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Brakke Consulting's
Animal Health News & Notes for October 29, 2010
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IN THE NEWS:

Brakke news
market research

earnings news
Abaxis
Bayer
Butler Schein
Hill's
Intervet/Schering-Plough
Merial
Ridley

other news
ALLPRO Imaging
Boehringer Ingelheim Vetmedica
Greenies

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COMPANY EARNINGS RELEASES

> Merck & Co., Inc. announced financial results for the third quarter of 2010. Sales for animal health division **Intervet/Schering-Plough** totaled $687 million for the third quarter of 2010, a 3% increase over I/SP's 2009 third quarter results, reflecting continued solid performance among poultry, swine and aquatic products. *(company press release)*

> Sanofi-Aventis reported results for the third quarter of 2010. Net sales of **Merial** were $667 million in the third quarter, up 9% (+7% on a reported basis). *(company website)*

> Bayer reported results for the third quarter of 2010. Animal health sales increased 13% (4% after adjusting for currency effects) to EUR 284 million ($387 million). *(company website)*

> Colgate-Palmolive Company announced results for the third quarter of 2010. **Hill's** sales declined 2% during the quarter to $521 million. *(company website)*

> Abaxis reported results for the second quarter of fiscal 2011 ended September 30, 2010. Veterinary market sales were $27 million, up 23% over last year's comparable quarter. *(company press release)*

> Henry Schein, Inc. reported record financial results for the third quarter ended September 25, 2010. North American Animal Health sales increased 259% to $225 million, reflecting the combined **Butler Schein Animal Health** business. *(company website)*

> Ridley Inc. reported its financial results for the first quarter of fiscal 2011, the three months ended September 30, 2010. Revenue of $128 million in the first quarter of fiscal 2011 was lower by 6% from the same period last year. Net earnings after taxes for the first quarter of fiscal 2011

were $1.5 million compared with $1.1 million in the same period of fiscal 2010 *(company website)*

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COMPANY NEWS RELEASES

> The FDA announced that **Boehringer Ingelheim Vetmedica**, Inc., has changed the Metacam label to include the following warning: "Repeated use of meloxicam in cats has been associated with acute renal failure and death. Do not administer additional injectable or oral meloxicam to cats. See Contraindications, Warnings, and Precautions for detailed information." The label change affects both Metacam Solution for Injection and Metacam Oral Suspension. *(FDA)*

> The **Greenies** Brand introduced Greenies JointCare Treats, designed to maintain dogs' healthy mobility. Greenies JointCare Treats contain Green-Lipped Mussel, which contain omega-3 fatty acids, vitamins E and C, glucosamine, chondroitin and other amino acids and minerals have a beneficial effect on canine joint health. Greenies JointCare Treats are available in two sizes for small/medium and large dogs at pet specialty products retailers. *(Veterinary Advantage)*

> ALLPRO Imaging introduced the Astra Intraoral Camera for veterinary dentistry. Unlike traditional auto-focus cameras, Astra's fixed-focus lens allows all objects from 6mm to 40mm to remain in sharp focus at all times. *(Business Wire)*

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BRAKKE CONSULTING, INC.
MARKET RESEARCH SERVICES

Throughout the year, Brakke Consulting, Inc., performs market research surveys and studies for client companies. If your firm needs help assessing the feasibility of a new product or technology, identifying the opinions and trends of product consumers, or determining the current market for products, Brakke Consulting, Inc. can build a market study to meet your needs. We have a database of several thousand small animal veterinarians and the ability to custom-tailor surveys of other animal health consumers. We also produce syndicated studies in specific animal health market areas. Further information can be found at our website or by calling our Dallas office at 972.243.4033.

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ANIMAL HEALTH NEWS

> US - BRUCELLOSIS Three cows from a northwest Wyoming cattle herd have initially tested positive for brucellosis. Tissue and blood samples were collected from the three cows and submitted to the state lab for a full diagnostic evaluation. *(Trib.com)*

> US - VETERINARY DEGREE The Utah State University Board of Trustees has approved a proposal to offer a doctor of veterinary medicine degree. The degree would be offered in partnership with Washington State University. Preliminary plans call for the first two years of the program to be completed at Utah State, while the remainder of the program would be fulfilled at Washington State. *(Salt Lake Tribune)*

> US - CANCER CENTER The University of Missouri has announced plans to create a veterinary cancer facility targeted at pet owners in parts of Illinois, Iowa, Kentucky and Missouri. The facility, expected to open early next year, aims to provide cancer diagnosis and treatment to pets referred by their regular veterinarians. *(AVMA SmartBrief)*

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BRAKKE CONSULTING VIEWPOINT

The activity level in animal health seems to be picking up the pace as we move towards winter. The large blast of cold air across the nation this week reminds us that winter is just around the corner. After all, it's Halloween this weekend. Be sure to remember your pet on Halloween night. The little goblins put many pets into stressful conditions so have some quality pet treats available to soothe their nerves.

On the business front there is continued revenue growth reported by most companies. We continue to be bullish on the fall quarter, except for the high corn prices and shortage of feeder cattle that could dampen the bovine area. During this past week we were involved with some new clients that have some real innovation to develop and market. As you know, the industry loves and needs innovation.

The pheasant hunting last weekend was one of the better hunts in the past few years. The score for the weekend was hunters 83 and pheasants 60. Now we'll see what happens this weekend. The weather should be nice and the sky is beautiful in South Dakota after three difficult days.

Have a great weekend!!

Ron Brakke

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