
**Brakke Consulting's
Animal Health News & Notes for January 27, 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 EARNINGS RELEASES

> **Virbac SA** reported results for the full year 2011. Total annual sales were EUR 623 million (\$810 million), an increase of 9% compared to the prior year. (*company website*)

> **Vetoquinol Group** reported results for the full year 2011. Total annual sales were EUR 284 million (\$370 million), an increase of 1% compared to the prior year. (*company website*)

COMPANY NEWS RELEASES

> **Merck Animal Health** announced that it has signed an agreement with the University Medical Center (UMC) Utrecht to embark on the development of innovative vaccination strategies against

bacterial udder infections (mastitis) in dairy cattle. The project is part of the ALTANT (ALTERNatives for ANTibiotics) program that is coordinated by Immuno Valley, a public-private research consortium. *(company press release)*

> **Elanco** announced that Lilly has signed an agreement to acquire **ChemGen Corp.**, a privately held bioscience company specializing in the development and commercialization of innovative feed enzyme products that improve the efficiency of poultry, egg, and meat production. Financial terms were not disclosed. *(company press release)*

> **Ceva Animal Health** announced that Adaptil (formerly D.A.P.) is now available in a convenient new easy-to-use collar. Adaptil has the same canine appeasing pheromone mother dogs emit. Adaptil is also offered in two other forms: electric diffuser and spray. *(company press release)*

> **Imulan BioTherapeutics** announced it has been awarded a composition of matter patent on Imulan's licensed T-cell receptor (TCR) peptide therapeutics, which are classified as immunobiologics. *(company press release)*

> **Iams Pet Nutrition** introduced new life-stage-based nutrition for senior dogs and cats. Iams Plus is for cats and dogs ages 11 and older. The formulas will help senior pets fight the signs of aging and aid in restoring their immune responses to those of healthy adult animals. *(DVM Products 360)*

> **scil animal care company** announced the addition of Aloka Ultrasound and Mindray Ultrasound to its veterinary offerings. The company also introduced MediaVet Digital Dental Imaging from the makers of CADI, the world's finest digital imaging systems for dentists. *(company press release)*

> **LEI Medical** announced that the company has changed its name to **Supera Anesthesia Innovations**. *(PRWeb)*

ANIMAL HEALTH NEWS

> **US - DOWNER HOG REGULATION** The US Supreme Court ruled that federal meat inspection law supersedes state law, overturning a California appeals court ruling that would permit the ban on sales of downer or fatigued hogs. The National Meat Association (NMA) brought the lawsuit in the federal district court in California challenging the state law. *(National Hog Farmer)*

> **US - VETERINARY SCHOOL FUNDING** Kansas' Governor announced \$5 million in proposed new funding for Kansas State University's College of Veterinary Medicine. The funding supports increased animal health research at the university, and is anticipated to bolster the Kansas economy and affirm the state as an innovator in the nation's animal health industry. *(Midwest Producer)*

> **US - USDA** The US Agriculture Secretary announced plans to streamline the USDA facilities and staffing, closing 249 USDA offices nationwide. Resources are being re-aligned to adjust to budget cuts, with a focus on cutting administrative and operating expenses to spare the delivery of USDA programs. *(Feedstuffs)*

> **US - VETERINARY EDUCATION** Oregon State University has joined Colorado State University, the University of California at Davis, Washington State University, and Western University of Health Sciences to form a consortium designed to create more opportunities for students, faculty and professionals in the field. The Consortium of Western Regional Colleges of

Veterinary Medicine is a regional “think tank” committed to strategic planning, action and collaboration. (AVMA Smartbrief, Corvallis Gazette-Times)

> US - AVIAN INFLUENZA RESEARCH Researchers at the University of Wisconsin and Erasmus University Medical Center in the Netherlands have agreed to a temporary stop in their H5N1 research due to bioterrorism concerns. The groups separately developed a form of the virus that easily spreads via airborne transmission, making it much more contagious than the version currently in birds. During the 60-day stop, the scientific community and governments will assess whether continuing the research is safe. (AVMA SmartBrief, Voice of America)

BRAKKE CONSULTING VIEWPOINT

It appears some of you are still recovering from the commitments that you made at NAVC and have not had time to create printable news this week. There was a great deal of positive activity at the NAVC meeting that hopefully will spill over into the upcoming Western Veterinary Conference.

The first two companies reporting full year 2012 are on track with our estimates. Others will be reporting in the next couple of weeks. Even with some clouds hanging over the industry, we're finding a great deal of enthusiasm related to growth in 2012. The number of new companies displaying at the major shows or in the early development stage are clearly exceeding prior years. Maybe innovation is more prevalent than we previously thought. If it is, that would be great news for the industry. We need new products and services to maintain a healthy and growing industry.

Have a great weekend!!

Ron Brakke

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