
**Brakke Consulting's
Animal Health News & Notes for December 19, 2008**
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NOW AVAILABLE!

BRAKKE CONSULTING, INC.

New Study: The Economy and Pet Care

What impact has the recent economic downturn had on your business in 2008? How will it impact your revenues in 2009?

A comprehensive new study among 1,500 pet owners and 225 companion animal veterinarians clearly demonstrates that the recession is having an impact both at the veterinary clinic and in the OTC sector.

The study examines 2008 purchase behavior and 2009 intentions for 12 specific product and service categories: Pet food, therapeutic diets, treats, supplements, medications, flea, tick and heartworm control, equipment such as collars and feeding bowls, toys/accessories/gifts, boarding, grooming, pet insurance and veterinary services. The research also shows how veterinarians are changing their own buying and hiring behaviors to right-size their practices during the downturn.

The Economy and Pet Care is now available for the price of \$5,995.

For more information or to order the study, contact John Volk, senior consultant,
jvolk@brakkeconsulting.com, (773) 327-4941.

COMPANY NEWS RELEASES

> **Evalis** reported that Pierre Lefebvre is stepping down as Chairman and CEO. For a transition period until a new CEO is chosen, Patrice Gollier, InVivo Group CEO and Chairman of Financiere Evalis, has been elected as the new Chairman and CEO of Evalis. (*Business Wire*)

> **Dechra Veterinary Products** LLC announced that the company has received FDA approval to market Vetoryl Capsules. Vetoryl Capsules contain the drug trilostane, and will be indicated for use in pituitary-dependent hyperadrenocorticism. Additionally, Vetoryl has received designation status as a Minor Use Drug for treatment of hyperadrenocorticism caused by adrenal tumors; the

first drug to receive an approval for this indication and the first drug to receive a Minor Use designation in dogs. (*Market Watch*)

> **Iams** Veterinary Formulas announced the launch of Prostora Max, a new probiotic supplement for dogs that helps nutritionally manage digestive upsets such as diarrhea, and helps maintain digestive health. This dietary supplement delivers clinical results with the patent-pending probiotic strain *Bifidobacterium animalis*. The proprietary, patent-pending strain of probiotics in Prostora Max was developed in partnership with **Alimentary Health Ltd.** of Cork, Ireland. (*PRNewswire*)

> **T-Cyte Therapeutics**, Inc. announced that it has received a conditional license renewal for Lymphocyte T-Cell Immunomodulator (LTCl). LTCl is the first and only approved treatment aid in the US for cats infected with feline leukemia virus (FeLV) and immunodeficiency virus (FIV). LTCl is licensed to **IMULAN BioTherapeutics**. (*company press release*)

> Integrated Management Information, Inc. (**IMI Global**) announced it has achieved USDA approval as an Animal Identification Number (AIN) Device Manager. This approval clears the way for IMI Global to incorporate 840 tags into its USVerified solution for producers. (*Market Watch*)

ANIMAL HEALTH NEWS

> **US - AVIAN INFLUENZA** A Rhode Island state veterinarian reported that a duck shot by a hunter last month has tested positive for avian influenza. The state Department of Environmental Management says the nonfatal H5 strain of the avian influenza virus detected in the mallard cannot be transmitted to humans, but it can infect other birds. (*AP*)

> **US - MILK LABELING** Kansas is considering a new state regulation that would prohibit dairies from labeling milk as hormone free. If approved, the new law will forbid dairy producers from labeling their product as coming from animals that have not been treated with recombinant bovine somatotropin (BST), marketed under the brand name Posilac. The rule also states that labels should carry companion disclaimers saying "the FDA has determined that no significant difference has been shown between milk derived from rBST-supplemented and non-rBST-supplemented cows." (*Animal Pharm*)

> **US - EPA LIVESTOCK TAX** A recent EPA rule-making report triggered much speculation and interpretation that the agency would likely impose a "tax" on livestock and dairy operations for methane emissions. The report's objective was to outline ways to implement the Clean Air Act, and included sections related to reducing livestock methane emissions. However, EPA officials have stepped out to emphasize the report should not be interpreted that the agency will actually tax farmers for their livestock or dairy animals. The EPA's statement can be read at http://www.dairyherd.com/directories.asp?pgID=675&ed_id=7949 (*Pork Alert*)

> **US - AGRICULTURE SECRETARY APPOINTMENT** President-elect Barack Obama announced his choice of former Iowa Governor Tom Vilsack to be Secretary of Agriculture. Vilsack has carved out a reputation as a political centrist. (*AP*)

US ANIMAL HEALTH INDUSTRY OVERVIEW

Registration is now open

Brakke Consulting will be presenting its annual US Animal Health Industry Overview at the North American Veterinary Conference and the Western Veterinary Conference in 2009.

NAVC Overview

Monday, January 19th

2:00 – 4:00 pm
Gaylord Palms, Orlando

WVC Overview

Monday, February 16th
2:00 – 4:00 pm
Four Seasons, Las Vegas

Registration is now open for the NAVC Overview; registration for the WVC Overview will be open next week.

To register, go to www.brakkeconsulting.com and look for the box at the bottom of the home page. Payment by major credit card is required at time of registration.

www.BrakkeConsulting.com

BRAKKE CONSULTING VIEWPOINT

The Holidays are here!! We can tell by the reduced number of phone calls and emails that many of you are already beginning to enjoy the Holiday season. Our firm, similar to others in the industry, will be closed a number of days over the next couple of weeks. We hope all of you will be able to relax a bit and recharge for the challenges ahead in 2009.

As noted earlier in the newsletter, we have just published the **Economy and Pet Care Study**, and guess what folks? The companion animal business is not recession proof!! So, that reality should be added to your list of challenges for your organization in the New Year.

We'd like to thank each of you for your support and business in 2008. It's been an interesting year with many changes. We want to wish each of you and your families a pleasant and safe Holiday season. We'll see many of you in Orlando in less than a month.

Happy Holidays!

Ron Brakke

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