

\*\*\*\*\*

**Brakke Consulting's  
Animal Health News & Notes for November 5, 2010**  
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon, DVM MBA

\*\*\*\*\*

IN THE NEWS:

Brakke news  
[market research](#)

earnings news  
[MWI](#)  
[Pfizer](#)

other news  
[Bayer](#) (management)  
[Bayer](#) (Bomac)  
[Bomac](#)  
[Sedona Pure Pets](#)  
[VetCentric](#)  
[Veterinary Diagnostics Institute](#)  
[Webster](#)

\*\*\*\*\*

**COMPANY EARNINGS RELEASES**

> **Pfizer** Inc. reported financial results for third-quarter 2010. Animal health revenues were \$860 million, an increase of 27%, reflecting the addition of the Fort Dodge legacy products in October 2009. (*PRNewswire*)

> **MWI Veterinary Supply**, Inc. announced financial results for its fiscal year ended September 30, 2010. Total revenues were \$1.23 billion for fiscal year 2010, 31% higher than revenues for fiscal year 2009. 14% of the increase was due to organic growth in the US and 17% was related to the acquisition of Centaur Services Ltd in February 2010. Net income was \$33.4 million for fiscal year 2010, 34% higher than net income for fiscal year 2009. (*company website*)

\*\*\*\*\*

**COMPANY NEWS RELEASES**

> **Bayer** announced the appointment of Jean-Luc Lowinski as the new head of its animal health division, effective November 1, 2010. In his new position, he succeeds Lykele van der Broek who will be appointed COO of Bayer CropScience. Previously Mr Lowinski held the position as BHC representative in Japan and country head for Bayer Schering Pharma Japan. (*Datamonitor*)

> **VetCentric**, Inc. announced it has raised \$3 million during its continued round of Series B funding. Sherbrooke Capital, the Asset Management Company and the Nestle Venture Capital Fund, part of Nestle S.A., supported the investment equally. (*Vet Advantage*)

> **Veterinary Diagnostics Institute** (VDxI), Inc., announced that **Webster Veterinary** will be VDxI's exclusive distributor for the VDxI-TK specialty diagnostic test, a highly specific blood test to detect canine lymphoma and hemagiosarcoma. (*Bradenton.com*)

> **Sedona Pure Pets** introduced a veterinary line of three holistic supplements for pets. The new products include iFlora Multi-Probiotic Healthy Pets, Sedona Pure Pets Colostrum, and Permveo Joint & Bone Mobility Complex. (*Natural Products Marketplace*)

> NEW ZEALAND **Bayer** announced an agreement to buy **Bomac Group**. Bomac has a broad range of 290 products, especially in the area of food animals; the main focus is on the treatment of mastitis with dairy cattle and parasiticides in sheep. Financial terms were not disclosed. (*Dow Jones*)

\*\*\*\*\*

## **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.

For more information, go to [www.BrakkeConsulting.com](http://www.BrakkeConsulting.com).

\*\*\*\*\*

## **ANIMAL HEALTH NEWS**

> US - BRUCELLOSIS The Montana Department of Livestock reported that a cow on a ranch near Bozeman, Montana, has been diagnosed with brucellosis and had to be euthanized. Two other cows from the herd have been quarantined to determine whether they have been exposed to the disease. (*Washington Post*)

> US - HORSE CARE The American Association of Equine Practitioners released guidelines for veterinarians who treat racehorses. The document, "Clinical Guidelines for Veterinarians Practicing in a Pari-Mutuel Environment," promotes medical practices the AAEP believes place the appropriate emphasis on the health, safety and welfare of the racehorse. The central focus of the guidelines is the practice of administering medical treatment to a horse based on the entry date for its next race. (*Vet Advantage*)

> US - DOG BREEDING REGULATION The "Puppy Mill Cruelty Prevention Act," or Proposition B (Prop B) ballot initiative in Missouri was adopted yesterday by a narrow vote, with 51% of voters approving the measure. The initiative, carried to the ballot by The Humane Society of the United States (HSUS), with assistance from the American Society for the Prevention of Cruelty to Animals, limits commercial breeders to no more than 50 female breeding dogs and requires that those dogs be bred no more than twice every 18 months. It also increases living space for dogs, requires indoor housing with unfettered access to outdoor exercise yards, requires that dogs be fed daily and requires that dogs be examined annually by veterinarians. Missouri is said to be the largest dog breeding state in the US, with an estimated one of every three or four of puppies sold in pet stores in the US having been born in the state. (*Feedstuffs.com*)

\*\*\*\*\*

## **BRAKKE CONSULTING VIEWPOINT**

The financials reported this week indicate that there is continued revenue growth in the industry.

The time I have spent in the Midwest this past week has been useful in obtaining some interesting insights into the food animal segment for this fall and 2011. It appears that the cow/calf business is going to be positive for the next couple of years. This assumes that the weather cooperates so that there is plenty of grass. The high corn prices are likely to put some pressure on the feedlot profits, but the reduced supply of beef should allow for higher feed cattle prices. The agricultural economy is currently the best it's been for some time. The new Congress will start working on the new farm bill in early 2011 so we'll all watch this activity closely.

We had another successful pheasant hunt last weekend with the hunters filling their limit early all three days. Hunters 88, pheasants 55. A new group arrives to restart the process for one more weekend. Then it's back to Dallas where it's a bit warmer.

Have a great weekend!!

*Ron Brakke*

\*\*\*\*\*

Trouble viewing this newsletter? You can view it online at [www.BrakkeConsulting.com](http://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](http://www.brakkeconsulting.com).

Brakke Consulting, Inc.  
2735 Villa Creek, Suite 140  
Dallas, TX 75234 USA