for pet products
- Segment breakdown of US pet and OTC markets
- Industry ownership trends

- Industry transaction history over the past decade
- Major influencers on the financial health of the industry
- A review of potential investment opportunities and strategies

The deadline for registering is **Wednesday, February 5**. The cost is \$1,200 per attendee. To register, please call Brakke Consulting at (972) 243-4033. For more information email Jane Morgan, [jmorgan@brakkeconsulting.com](mailto:jmorgan@brakkeconsulting.com).

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

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## COMPANY EARNINGS RELEASES

> **Vetoquinol** reported results for the full year 2013. Sales were EUR 300 million (\$413 million), up 0.5% compared to 2012. At constant exchange rates, sales were up 3% from previous year. (*company website*)

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## **BRAKKE CONSULTING, INC. VETERINARY PRACTICE MANAGEMENT**

### **Veterinary CE Seminars – Providing Value-added Service to Your Customers**

Is your company is looking for new ways to increase your exposure to current and prospective veterinary customers? Practice Management Consultant Jessica Lee of Brakke Consulting speaks on a wide array of topics that can provide added value to your veterinary customers.

Jessica regularly publishes articles in leading veterinary publications. You can read her articles for *Veterinary Team Brief* on inspiring leadership at <http://www.veterinaryteambrief.com/article/start-why-inspire-great-leadership>; and on communicating with clients about dental issues at <http://www.veterinaryteambrief.com/article/fractured-tooth-conversation-opportunities-address-cost>.

For more information on how to book Jessica for speaking engagements, contact her at [jglee@brakkeconsulting.com](mailto:jglee@brakkeconsulting.com) or 919-444-3279.

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

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## COMPANY NEWS RELEASES

> **Merck Animal Health** introduced Circumvent PCV-M G2, a porcine circovirus Type 2 (PCV2) and *Mycoplasma hyopneumoniae* combination vaccine. The new vaccine is the only one-dose or two-dose, ready-to-use combination with five-month PCV2 duration of immunity. (*company press release*)

> **Merial** announced the launch of NexGard (afoxolaner) Chewables, the first and only soft, beef-flavored chew designed to provide month-long next-generation flea and tick control. NexGard is FDA-approved to kill fleas and the American dog tick, and is available nationwide by prescription only. (*company press release*)

> **Elanco** announced that it is now marketing Surolan otic suspension, effective January 1, 2014. Surolan - originally developed by Janssen Animal Health, which was acquired by Elanco in 2011 - was previously marketed in the US by **Vetoquinol**. (*company press release*)

> **Bayer Animal Health** division introduced the Remend line, the newest addition to Bayer's DVM family of products. This topical line includes: Remend Wound Spray Gel, Remend Corneal Repair Gel and Remend Eye Lubricating Drops. (*PRNewswire*)

> **Neogen Corp.** announced the immediate availability of a new test to rapidly and accurately detect porcine epidemic diarrhea virus (PEDV). Neogen's new PEDV test is offered through the veterinary diagnostics laboratory of its **GeneSeek** subsidiary. (*Feedstuffs*)

> **Hill's Pet Nutrition** announced the launch of Prescription Diet c/d Multicare Urinary Stress, the only food clinically tested to reduce the recurrence of feline idiopathic cystitis signs by 89%. The diet is formulated with ingredients to help manage stress, which can be a cause of feline idiopathic cystitis (FIC), the most frequent instance of lower urinary tract signs. (*company press release*)

> **Del Monte Pet Products** announced the launch of Milk-Bone Brushing Chews. When fed daily, Milk-Bone Brushing Chews are clinically proven to be as effective as brushing a dog's teeth twice per week, and have earned the Veterinary Oral Health Council's (VOHC) Seal of Acceptance for retarding calculus accumulation. The new product will be available in March 2014 wherever Milk-Bone products are sold. (*company press release*)

> **Nestlé Purina PetCare** announced it has acquired **Zuke's Performance Pet Nutrition**. Zuke's will continue to be operated as an independent company and will continue creating and producing outdoors-inspired, safe and healthy dog and cat treats in the same facilities in the USA. Financial terms were not disclosed. (*Pet Business*)

> **Phibro Animal Health Corporation** announced that it has acquired the aquaculture assets of **AquaVet Ltd.**, a technical consulting and contract research organization focused on the global aquaculture market. Financial terms were not disclosed. (*DigitalJournal.com*)

> **Aratana Therapeutics** announced a public offering of 5.5 million shares of its common stock. 4.5 million shares are being offered by Aratana itself, while one million shares are being offered by certain selling stockholders. Aratana will not receive any proceeds from the shares sold by stockholders. Aratana will use the \$33.1 million of the proceeds to satisfy its remaining purchase price obligation to the former stockholders of Okapi Sciences, acquired earlier this month. (*Animal Pharm*)

> **Life Technologies Corporation** announced the availability of VetMAX-Gold Trich Detection Kit, the only USDA-licensed, real-time PCR test to detect *Tritrichomonas foetus* (*T. foetus*) in cattle. (*company press release*)

> **Sound-Eklin** announced the launch of new ultrasound equipment: the Vivid E9 Vet and the LOGIQ E9 Vet with XDclear Advanced Transducer Technology. (*DigitalJournal.com*)

> **Diagnostic Imaging Systems, DIS**, announced the Versa-View All-in-One True Mixed Animal System, the first mobile x-ray system for veterinary use in the examination room, in surgery, or in the field. (*BlackHillsPortal.com*)

> **Shuanghui International Holdings Limited**, the China business that acquired Smithfield Foods Inc., announced that it has changed its corporate name to **WH Group Limited**, effective immediately. (*Feedstuffs*)

> **Bioheart**, Inc. announced that it has entered into an agreement to license three different cellular based immunotherapy patents from inventor Allan Wu, M.D. Bioheart holds an exclusive right to the technology in all aspects of veterinary medicine. (*Sys-con.com*)

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## **NORTH AMERICAN VETERINARY CONFERENCE JANUARY 18-22, 2014**

15,700 veterinarians, technicians, students, exhibitors and others attended the North American Veterinary Conference this week in Orlando, including over 6,100 veterinarians and nearly 3,700 exhibitors. New this year was IGNITE!: An all new learning opportunity, consisting of TED-like talks designed to spark conversations, fresh ideas and perspectives about the future of our profession.

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### **ANIMAL HEALTH NEWS**

> **GERMANY - BSE** Germany reported a case of bovine spongiform encephalopathy (BSE) in a slaughtered bovine, the country's first case since 2009. The 10-year-old cow, which did not show any clinical signs of the disease, was destroyed. According to the World Organization for Animal Health (OIE), the slaughtered cow carried a "very rare" atypical form of the bovine disease, known as L-type, that is not generally associated with the animal consuming infected feed. (*BusinessWeek.com*)

> **KOREA - AVIAN INFLUENZA** South Korea has reported a large outbreak of highly pathogenic avian influenza, which has resulted in the destruction of 21,160 ducks at three poultry farms in the region. Farm premises have been disinfected and a quarantine order imposed, but a vaccination strategy has not been imposed. (*Animal Pharm*)

> **US - PET HEALTH APP** The American Red Cross and the University of Pennsylvania's School of Veterinary Medicine announced the launch of a new mobile app called "Pet First Aid." Unlike other pet first aid apps, the Red Cross app separates information about cats and dogs. It also uses GPS to locate the nearest veterinary hospital or pet-friendly hotel during emergencies. (*philly.com*)

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### **BRAKKE CONSULTING, INC. 2014 INDUSTRY OVERVIEW**

Brakke Consulting will present the 2014 US Animal Health Industry Overview at the Western Veterinary Conference in Las Vegas, Nevada. The date is:

• WVC: Tuesday, February 18, 2:00 – 4:00 pm, Four Seasons.

To register for WVC, go to [www.brakkeconsulting.com](http://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](http://www.BrakkeConsulting.com)

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### **BRAKKE CONSULTING VIEWPOINT**

It was great seeing so many of you in Orlando earlier this week. As noted in the newsletter earlier, the NAVC was another great meeting with excellent attendance. There were a number of new product introductions - many of which are noted earlier in the newsletter - at the meeting, and the funds spent to gain the veterinarians' attention were impressive.

Also at NAVC, in a special session for leaders of the profession, Veterinary Pet Insurance unveiled a landmark new study on the financial health of veterinarians and veterinary practices. VPI collaborated with Veterinary Economics magazine and Brakke Consulting on the study. A special seminar on the research will be conducted at WVC.

Thanks to all of you who attended our 2014 Animal Health Industry Overview. For those of you who were unable to attend because the Overview was sold out, we encourage you to sign up for the Overview at Western Veterinary Conference soon. It's less than a month away and many have already registered!

In addition to our Overview, in Las Vegas we will be providing a morning session of one hour on the Chinese Animal Health Market and one hour on the Japanese market. These two presentations will be held from 10:00 a.m. to 12:00 p.m. on Tuesday, February 18th, prior to the Industry Overview. A number of you have expressed interest in these overseas markets; call our Dallas office at 972-243-4033 to register for these informative sessions.

Have a great weekend!!

*Ron Brakke*

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