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**Brakke Consulting's  
Animal Health News & Notes for January 30, 2015**  
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Editor: Lynn Fondon DVM MBA

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**BRAKKE CONSULTING, INC.  
2015 INDUSTRY OVERVIEW**

Brakke Consulting will present the 2015 US Animal Health Industry Overview at the Western Veterinary Conference in Las Vegas, Nevada. The date is:

- WVC: Tuesday, February 17, 2:00 – 4:00 pm, Four Seasons.

Online registration for WVC is open. Seating is very limited this year, so register early!

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.

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**COMPANY EARNINGS RELEASES**

> Eli Lilly and Company announced financial results for the full year 2014. Worldwide sales for **Elanco** increased 9% to \$2.35 billion, driven primarily by increased volume for food animal products, due in part to the acquisition of Lohmann Animal Health, partially offset by decreased volume for companion animal products and the unfavorable impact of foreign exchange rates. (company press release)

> **IDEXX Laboratories**, Inc. reported results for the full year 2014. Revenues for the year were \$1.49 billion, an increase of 8% compared to the prior year. Companion Animal Group revenues were \$1.24 billion, an increase of 8%. Net income for the company was \$182 million, a decrease of 3%. (*company website*)

> **Abaxis**, Inc. reported financial results for the third fiscal quarter ended December 31, 2014. Veterinary market revenues were \$47 million, up 46% over last year's comparable quarter. (*money.cnn.com*)

> Colgate-Palmolive Company announced financial results for 2014. **Hill's Pet Nutrition's** net sales for the year increased 2% to \$2.26 billion. (*company website*)

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## COMPANY NEWS RELEASES

> **Phibro Animal Health** Corporation announced it has entered into a long-term global license arrangement with **Merial** to share in the use of Phibro's vaccine delivery technology for use in animal vaccines. The agreement was signed in 2012 and is being announced now following Merial's receipt of marketing authorization in France for an avian vaccine product utilizing the licensed technology. The patented technology utilizes an innovative effervescent tablet that contains a freeze-dried sterile vaccine virus, packaged in sealed aluminum blister packages. (*Marketwatch.com*)

> **Neogen GeneSeek** introduced a new line of Igenity DNA profilers. The new Igenity Gold profile ranks cattle on 12 categories of maternal, performance and carcass traits, plus verifies parentage; the Igenity Silver profile ranks heifers in six categories. (*company press release*)

> **Cox Veterinary Laboratory**, Inc. is voluntarily issuing a recall of Gastroade Xtra, marketed as an OTC drug for use in horses containing omeprazole. This recall has been initiated due to information from the FDA that Gastroade Xtra must have an approved new animal drug application to be legally marketed in the US. Gastroade Xtra is not approved by the FDA. In addition, some lots may be sub-potent and pose a risk of continued ulceration. As a consequence, Cox Veterinary Laboratory has ceased all production and sales of Gastroade Xtra. (*FDA*)

> **Whistle**, creators of tech products and services for pets, announced that it has acquired **Tagg**, the Pet Tracker GPS system founded in 2010 as a subsidiary of Qualcomm. Financial terms were not released. (*BusinessWire*)

> CANADA **Heska** Corporation announced a new distribution agreement with the Canadian unit of **scil animal care company**. scil animal care company Canada will market and promote Heska's full line of hematology, blood gas & electrolytes and chemistry instruments and affiliated consumables, effective immediately. (*money.cnn.com*)

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## ANIMAL HEALTH NEWS

> US - AVIAN INFLUENZA The highly pathogenic avian influenza strain H5N8 has been identified in a commercial turkey flock in California, marking the first time the strain has been found in commercial poultry in the US. The facility has been quarantined, and the remaining birds on the property will be culled. (*GlobalMeatNews.com*)

> NORWAY - BSE A cow in Norway has tested positive for bovine spongiform encephalopathy. The infected animal was a 15-year-old cow from a farm in west-central Norway. The cow's

samples were sent to a laboratory in the UK, where the diagnosis was confirmed.  
(*TheDailyMeal.com*)

> US - ANTIBIOTIC RESIDUES In a study reported this week in the journal *Environmental Health Perspectives*, researchers at Texas Tech University reported detecting antibiotics and antibiotic resistance genes in particulate matter downwind from cattle feedyards. Noting that many feedyards are located in high-wind areas, the researchers conclude there is significant potential for widespread distribution of antibiotics, bacteria, and genetic material that encodes antibiotic resistance via airborne particulate matter from feedyards. (*Dairyherd.com*)

> US - PET CONTRACEPTION A professor at the Harvard School of Engineering and Applied Sciences has received \$700,000 from the Gary Michelson Found Animals Foundation for the development of a contraceptive vaccine for pets. The grant will drive the adaptation of implantable and injectable vaccines created at the university, for use as a contraceptive for pets. The research will aim to adapt a vaccine produce antibodies against GnRH and therefore stall reproduction. (*Animal Pharm*)

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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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**BRAKKE CONSULTING VIEWPOINT**

Some time ago, maybe decades, the Age of Biology was announced as the successor to the Age of Chemistry. Biotechnology would yield tools that would make farm chemicals and pharmaceuticals old technology. Progress in this replacement are evident in this week's news as vaccine technology and genetics form the basis of technology deals between companies and new product offerings.

On a more personal level, you will note that Brakke Consulting is progressing toward a more integrated and expansive era in our recruiting and executive search services. We intend to combine our knowledge of sales force effectiveness and other industry factors into a robust recruiting system.

Finally, when we say that seating is limited at the Overview session in Las Vegas, we mean it. Our session at NAVC was sold out. For assured seating, why not sign up today?

Have a great weekend.

*John Mannhaupt*

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