
**Brakke Consulting's
Animal Health News & Notes for October 20, 2017**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

Brakke Consulting news

Recruiting
2017 Flea, Tick and Heartworm Markets report
Topical presentations for company meetings

earnings news

Nestlé
Vetoquinol

other news

Aratana Therapeutics
Bayer
Eye Care for Animals
Ikea
JBS
NovaVive
Nylabone
Pathway
Scullion Strategy Group
Zenoaq
Zomedica

**BRAKKE CONSULTING, INC.
2017 US FLEA CONTROL AND HEARTWORM MARKETS REPORT
COMING IN DECEMBER**



Are you on top of the trends in the largest market segment in companion animal health? Brakke Consulting will soon be publishing our 2017 report on the **US Flea Control and Heartworm Markets**. The report includes valuable information on the US market for small animal parasiticides including:

- Product descriptions, prices, and sales for the leading veterinary flea and heartworm products

- an overview of the veterinary and OTC flea control markets
- discussion of new flea and tick products
- 2017 survey of 300 veterinarians
- 2017 survey of 500 pet owners

The report on the US Flea Control & Heartworm Markets will be available for a purchase price of \$7,250 if ordered by **WEDNESDAY, NOVEMBER 22**, and \$7,750 after that date.

Please contact Dr. Lynn Fondon at (972) 243-4033 or lfondon@brakkeconsulting.com to pre-order the report, or for more information visit our website at:

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

- **Vetoquinol** reported results for the third quarter of 2017. Sales were EUR 88.3 million (\$104 million), up 4% from the third quarter of 2016 (+5% at constant exchange rates). *(company website)*
- **Nestlé** reported sales for the nine-month period ended September 30, 2017. Petcare sales were CHF 9.09 billion (\$9.37 billion), an increase of 3% over the comparable prior-year period. *(company website)*

**BRAKKE CONSULTING, INC.
EDUCATE YOUR TEAM WITH THE EXPERTS IN ANIMAL HEALTH**



Are you looking for an informative and provocative presentation for your national sales meeting, executive retreat or strategic planning session?

Our consultants often find themselves on the cutting edge of change, and develop an uncommon level of expertise in particular topics. We've identified three that we think are critically important to the animal health and nutrition industry:

- Veterinary Practice Consolidation: What Does It All Mean? *(John Volk)*
- What Makes a Great Animal Health Sales Rep? *(Dr. Bob Jones)*
- Megachanges – 3 Trends That Will Transform the Veterinary Industry *(Darrell Klug)*

If you would like to schedule one or more of these presentations, please contact our Dallas office at 972.243.4033, or the individual consultants: John Volk at john@volkonline.com; Bob Jones at Bob@rwjcllc.com; or Darrell Klug at darrell.klug1@gmail.com.

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

- **Bayer** announced the launch of Alenza Soft Chews, a Whole Body Comfort product that helps to support multiple systems throughout a dog's body, including joint support and a healthy inflammatory response. (*company press release*)
- **Aratana Therapeutics, Inc.** announced the launch of Entyce (capromorelin oral solution) appetite stimulant for dogs. Shipments are expected to commence by the end of October. (*company press release*)
- **Zomedica Pharmaceuticals** announced it has entered a loan arrangement to borrow up to \$5 million over a five-year term. Proceeds from the loan facility will be used for working capital and general corporate purposes. (*Animal Pharm*)
- **Nylabone** introduced Nutri Dent Limited Ingredients dental treats for dogs. Nutri Dent Limited Ingredients dental treats feature a new formula with only eight natural ingredients, and have no artificial colors, no artificial flavors, and no preservatives. (*company press release*)
- **JBS S.A.** filed with the U.S. SEC to withdraw a request to register JBS Foods International B.V. as a US initial public offering (IPO) on the New York Stock Exchange. According to a JBS spokesperson, the submission was a procedural matter and it does not preclude the company or any of its affiliates from seeking a listing in the US at a later date. (*Feedstuffs*)
- **Eye Care for Animals (ECFA)**, with over 50 practices in 16 states, announced it has joined **Pathway**, a veterinary practice ownership and management company with over 60 locations in 13 states. ECFA will become the Ophthalmology Division of Pathway. Financial terms were not disclosed. (*Business wire*)
- The **Scullion Strategy Group** announced an exclusive option agreement with Boston's Brigham and Women's Hospital (BWH) to license patent rights in semen analysis for veterinary use. Investigators at BWH developed a mobile diagnostic test that can be used to measure human semen quality using a smartphone-based device. The test analyzes and identifies abnormal semen samples with approximately 98% accuracy. Financial terms were not disclosed. (*WRAL Tech Wire*)
- **Ikea** announced it has launched its first collection of furniture for pets. The Lurvig pet product range includes beds and houses, scratching posts, toys, leashes and bowls, and pet waste bags. The products are launching the US, Canada, France and Japan as a pilot, with plans to bring them to other countries in the future. (*Globalpets.com*)
- JAPAN **Zenoaq** announced plans to expand the geographic sales of its key canine atopic dermatitis treatment Allermune HDM into the pet markets of the US and Europe. Allermune HDM is already on sale in Japan and South Korea. (*Animal Pharm*)
- NEW ZEALAND **NovaVive Inc.** announced that its immunotherapeutic for the treatment of equine endometritis, Settle, has been approved for sale to New Zealand veterinarians. Settle

has previously received regulatory approval for sale to veterinarians in the US and Australia.
(company press release)

ANIMAL HEALTH NEWS

- US - PET SALES California has passed the first statewide ban on pet sales from stores, effective in January 2019. No dogs, cats, or rabbits will be allowed for sale at stores unless sourced from rescues and shelters. (*Pet Business*)
- EU - ANTIBIOTIC USE The European Medicines Agency (EMA) has reported that sales of veterinary antibiotics are declining in most countries in Europe. Newly published data from 2015 found that the sale of antibiotics to treat animals fell by 13.4% over the previous four years. There are variations across Europe, with 15 countries showing at least a 5% drop and eight countries reporting an increase of more than 5%. (*Pharmaceutical-Journal.com*)
- US - PET MEDICATION SALES The FDA released a statement warning pet owners about internet sites selling unapproved and expired pet drugs and counterfeit pet products, making fraudulent claims, and selling prescription drugs without a requiring a prescription. The FDA recommends that pet owners look closely to ensure that they are ordering from a reputable pharmacy when ordering online, and consult their veterinarian before ordering prescription medications. (*FDA*)
- US - ANTIBIOTIC REGULATION San Francisco has reportedly become the first US city to require grocers with 25 stores or more to report annually the use of antibiotics in the raw meat and poultry they sell, with fines for violations. Grocers' annual reports to the state's Department of the Environment must include the purposes for which the antibiotics were used, the number of animals raised, the total volume of antibiotics given and whether their use was "medically important." (*Veterinary Advantage - Dairy Herd Management*)
- UK - GENE THERAPY Researchers at The University of Nottingham have shown that DNA injected into injured horse tendons and ligaments can cure lameness. The gene therapy technology was used in horses that had gone lame due to injury, and within two to three weeks the horses were able to walk and trot; within two months, they were back to full health. The gene therapy used a combination of a gene to enhance the growth of blood vessels and another that plays an important role in the development of bone and cartilage. The research was published in the *Frontiers in Veterinary Science*. (*Feedstuffs*)

BRAKKE CONSULTING, INC.
MANAGEMENT, REGULATORY, 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
- Terry Fritz at 336.312.0667

BRAKKE CONSULTING VIEWPOINT

Today's newsletter contains several illustrations of industry trends:

- Positive financial results from Nestle and Vetoquinol in line with other industry reports
- Further consolidation of veterinary practices with the combination of Pathways and Eye Care for Animals
- The addition of a line of pet items from global furniture leader IKEA (did I hear the words, "Human-Animal Bond"?)
- New animal health technology announced by both small and large companies

It's a dynamic industry we're in, isn't it!

Speaking of industry trends, please note the announcement that we've developed meaty presentations on three important industry topics that could be ideal for your next national sales meeting or executive retreat. The presentations are chock-full of facts, figures and insights. Please let us know if you'd like to reserve a presentation.

Also, don't forget to order the Brakke's highly respected Flea Control and Heartworm Market report. It will be available in just a few weeks.

Have a nice weekend!

John Volk, Chicago

Trouble viewing this newsletter? You can view it online at www.BrakkeConsulting.com

*This electronic newsletter is the sole property of Brakke Consulting, Inc.
Any use of the contents herein should be approved by and appropriately attributed to Brakke Consulting, Inc.*

For more information about Brakke Consulting's services and syndicated studies, visit our website at www.brakkeconsulting.com.

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