
**Brakke Consulting's
Animal Health News & Notes for October 2, 2015**
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IN THE NEWS:

[Brakke Consulting news](#)
[OTC Channel](#)

other news

[Bimeda](#)

[Cornerstone Animal Health](#)

[Elanco](#)

[Ethicon](#)

[FoodSource Corporation](#)

[Glenmark Pharmaceuticals](#)

[GlobalVetLINK](#)

[Jaguar Animal Health](#)

[Modern Veterinary Therapeutics](#)

[VetSuccess](#)

[Western Milling](#)

**BRAKKE CONSULTING, INC.
UNDERSTANDING THE OVER-THE-COUNTER MARKET**

Whether your business is considering the OTC channels for new business opportunities or you have been distributing in the OTC channels for years, Brakke Consulting's team can provide significant and quality assistance to businesses seeking to learn more about the details of the OTC channels of distribution. If you are looking for meaningful insights into the OTC channels, the trends found there, and the opportunities that exist, contact our Dallas office or Joel Adamson at jadamson@brakkeconsulting.com.

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COMPANY NEWS RELEASES

> **Elanco Animal Health** announced that it has reached an exclusive agreement to market a leading line of 300 veterinary sutures made by **Ethicon**, Inc. Financial terms were not disclosed. (*Vet Advantage*)

> **Bimeda** announced the introduction of Tylosin Tartrate Soluble Powder, a water-soluble macrolide antibiotic for use in chickens, turkeys, swine, and honey bees. (*company press release*)

> **Jaguar Animal Health** announced a four-year deal with India's **Glenmark Pharmaceuticals** to manufacture and supply crotelemer for use in treating diarrhea in pets. Crotelemer is the API in Jaguar's lead prescription drug Canalevia. Glenmark currently manufactures a human-specific formulation of crotelemer. (*FiercePharmaManufacturing.com*)

> **The FoodSource Corporation** has engaged **Cornerstone Animal Health** to market their patented animal drug delivery technology to the animal health market. FoodSource is the maker of Incortrix, a matrix derived of food ingredients that is formed in a proprietary process that allows incorporation of active ingredients in a low temperature environment. Incortrix is currently used in multiple products including fishing lures, wildlife repellents, attractants and nutritional aids, plus wildlife vaccine baits. (*Vet Advantage*)

> **Western Milling** announced it is recalling 50 lb bags of Western Blend horse feed LOT 5251 after some horses have died. The recalled bags were distributed to stores in California and Arizona. This recall was initiated after Western Milling learned an ingredient in the feed in question may contain monensin, an ionophore. (*AVMA Smartbrief - FoodPoisoningbulletin.com*)

> **GlobalVetLINK** (GVL) introduced new system enhancements that help simplify compliance with the recent Veterinary Feed Directives (VFD) ruling and increase efficiency in veterinary clinics. The development release affects multiple products across the GVL platform. (*company press release*)

> **VetSuccess** announced the introduction of its new quarterly Preventive Care Snapshot. The Preventive Care Snapshot (PCS) measures how well practices are doing at delivering preventive patient care. (*company press release*)

> **CANADA Modern Veterinary Therapeutics**, LLC announced that the Veterinary Drugs Directorate (VDD) has approved Ketoprofen VTM in Canada. Ketoprofen VTM is approved for use in horses, swine, and cattle. (*company press release*)

ANIMAL HEALTH NEWS

> **UK - BSE** A case of BSE has been found in an animal on a farm in Wales. The case is the first in Wales since 2013; the affected animal had not entered the human food chain. (*theguardian.com*)

> **US - VESICULAR STOMATITIS** Vesicular stomatitis virus has been found at 29 locations in five counties in western South Dakota since the beginning of August this year. To date, 27 premises have VSV affected horses, while two cattle herds have also been infected. (*Animal Pharm*)

> **US - AVIAN INFLUENZA PLAN** The USDA has released its plan to combat the avian influenza as temperatures begin to drop and the possibility of the disease's return rises. Avian influenza resulted in the deaths of almost 50 million birds earlier this year. The plan can be viewed at https://www.aphis.usda.gov/animal_health/downloads/animal_diseases/ai/hpai-preparedness-and-response-plan-2015.pdf. (*FierceAnimalHealth*)

BRAKKE CONSULTING VIEWPOINT

The closing out of the third quarter of 2015 this past week seemed to dampen the number of news stories available for this week's addition. The announcements this week relate to marketing, distribution and manufacturing agreements, with no earth shattering news of major product or technology launches.

Every week, including this one, there are normally two or more stories regarding disease outbreaks of one type or another, either here in the US or in international markets. New disease outbreaks remind us that there are still opportunities for new or improved products to improve the

health of animals no matter what species.

I was reminded this week in a couple of stories in other publications that the Asian animal health markets continues to provide growth opportunities that smaller companies cannot take advantage of at this point in their growth. I would like to remind our readers that Brakke Consulting has capabilities in the Asian markets and we are here to help companies be successful around the world.

Another story reminded me of the changing demographics of the US population and how this is impacting pet ownership trends now and in the future. This story confirmed that our new study, "Changing Pet Ownership Study" is timely and will produce information needed for marketing departments to better understand the allocation of dollars related to these trends. If your firm is progressive and planning appropriately the results of this study will be useful in your planning process. There is still time to order this study!

Have a great weekend!

Ron Brakke

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