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**Brakke Consulting's  
Animal Health News & Notes for October 7, 2016**  
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IN THE NEWS:

Brakke Consulting news  
US Veterinary Generic Drugs Market – **NOW AVAILABLE**  
Transaction assistance

other news

AniCell Biotech  
Aratana  
Aspen Veterinary Resources  
Boehringer Ingelheim Vetmedica  
CRV  
Diamond V  
Elanco  
GeneSeek  
Jaguar  
Merck  
Napo Pharmaceuticals  
Neogen  
Owl Manor Veterinary  
Petsense  
Rayence  
Tractor Supply  
Zoetis

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**BRAKKE CONSULTING, INC.**  
**NEW REPORT: THE US VETERINARY GENERIC DRUGS MARKET**  
**NOW AVAILABLE**

Brakke Consulting is pleased to announce a new report on the US market for small package generic products. The report is an in-depth look at a part of the market that intrigues many industry participants. The report includes such information as:

- the origin and evolution of animal health generics
- estimated market size
- generics use in large vs. small animals
- profiles of generics manufacturers

The report will also include surveys of small and large animal veterinarians and producers, probing their understanding and perception of generic products, how they use generics, price sensitivity compared to branded products, expected future usage, and more.

The report is available for a price of \$7,995. For more information, contact project manager Dr. Lynn Fondon at [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com) or 972-243-4033.

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## COMPANY NEWS RELEASES

- **Merck Animal Health** announced the launch of Bovilis Coronavirus, the first USDA-approved modified-live intranasal vaccine to aid in reduction of enteric disease caused by Bovine Coronavirus (BCV). (*company press release*)
- **Elanco** announced an agreement to acquire **Boehringer Ingelheim Vetmedica, Inc.**'s US feline, canine and rabies vaccines portfolio, as well as a fully integrated manufacturing and R&D site, for \$885 million, including the estimated cost of acquired inventory. Also included in the agreement are several pipeline assets. (*PRNewswire*)
- **Neogen Corporation** announced that its **GeneSeek** subsidiary has entered into a partnership with **CRV** to add CRV's innovative health and efficiency traits to GeneSeek's dairy genomic testing solutions. Four proven traits, Better Life Health, Better Life Efficiency, Hoof Health and Udder Health, will be offered as an add-on to GeneSeek's Igenity genomic profiles. (*company press release*)
- **Aratana Therapeutics, Inc.** announced launch of Nocita (bupivacaine liposome injectable suspension) as a local post-operative analgesia for cranial cruciate ligament surgery in dogs. (*company press release*)
- **Jaguar Animal Health, Inc.** announced that it has signed a non-binding letter of intent with **Napo Pharmaceuticals, Inc.** potentially to merge the two companies. Napo provided Jaguar with exclusive worldwide rights for veterinary applications to crofelemer while focusing on human product development and commercialization. As of October 1, 2016, Napo owned 22.6% of Jaguar's outstanding shares of common stock. The LOI contemplates a 3-to-1 Napo-to-Jaguar value ratio to calculate the relative ownership of the merged entity. (*Business Wire*)
- **Diamond V** announced plans for the current manufacturing complex in Cedar Rapids, Iowa, to expand through new capital investment of \$28 million to support the increased production of natural, nutritional health products for animals. The planned expansion will add a second manufacturing facility of approximately 97,800 square feet along with related manufacturing capabilities. (*Pet Age*)
- **AniCell Biotech** announced the launch of its BioScaff Surgical line of regenerative products for use in surgery as a bioscaffold for remodeling wounds. These amnion-based products contain naturally-occurring essential collagens, hyaluronic acids and proteins needed to facilitate tissue support after surgical procedures (*Vet Advantage*)
- **Owl Manor Veterinary** announced it has raised \$1.2 million in a Series A financing to help develop its portfolio of regenerative medicine products to horses with joint problems and expand the portfolio for use in dogs. (*Fierce Animal Health*)
- **Rayence Inc.**, announced the launch of its new line of MyVet digital imaging systems. The flagship of the line is the MyVet Elevating Table System, an elevating digital radiographic table that lowers to the floor allowing easy access for large animals. (*PRNewswire.com*)
- **Aspen Veterinary Resources Ltd.** introduced Easy Cow and Gold Pro Cow, a new product line of stall and feed additives that reduces mastitis in dairy cows. The products are made with all-natural carrier ingredients and imprinted with a contrasting electromagnetic frequency. This creates an opposing force to the specific frequency created by each

pathogen that causes mastitis. The technology is similar to noise-canceling headphones, which use an opposing frequency to cancel out noise. (*Business Wire*)

- **Tractor Supply Company** announced it has acquired the **Petsense** chain for approximately \$116 million. Petsense has 136 stores in 25 states. (*Pet Business*)
- JAPAN **Zoetis** announced it has received Japanese authorization for Bopriva (gonadotrophin release factor conjugated to diphtheria toxoid) for the temporary reduction of gonadotropic hormone in cattle. The vaccine reduces aggressive and estrus behavior in sexually mature and sexually immature cows. The product has previously been approved for reducing testosterone in bulls in several countries. (*Animal Pharm*)

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### ANIMAL HEALTH NEWS

- US - SCREWWORM The Florida Department of Agricultural announced that screwworms have been found in three Key deer and up to 22 deer have died of the disease, the first local infestation of New World screwworm in the US in more than 30 years. The State has declared an agricultural state of emergency in the affected County and the has imposed an animal quarantine from the southern end of Key Largo to Key West. (*WLRN.org*)
- US - EHD Michigan reported that a deer has died of Epizootic Hemorrhagic Disease, the first case since an outbreak in 2012. (*AVMA Smartbrief - Michiganradio.org*)
- US - DIAGNOSTICS Ohio State University announced the availability of a novel endoscopy tool in the form of a 1.5 cm pill that encloses a compact, high-resolution camera. Veterinarians can now fully analyze an animal's gastrointestinal tract, using it. OSU's Veterinary Medical Center (VMC) adopted the tool in 2015. (*Vet Advantage - AAHA NEWSTAT*)

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### **BRAKKE CONSULTING, INC. TRANSACTION ASSISTANCE**

Buying, selling or merging? We can help!

Brakke Consulting assists many clients with mergers, acquisitions and divestitures. Our transaction experts can provide the insight, ability and contacts you need in the animal health, pet, veterinary and specialty chemicals markets. Please contact any of our offices for a confidential consultation.

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### BRAKKE CONSULTING VIEWPOINT

The news this week is extremely encouraging on the investment side of the ledger. There are announcements related to significant investments in technology, manufacturing assets and new technology. There was an acquisition that approaches \$1 billion in value by one of the leading firms that has been investing heavily in the market. Another large investment is the one made by Diamond V in an additional manufacturing facility to expand their production of nutritional products. While some product areas in animal health like antibiotics are under threat, several of the leading specialty nutrition companies are increasing investments in order to supply and

increasing demand. There was also a merger of one of the recent IPO companies with a technology provider. We are also encouraged by the number of new products that are being launched. We believe each of these reported activities are good for the industry.

Have a great weekend!

*Ron Brakke*

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