
**Brakke Consulting's
Animal Health News & Notes for November 24, 2010**
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**COMING SOON!
US FLEA CONTROL AND HEARTWORM MARKETS
2010 UPDATE**

Brakke Consulting will soon be publishing our 2010 report on the US Flea Control and Heartworm Markets. The report includes valuable information on the US market for small animal parasiticides including:

- an overview of the veterinary and OTC flea control markets
- Product descriptions, prices, and sales for the leading veterinary flea and heartworm products

The report also includes a 2010 survey of over 200 veterinarians regarding topics such as product usage, brand switching, the effect of the economy on product sale; the impact of product sales outside the veterinary clinic channel; and developing resistance to new-generation products.

The report on the US Flea Control & Heartworm Markets will be available for a purchase price of \$4,995 if ordered by **WEDNESDAY, NOVEMBER 24**, and \$5,500 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

> Patterson Companies, Inc. reported results for the second quarter of fiscal 2011 ended October 30. Second quarter sales of the **Webster Veterinary** unit rose 1% from the year-earlier period to

\$162 million. Year-over-year comparability of Webster's sales was affected by previously reported changes in the distribution arrangements for certain pharmaceuticals, estimated to have reduced Webster's second quarter sales growth by approximately 4-5%. (*Market Watch*)

> **Central Garden & Pet Company** announced fourth quarter and full year results for its fiscal year ended September 25, 2010. Net sales for the Pet Products segment in the quarter were \$214 million, an increase of 5% compared to the year ago period. (*company website*)

COMPANY NEWS RELEASES

> **Digital Angel** Corporation announced that its subsidiary Destron Fearing has received USDA approval for its 840 RFID Swine Premise Tag. Destron Fearing is the first company to offer a USDA approved 840 RFID Swine Premise Tag. (*Business wire*)

> **scil animal care company** announced the addition of Aesculap's Veterinary Osteosynthesis line of products. scil will exclusively offer Aesculap's innovative line of implants and set configurations to the North American veterinary market. (*company press release*)

> **E.I. Medical Imaging** announced the addition of the 6.5MHz-10MHz Micro Linear multi-frequency transducer to the Ibex product line. This transducer can be used on any of the Ibex ultrasound machines for multiple species applications. The primary applications for this probe are equine tendon and lameness as well as small animal abdominal work. (*company press release*)

> **Midmark Corporation** announced that it has entered into an agreement to acquire **Newmed, S.r.L.**, a leading Italian manufacturer of tabletop sterilization products and accessories for the medical, dental and animal health markets. Financial terms were not disclosed. (*Vet Advantage*)

> **MiracleCorp Products** announced the acquisition of **Gimborn Pet Specialties** LLC of Georgia and the **GPS Group** LLC. Financial terms were not disclosed. (*company press release*)

> **THAILAND Pfizer** announced it has chosen Thailand as its regional operations hub for animal-health products in Southeast Asia, opening a new regional headquarters in Thailand. (*emoneydaily.com*)

ANIMAL HEALTH NEWS

> **US - VETERINARY CURRICULUM** A "radically different" veterinary school curriculum will be put into play starting with the class of 2015 at the University of California, Davis (UC-Davis). The new curriculum is learner-centered rather than teacher-centered, and is based on body systems rather than by discipline. Contact time in the classroom will be reduced, giving student more time to work in small groups doing research and problem-solving activities. (*DVM360*)

**REGISTER NOW FOR
BRAKKE CONSULTING'S 2011 INDUSTRY OVERVIEW
AT NAVC AND WVC**

Brakke Consulting will be presenting its annual US Animal Health Industry Overview at the North American Veterinary Conference and the Western Veterinary Conference in 2011.

NAVC Overview

Monday, January 17th, 2011

2:00 – 4:00 pm

Gaylord Palms, Orlando

WVC Overview

Date: Tuesday, February 22, 2011

Time: 2:00 - 4:00 pm

Place: The Four Seasons Hotel, Las Vegas

To register, go to www.brakkeconsulting.com and look for the Overview link in the "What's New" box. Payment by major credit card is required at time of registration.

BRAKKE CONSULTING VIEWPOINT

All of us at Brakke Consulting want to wish each of our subscribers and clients a Happy Thanksgiving!

*Ron Brakke
Joel Adamson
Ken Berkholtz
Ray Collier
Lynn Fondon
Atsuo Hata
Jay Lockhart
John Mannhaupt
Susan Mannhaupt
Richard Miles
Jane Morgan
Kevin Scott
John Volk*

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