
**Brakke Consulting's
Animal Health News & Notes for October 1, 2010**
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COMPANY NEWS RELEASES

> **Merial** announced the addition of Equioxx (firocoxib) Injection to its Equioxx brand of oral analgesics for horses. Equioxx Injection provides 24 hours of prescription osteoarthritis pain relief in just one daily dose. (*company press release*)

> **Aceto Corp** announced that it has received the USDA's approval to import and sell canine vaccines in the US, marking the first step towards its long-term plan to market a line of veterinary products. The company, which distributes pharmaceuticals and specialty chemicals, said it expects to start marketing the four-in-one vaccine to veterinary users in the first half of 2011. (*Reuters*)

> **Digital Angel Corporation** announced that its Board of Directors unanimously rejected **PositiveID Corporation's** unsolicited non-binding proposal for acquisition. The Board believes the proposed offer is less attractive than other informal indications of interest the Board of Directors has received. The Board is in the process of engaging a financial advisor to independently value the company and to advise it on all available strategic alternatives including maintaining its independence. (*Business Wire*)

> Citi Venture Capital International announced it has agreed to buy approximately 38% of **Huvepharma AD**. Financial details were not disclosed. (*Dow Jones*)

> **Canidae Pet Foods** announced it will launch a new line of super premium horse feed at the 2010 Alltech FEI World Equestrian Games in October. Equidae Horse Feed will feature two new formulations, Equidae Alfalfa Plus and Equidae Coastal Plus. (*pr.com*)

> The EPA reported that **Petspace LLC** will pay a \$3,400 fine to settle allegations it improperly sold Frontline Plus for Dogs online in 2009. The company allegedly removed the product from its original casing and repackaged it with incomplete and improper labeling. At the time, Petspace was not registered with the EPA as a pesticide producing business. (*KansasCity.com*)

**BRAKKE CONSULTING, INC.
EXECUTIVE AND SALES FORCE RECRUITING**

Since 1986 Brakke Consulting, Inc. has successfully assisted many clients in acquiring exceptional employees at all levels, in the many departments of animal health, pet, veterinary and specialty chemical companies. We pre-qualify candidates, allowing clients to choose from a few of the best applicants for a position. Our approach increases the efficiency and effectiveness of the Human Resources Departments of client companies.

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ANIMAL HEALTH NEWS

> SOUTH KOREA - FMD World Organization for Animal Health has declared Korea free of foot-and-mouth disease. The country and will now seek to resume exports of pork, five months after the last case of the disease was reported in the nation in May. (*english.chosun.com*)

> EU - CLONING In response to a request from the European Commission, the European Food Safety Authority (EFSA) has reaffirmed its 2009 conclusion that meat and milk from cloned animals and their progeny are safe to consume. EFSA said it based its reaffirmation on a review of about 100 recent studies, noting that its position applies only to beef, pork and milk because there is not sufficient information on products from poultry and other species. (*Feedstuffs*)

> US - TUBERCULOSIS The USDA's Animal & Plant Health Inspection Service (APHIS) has amended the bovine tuberculosis (TB) regulations regarding state and zone classifications by reclassifying the two zones in Minnesota. APHIS has determined that the zone consisting of an area in the northwest corner of the state meets the criteria for designation as a modified accredited advanced zone, and the zone comprising the remainder of the state meets the criteria for designation as an accredited-free zone. (*Feedstuffs*)

> US - PRICE REPORTING President Barack Obama has signed the Mandatory Price Reporting Reauthorization Bill into law. The act extends reporting requirements for livestock daily markets for five years. In addition, the bill called for mandatory reporting of wholesale pork cuts. (*Meating Place*)

> US - CANCER RESEARCH **CritiTech** Inc. announced an agreement with the Missouri College of Veterinary Medicine to study whether its experimental human cancer drug Nanotax can be used in canines. The deal with the University of Missouri will allow veterinarians to begin testing different dosage levels on dogs. (*Lawrence Journal-World*)

BRAKKE CONSULTING VIEWPOINT

While it is easy to get wrapped up in the big mergers, it is also easy to overlook some smaller transactions like the ones in this week's news. (Or maybe it is just a slow news week!) It has been our experience that a lot of activity in the industry takes place under the radar. We are very pleased when we hear about new products, even if they are experimental. We all know it takes a lot of activity to get one new product, which is one good reason to have a consulting firm in its 25th year as a partner.

Have a good weekend.

John Mannhaupt

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