
**Brakke Consulting's
Animal Health News & Notes for February 10, 2012**
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**BRAKKE CONSULTING, INC.
REGISTER NOW FOR INDUSTRY OVERVIEW
EARLY REGISTRATION ENDS WEDNESDAY!**

Brakke Consulting will present the 2012 US Animal Health Industry Overview at the Western Veterinary Conference in Las Vegas, Nevada. The date is:

Tuesday, February 21st from 2:00 – 4:00 pm at the Four Seasons.

Registration for the Industry Overview at the WVC is now open. To register go to www.brakkeconsulting.com and scroll down to the "What's New" box. The price is \$375 per person through Wednesday, February 15; late registration is \$425.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> Sanofi reported results for the full year 2011. Full year 2011 sales of Merial were up 2% to EUR 2.03 billion (\$2.67 billion). (*company website*)

> **Bioniche Life Sciences** Inc. reported results for its fiscal 2012 second-quarter ended December 31, 2011. Revenue for the three months ended Dec. 31 was \$8.1 million, down from \$11 million in the prior-year quarter when the company reported \$4 million in non-recurring licensing fees. Sales revenue in the most recent period was \$7.4 million, up from \$6.1 million the

previous year. The company's net loss was (\$4.3 million) compared with a net loss of (\$2.6 million) in the comparable period in the prior year. (*Winnipeg free press*)

> **Spectrum Brands Holdings** announced financial results for the first quarter of fiscal 2012 ended January 1. The Global Pet Supplies segment reported net sales of \$135 million for the first quarter of fiscal 2012, a decline of 1.5% versus the comparable year-ago period. (*Business Wire*)

COMPANY NEWS RELEASES

> **Pfizer** announced the launch of Advocin (danofloxacin mesylate) for the treatment of bovine respiratory disease (BRD). Advocin has a withdrawal time of four days and requires just a single 2 mL/100 lb. dose. (*Drovers.com*)

> The FDA announced that **Novartis Animal Health** has received approval for a New Animal Drug Application for Sentinel Spectrum. Sentinel Spectrum contains milbemycin oxime, lufenuron and praziquantel, adding tapeworm control to Sentinel's heartworm, flea and intestinal nematode indications in dogs. (*FDA*)

> **Teva Animal Health** announced that it will resume the manufacture and distribution of non-sterile liquid products after receiving approval to do so from the FDA. (*company press release*)

> **Teva Animal Health** introduced DVM Daily Soft Chews, a complete daily multi-vitamin to support a dog's overall general health. (*company press release*)

> **Bimeda** announced that the company has received approval from the FDA to market AmproMed for Calves (amprolium). Available in a 20% soluble powder form, this coccidiostat is indicated as an aid in the treatment and prevention of coccidiosis caused by *Eimeria bovis* and *E. zurnii* in calves. (*company press release*)

> The FDA announced that **Sparhawk Laboratories** has received approval for an Abbreviated New Animal Drug Application for Gentocin Topical Spray (gentamicin, betamethasone) for treatment of superficial lesions in dogs. (*FDA*)

> The FDA announced that **Cross Vetpharm Group** has received approval for an Abbreviated New Animal Drug Application for Garacin Soluble Powder (gentamicin) for the control and treatment of colibacillosis in weanling swine, and for the control and treatment of swine dysentery associated with *Treponema hyodysenteriae*. (*FDA*)

> **Webster Veterinary** announced the addition of several new features to its ePetHealth client communication service, including telephone and text message reminders and the ability to create custom promotions for various email communications. Additionally, Webster is preparing to release a new home delivery and shopping interface within ePetHealth powered by its online pharmacy partner, VetSource. (*company press release*)

> **INDIA Pfizer Ltd.**, the Indian unit of drug maker Pfizer Inc., announced its board has approved the sale of its animal health division to a wholly owned unit for about INR4.40 billion (\$90 million). The move is part of the US parent's aim of reorganizing its operations in a manner that will give it the most flexibility to exit its animal health and nutrition units and focus on its core pharmaceuticals business. (*FoxBusiness.com*)

ANIMAL HEALTH NEWS

> AUSTRALIA - AVIAN INFLUENZA Avian influenza has been found at two duck farms in the state of Victoria in Australia. The Australian Chicken Meat Federation (ACMF) said that it was a low pathogenic strain and that the government was working quickly to eliminate the disease. The virus was detected during routine testing and so far no chicken farms are affected. (*Animal Pharm*)

> FAR EAST - AVIAN INFLUENZA Animal health officials in Nepal reported H5N1 avian influenza outbreaks at farms in the eastern part of the country, while Vietnam and India reported more detections in poultry. (*CIDRAP.umn.edu*)

> US - CATTLE HERD The US cattle herd has shrunk to its smallest size in 60 years, according to the USDA, due to a drought in the southern Plains that has forced ranchers to cull hundreds of thousands of cattle. US cattlemen had a total 90.8 million cattle and calves as of Jan. 1, 2012, the lowest total since the start of 1952, when the US cattle industry had a herd of 88.1 million head. (*Veterinary Advantage*)

BRASSE CONSULTING VIEWPOINT

The three companies reporting revenues this week did not fare nearly as well in 2011 as those that reported last week. In a couple of cases the moving target of generic fipronil products probably had an impact.

In spite of these last reports we remain optimistic regarding the prospects for 2012. Earlier this week there was a glimmer of hope in the January employment numbers and other national financial indicators for the economy.

As has been suggested for some time, the recovery will be slow and extended for some period of time. While the politicians would like us to believe differently, there is not a quick fix to our current economic issues. Yes, we believe we'll still see growth in the animal health markets in 2012, but not at the rates experienced in prior years. Those companies that have a balance of food animal and companion animal products will be less influenced by the dynamics of the economy during the 2012.

We'll spend a reasonable amount of time providing our views on 2012 and beyond in our Industry Overview that will be given for the second time this year in Las Vegas on February 21. If you're planning to attend this session and have not registered, we suggest that you register after reading this newsletter. The venue in Las Vegas is smaller than that in Orlando, so the event typically sells out. There are still a few spots available, but we expect to close out new registrations in the next few days.

Have a great weekend!!

Ron Brasse

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