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**Brakke Consulting's  
Animal Health News & Notes for February 22, 2013**  
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Editor: Lynn Fondon DVM MBA

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**BRAKKE CONSULTING, INC.  
SALES FORCE TRAINING**

Is your sales organization ready to meet the demands of the changing animal health environment? Today's top sales representatives must not only understand the current veterinary practice environment but have situation fluency and be prepared to offer customized solutions for the entire practice. Product-centric selling is no longer effective!

A Brakke custom-designed sales training program will provide your sales organization the knowledge, skills and abilities needed to establish credibility and deliver customized solutions based on the needs and goals of today's veterinary practice.

For more information about our sales training programs contact Susan Warren at 913.631.2666 or [SWarren@BrakkeConsulting.com](mailto:SWarren@BrakkeConsulting.com).

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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**COMPANY EARNINGS RELEASES**

> Patterson Companies, Inc. reported results for its fiscal third quarter ended Jan. 26, 2013. Sales for the **Patterson Veterinary** unit increased 0.4% (+2.4% if adjusted to exclude the impact of the fewer selling days) to \$175 million. (*company website*)

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**KCAHC IRON PAW AWARD  
DEADLINE FOR NOMINATIONS IS MARCH 1**

The Kansas City Animal Health Corridor Advisory Board is now accepting nominations for the 2013 KC Animal Health Corridor Iron Paw award.

The Iron Paw award is given to an individual from research, academia, industry or government, regardless of title, who has provided significant global leadership to the animal health industry throughout their career. The award recipient has contributed to the animal health industry by advancing innovation, education and understanding, public awareness, market expansion or promotion of careers in animal health. Individuals who have positively impacted the KC Animal Health Corridor will be given favorable consideration.

To nominate someone for the Iron Paw award, go to <http://www.kcanimalhealth.com/index.php/events/2012-homecoming/iron-paw-award-nomination/>

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**COMPANY NEWS RELEASES**

> **Sergeant's Pet Care Products** announced the release of Sergeant's Pronyl OTC Flea and Tick Spray for Dogs and Cats, the only generic equivalent to Frontline Spray currently available. The product contains fipronil with Bag-on-Valve (BOV) Technology, allowing for a continuous and quiet spray from any angle. (*company website*)

> **IAMS** introduced Senior Plus diets, available for dogs and cats in the ProActive Health and Premium Protection formulas, to specifically address the unique needs of pets age 11 and older. (*Vet Advantage*)

> **Vivalis** announced a research agreement with an unnamed US animal health vaccine company to use Vivalis' EB66 cell line for the manufacture of animal health vaccines. Further terms of the deal were not disclosed. (*Animal Pharm*)

> **Docsinnovent Ltd** announced the introduction of v-gel, veterinary species specific supraglottic airway devices, into the veterinary market. v-gel offers a novel anesthesia airway alternative to endotracheal tubes that is safer, faster, makes it easier to breathe and pain free. The products are currently available for the feline and rabbit species in a range of sizes; canine and equine species to follow soon. (*Vet Advantage*)

> **Smithfield Foods Inc.** reported that the company "is well positioned" to meet the increasing demand for ractopamine-free pork in the wake of the announcements from China and Russia that their markets will be open only to ractopamine-free pork. The company has one plant that has been 100% ractopamine-free since last year and another -- the largest pork processing plant in the world -- will be fully ractopamine-free by March 1. Smithfield emphasized that it will continue to produce pork with and without this supplement to meet various customer specifications. (*Feedstuffs*)

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**ANIMAL HEALTH NEWS**

> **MEXICO - AVIAN INFLUENZA** Officials in Mexico are awaiting identification of the avian influenza strain that appears to have affected more than half a million chickens in central Mexico. An H7N3 outbreak led the government to cull some 22 million birds in western Mexico last year. Officials have said the current strain has not affected humans in the area. (*AVMA Smartbrief - AP*)

> **US - BSE CLASSIFICATION** The Scientific Commission for the World Organization for Animal Health (OIE) has recommended that the bovine spongiform encephalopathy (BSE) risk classification for the U.S. be upgraded to "negligible." Negligible risk is the lowest risk level under the OIE Code. (*Feedstuffs*)

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**WESTERN VETERINARY CONFERENCE  
FEBRUARY 17-21, 2013**

Over 14,000 attendees were in Las Vegas this week for the 85th annual Western Veterinary Conference, including 6,000 veterinarians, 1,300 veterinary technicians and nearly 3,600 exhibitors.

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**BRASSE CONSULTING VIEWPOINT**

It was great seeing many of you at the Western Veterinary Conference earlier this week. The meeting was well attended and the general business atmosphere was positive. The trade show seemed to be busy, which is generally a good sign for current and future sales. The feedback from most company executives is that they're off to a nice start in 2013. We hope that continues for the next 10 months.

One of topics that was generating discussion at the meeting was the continued concern over the drought conditions in many parts of the US and how if it continues will dampen the product sales in both food and companion animal. Another topic that was on several managers' minds was the success of the recent Zoetis IPO and how that is encouraging the financial community to take another look at the merits of investing in animal health companies. It's a positive time for the industry so let's keep up the momentum.

Have a great weekend!

*Ron Brasse*

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Brasse Consulting, Inc.  
12005 Ford Rd., Suite 530  
Dallas, TX 75234 USA