
**Brakke Consulting's
Animal Health News & Notes for December 9, 2016**
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**BRAKKE CONSULTING, INC.
TERRY FRITZ JOINS BRAKKE TEAM**

Brakke Consulting is pleased to announce the addition of Terry Fritz to its team of professional consultants. Terry has broad and deep experience in sales organization, sales management and training and new product marketing. In addition to these areas, Terry will focus on expanding Brakke's recruiting business into sales and mid-tier marketing and executive positions. He will also bring additional market research capability to the firm by conducting focus groups.

Most recently, Terry was an advertising executive and animal health marketing specialist with Trone Brand Energy. In addition to his work with Trone, Mr. Fritz has more than thirty years of executive-level experience in sales and marketing at Velcera, Inc., IDEXX Laboratories, and Pfizer Animal Health.

Terry can be reached at 336-312-0667 or fritzht@earthlink.net.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

- **Central Garden & Pet Company** announced financial results for its fiscal fourth quarter ended September 24, 2016. Net sales for the Pet segment increased 15% to \$271 million from the same period a year ago, driven in large part by acquisitions. (*company website*)
- **DS Pharma Animal Health** reported results for the for the six months ended September 30, 2016. Revenues were ¥6.4 billion (\$56.6 million), an increase of 3%. (*Animal Pharm*)

BRAKKE CONSULTING, INC. **US FLEA CONTROL & HEARTWORM MARKETS REPORT** **NOW AVAILABLE**

Brakke Consulting is pleased to announce that our 2016 report on the US Flea Control and Heartworm Markets is now available. The report includes valuable information on the US market for small animal parasiticides including:

- Product descriptions, prices, and sales for the leading veterinary flea and heartworm products
- an overview of the veterinary and OTC flea control markets
- discussion of new flea and tick products, including Frontline Gold, Simparica, Bravecto topical solution, and the generic imidacloprid products
- 2016 survey of 300 veterinarians
- 2016 survey of 500 pet owners

The report on the US Flea Control & Heartworm Markets is available for a purchase price of \$7,500. Please contact Dr. Lynn Fondon at (972) 243-4033 or lfondon@brakkeconsulting.com to order the report, or for more information visit our website at:

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

- **Zoetis** Inc. announced that its Board of Directors has authorized a \$1.5 billion multi-year share repurchase program as part of its long-term capital allocation plans. The shares are expected to be repurchased at the discretion of management over a multi-year period, and the program can be cancelled at any time. (*company press release*)
- **Elanco** Animal Health announced the launch of Onsior Tablets for Dogs and Onsior injection for the treatment of postoperative pain and inflammation associated with soft-tissue surgery in dogs. (*company press release*)
- **Bayer** announced plans to acquire the Cydectin product portfolio from **Boehringer Ingelheim Vetmedica** Inc. as part of Boehringer's acquisition of Merial. Financial terms were not disclosed. (*Reuters*)
- **Manna Pro** announced it is replacing Scour Ease, Calf Medic and Suckle with a new line of gut-enhancing, non-medicated supplements and milk replacers. The newly formulated products feature Opti-Gut, a blend of probiotics and natural ingredients that promotes a

healthy belly. Two new products as well as five existing Manna Pro products will feature Opti-Gut and can be fed to calves, foals, goats, lambs and other species. (*Vet Advantage*)

- **Cronus Pharma** LLC announced the commercial launch of Clindamycin Hydrochloride Oral Liquid, a generic version of Antirobe Aquadrops, for use in cats and dogs. Cronus' clindamycin hydrochloride oral liquid is the first product launched from the portfolio of products acquired from a leading global pharmaceutical company in 2014. (*Business wire*)
- **PetLife Pharmaceuticals, Inc.** announced plans to expand its natural-based product offerings from InnoVision Therapeutics, PetLife's partner for the Vitalzul FDA/CVM submission. These new products target digestive and liver protection; immune system support; and anti-inflammatories and analgesics. (*Econotimes.com*)
- **Jorgensen Laboratories, Inc.** announced the launch of its new Safe RX product. The Safe Rx is a simple locking prescription vial that is coded with your preferred PIN, has a plastic locking system, prevents pilfering of your pet's medication, attaches and locks onto the top of the Rx plastic vial, and has included an Rx blue specific colored vial. (*Vet Advantage*)
- **Outward Hound**, a portfolio company of The Riverside Company, announced it has acquired **Dublin Dog** from The Remington Outdoor Company. Financial terms were not disclosed. (*Pet Age*)
- **PetPlate** announced the national launch of its service delivering freshly-cooked meals for pets made from wholesome ingredients that do not contain any by-products, rendered meats or preservatives. The meals are designed by a veterinary clinical nutritionist for nutritional balance and are pre-portioned and ready to serve. (*PRNewswire*)
- IRELAND **Swedencare AB**, the manufacturer of ProDen PlaqueOff Animal, announced it has acquired **NutriScience**, a subsidiary of **Ecuphar** Ltd. The acquisition will give Swedencare an extensive product portfolio in the dog, cat and the equine segments, a production facility in Ireland and a vast global distribution network. Financial terms were not disclosed. (*Petgazette.biz*)
- SWEDEN **Panion Animal Health** announced it has licensed exclusive rights from CombiGene to develop a gene therapy for epilepsy in companion animals. The deal includes an upfront payment of SKR 3 million (\$325,000); CombiGene will also receive future royalties from sales of the product. (*Animal Pharm*)

ANIMAL HEALTH NEWS

- GERMANY - AVIAN INFLUENZA Germany reported its first case of this season of the H5N1 strain of avian influenza on a small poultry farm in the northeastern state of Brandenburg. The farm was quarantined and some 500 chicks, ducks and geese were culled. (*Reuters*)
- US - BRUCELLOSIS Two bulls in Western Montana have tested positive for brucellosis. The bulls, which tested positive during a whole herd test, were destroyed; the ranch is under quarantine for investigation, but remaining ranch livestock tested negative for brucellosis. (*FLTimes.com*)
- US - VETERINARY SCHOOLS The Texas Tech University System confirmed that plans to build a veterinary school at the University in Amarillo, Texas are on hold. No elaboration was given, and it's unclear how long that pause will last. The idea has faced fierce resistance from

the Texas A&M University System, which has the only current veterinary school in the state.
(Texastribune.org)

- US - FARM REGULATIONS California's governor signed legislation in September that for the first time regulates heat-trapping gases from livestock operations and landfills. Cattle and other farm animals are major sources of methane, which is released when they belch, pass gas and make manure. The California Air Resources Board is drawing up rules to implement the new law. (*Vet Advantage - AP*)

**BRAKKE CONSULTING, INC.
MARKET RESEARCH SERVICES**

Depend on Brakke Consulting to build a market study to meet your company's needs, whether it is:

- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers, through quantitative market research or in-depth focus groups
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

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BRAKKE CONSULTING VIEWPOINT

The cold front that is hitting most of the US this weekend reminds us that it's indeed December and before long we will be closing out 2016. Some conversations with clients the past few days suggest that most companies have had a successful 2016 and are looking forward to the new year. Significant new product introductions for 2017 seem to be hiding in the weeds at the moment, but that does not mean there will not be any!

Earlier in the newsletter we announced that Terry Fritz has joined Brakke Consulting to expand our services in a number of areas. We believe the addition of focus groups to our already successful market research services and expansion of our sales management and sales training programs will be of benefit to a number of our clients. Please feel free to contact Terry directly if you'd like to discuss a possible project with him.

Have a great weekend and stay warm!

Ron Brakke

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