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Brakke Consulting's
Animal Health News & Notes for February 19, 2010
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Editor: Lynn Fondon, DVM, MBA
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IN THE NEWS:

earnings news
Fressnapf
Intervet/Schering-Plough
Nestle
OurPet's Company
VCA Antech
Webster

other news
IDEXX
McAllister Software Systems
Midmark
Pfizer (Excede)
Pfizer (VetCentric)
VetCentric

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COMPANY EARNINGS RELEASES

> Merck & Co., Inc. announced financial results for the full year of 2009. Actual reported sales for animal health division **Intervet/Schering Plough** were $494 million, which reflects the approximately two months of sales from the completion of the merger on November 3, 2009; sales of divested animal health joint venture Merial are not included. Merck also provided adjusted sales to reflect a full year of Schering-Plough sales; Intervet/Schering-Plough full-year sales were $2,716 million, a decline of 7% compared to Intervet/Schering's 2008 sales. *(company press release)*

> Patterson Companies, Inc. reported results for the third quarter of fiscal 2010 ended January 23. Sales of the **Webster Veterinary** unit increased 5% to $152 million. *(Business Wire)*

> VCA Antech reported results for the year ended December 31, 2009. Revenue increased 3% to a record of $1.31 billion; while net income decreased 1% to $131.4 million. *(company press release)*

> Nestle reported results for the full year 2009. Petcare sales were CHF 12,938 million ($12,465 million), an increase of 8% over the prior year. *(company press release)*

> European pet care retailer **Fressnapf** announced an annual turnover of almost EUR 1.2 billion ($1.67 billion) for the financial year 2009, an increase of 12% compared to the prior year. The chain opened 91 new outlets in Europe in 2009, ending the year 2009 with 761 stores in Germany and 318 outlets in 11 other European countries. *(PETS International)*

> OurPet's Company reported record financial results for its year ended December 31, 2009. Net revenues increased 15% to a record $14.3 million for the twelve months ended

December 31, 2009. Net income was $775,767 for 2009 compared to a net loss of ($1,728,198) for 2008. *(Marketwire)*

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COMPANY NEWS RELEASES

> Pfizer Animal Health announced that the FDA has approved Excede Sterile Suspension for use in horses. The cephalosporin antibiotic is indicated for animals suffering from lower respiratory tract infections and works as a sustained release treatment. *(Zenopa)*

> VetCentric Inc. announced a partnership with **Pfizer** Animal Health that will open the full suite of Pfizer products to VetCentric's partner clinics for home delivery. *(DVM News)*

> Midmark Corporation announced the availability of its Cardell MAX-12HD DUO Vital Signs Monitor and the LoFlo sidestream C02 module for the veterinary office. *(company press release)*

> McAllister Software Systems, Inc. and **IDEXX Laboratories** announced full integration between AVImark veterinary software and the IDEXX VetLab Station. Powered by IDEXX InterLink technology, the two-way connection allows diagnostic test requisitions and patient data to be sent automatically to the IDEXX VetLab Station from any AVImark workstation in a veterinary practice. Test results are automatically sent back to the patient's medical record in AVImark and test charges are automatically added to the patient's invoice. *(company press release)*

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ANIMAL HEALTH NEWS

> US - SOCIAL NETWORKING The FDA's Center for Veterinary Medicine (CVM) announced the launch of their Animal Health Twitter account. Twitter is a free social media marketing tool that will allow CVM to connect and keep in touch with its user base through the exchange of quick, frequent answers to one simple question: "What's happening in the world of CVM and animal health?" To join, go to http://twitter.com/FDAanimalhealth. *(CVM press release)*

> US - VETERINARY SHORTAGE Agriculture Secretary Tom Vilsack announced that USDA had taken the first step toward implementing a plan to address veterinary shortages throughout rural America by repaying the student loans of qualified veterinarians in return for their services in areas suffering from a lack of veterinarians. USDA's National Institute of Food and Agriculture (NIFA) administers the Veterinary Medicine Loan Repayment Program (VMLRP), which was established in the National Veterinary Medical Services Act of 2003. NIFA expects to begin accepting applications from veterinarians wishing to participate in the program on April 30, 2010. In return for a commitment of three years of veterinary services in a designated veterinary shortage area, NIFA may repay up to $25,000 of student loan debt per year. *(USDA.gov)*

> US - ANIMAL RIGHTS MONITORING The Center for Consumer Freedom (CCF) this week launched www.HumaneWatch.org to monitor and analyze the activities of The Humane Society of the United States (HSUS). According to the CCF, HSUS raises $100 million per year from members who believe their contributions are going to local pet shelters to rescue cats and dogs but, in reality, less than 0.5% of HSUS's budget goes to local humane societies. Instead, contributors to HSUS are "bankrolling" programs to promote an anti-meat agenda, says the group. CCF is funded through food companies, restaurants and individual members. *(Feedstuffs)*

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Western Veterinary Conference
February 14-18, 2010

Las Vegas

The Western Veterinary Conference, held earlier this week, drew over 13,300 attendees, a 10% increase over 2009 attendance. Attendees included over 6,000 veterinarians and 3,000 exhibitors. The conference offered 45 hours of Continuing Education for veterinarians and technicians, and nearly three dozen hands-on labs at the Conference's new Oquendo Center.

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BRAKKE CONSULTING VIEWPOINT

Like many of you, we're trying to catch up with all the activities that were generated at the Western Veterinary Conference this week. What a great meeting!! It was well attended and there were more than enough company announcements and changes to make the meeting special and interesting.

We particularly want to thank those individuals that attended one or more of our four meetings & presentations on Tuesday. Yes, it was a busy day for Brakke Consulting, but we enjoyed every minute of it!! There is nothing like interfacing with current and future clients to hear their views on what's happening in the market place. Our take on the conversations that we held is that 2010 is starting off positively. Even with the lack of significant new product introductions there appears to be a lot of optimism, which is reflected in the additional hiring that is occurring at a number of companies.

We appreciate all of our clients and look forward to assisting each of you in the achievement of your business and personal objectives in 2010!!

Have a great weekend!!

Ron Brakke

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