
**Brakke Consulting's
Animal Health News & Notes for March 16, 2012**
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**BRAKKE CONSULTING, INC.
TRANSACTION ASSISTANCE SERVICES**

When The Time is Right

Are you interested in growing your business by purchasing another company, product line or technology? Have you been thinking about selling your company, product line or technology? Have you considered merging your company with another firm to improve shareholder value?

Brakke Consulting, Inc. has assisted many clients with mergers, acquisitions and divestitures over our 25 years in business. Contact information for all offices are available on our website at www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> **KMG Chemicals**, which recently sold its animal health division to Bayer, reported results for the second quarter of fiscal 2012 ended January 31. KMG's animal health division reported sales of \$2.6 million in the current quarter, compared to sales of \$3.1 million in the same period of the prior year. (*Animal Pharm*)

> **Del Monte Foods** reported results for the third quarter of fiscal 2012 ended January 29. Pet Products net sales were \$479 million, an increase of 4% from the prior year period. The increase in Pet Products net sales was primarily driven by new product volume growth and list pricing actions net of trade spend. The increase was partially offset by unit volume declines in existing products. (*Business Wire*)

COMPANY NEWS RELEASES

> German daily *Financial Times Deutschland* reported that **Bayer** has submitted a preliminary bid for the animal health business of **Pfizer** Inc. (*DOW Jones Newswire*)

> **Virbac Animal Health** introduces Effitix Topical Solution for Dogs, a new fipronil and permethrin anti-parasitic that kills and repels ticks, fleas, and mosquitoes, and Effipro Topical Solution for Cats, a fipronil-based product that provides tick and flea protection for feline patients. (*company press release*)

> **Velcera's** FidoPharm announced the launch of PetTrust Plus (ivermectin/pyrantel) generic heartworm preventive. PetTrust Plus will be available only through Wal-Mart and Sam's Club pharmacies. (*DVM Newsmagazine*)

> CHINA **Boehringer Ingelheim's** animal health division announced it will open a Chinese veterinary research and development center in Zhangjiang, Shanghai. The firm intends to inject EUR 12 million (\$15.7 million) into the center, which it noted will be the largest of its kind established by a multinational pharmaceutical company in China. (*Animal Pharm*)

> EU **MSD Animal Health** announced the wider European introduction of VIDALTA® (prolonged-release carbimazole tablets) for the treatment of feline hyperthyroidism. The company already launched VIDALTA in 2008 in the United Kingdom. (*company press release*)

> **Heska** Heska's wholly-owned subsidiary, Diamond Animal Health, Inc. will manufacture PetTrust Plus(TM),

a heartworm preventive product based on an existing FDA approved product. The product will be sold under an exclusive contractual agreement to **FidoPharmBrands, LLC** in the United States. (PRN Newswire)

> **Piedmont Pharmaceuticals and Zhejiang Hisun Pharmaceuticals**, a Chinese pharmaceutical company headquartered in Zhejiang, China, announced the signing of a joint agreement to develop companion animal health pharmaceuticals for China and other markets worldwide. (Company Press Release)

> **Life Technologies Corporation** announced it has acquired **Laboratoire Service International (LSI)**, a French manufacturer of food animal health diagnostics . The move increases its veterinary diagnostics portfolio in Europe. (*Animal Pharm*)

> CHILE **Novartis Animal Health, Inc.** announced the launch of Birnagen Forte 3 Plus, a new, multivalent single-injection vaccine designed to provide lasting protection against Infectious Salmon Anemia (ISA/ISAV), as well as Infectious pancreatic necrosis (IPN), Salmonid Rickettsial Septicaemia (SRS) and Vibriosis in salmon. (*TheFishSite.com*)

> AUSTRALIA **Modern Veterinary Therapeutics, LLC** announced that the Australian Pesticides and Veterinary Medicines Authority (APVMA) has approved Cepesedan (detomidine) as a sedative and analgesic for horses; Cepetor (medetomidine) as a sedative and analgesic for dogs and cats; and Revertor (atipamezole) for reversing the effects of medetomidine. (*company press release*)

ANIMAL HEALTH NEWS

> TANZANIA - RABIES A new type of rabies virus, similar to a bat rabies virus isolated in the Caucasian region of Eastern Europe, has been discovered in Tanzania by scientists from the University of Glasgow and the Animal Health and Veterinary Laboratories Agency (AHVLA). The virus was identified as part of a rabies surveillance research project following an unusual incident when a child was attacked by a civet in a part of the Serengeti which was thought to be rabies-free. (*medicalexpress.com*)

> US - BSE RULES The USDA's Animal and Plant Health Inspection Service (APHIS) is seeking public review and comment on a proposal to complete efforts to modernize the Agency's import regulations for bovine

spongiform encephalopathy (BSE) Under the proposed rule, APHIS would adopt the same criteria and categories that the World Organization for Animal Health (OIE) uses to identify a country's BSE risk status: negligible, controlled, and undetermined risk. APHIS would base its import policy for a particular country on that country's risk classification as determined by OIE's risk evaluation. (*Feedstuffs*)

> ISRAEL - AVIAN INFLUENZA The World Organization for Animal Health (OIE) has reported two outbreaks of highly pathogenic avian influenza (H5N1) among turkeys in Hadarom in southern Israel. (*AnimalPharm*)

**BRAKKE CONSULTING, INC.
COMING IN APRIL:
2012 PAIN MANAGEMENT PRODUCTS REPORT**

Pain management is one of the leading topics in veterinary medicine today. Brakke Consulting's annual report on **Pain Management Products for Dogs and Cats** includes such valuable information as:

- overview of acute and chronic pain in small animals
- review of current products
- estimates of US sales and prices of leading products
- pain management products in development
- review of nutritional supplements used for chronic pain
- review of therapeutic diets for joint care
- 2012 survey of 200 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2012 can be purchased for \$4,995 if ordered by **March 30, 2012**. The report will be completed in early April. Questions about the study can be answered by project manager Lynn Fondon, DVM, MBA at 972-243-4033, or email Lfondon@brakkeconsulting.com

www.BrakkeConsulting.com

BRAKKE CONSULTING VIEWPOINT

Reading through the newsletter, I could not help but notice three forces that may be shaping the future of animal health: product introductions featuring generic active ingredients; consolidation affecting ever smaller companies; and China. Contrast this with the blockbuster mentality of the past 25 years, and you can conclude that the world has changed. As we look at our businesses, we have to ask if we have changed

sufficiently to thrive in the new environment.

Change depends on people, their talents, imagination, and flexibility. We are involved with several projects that address the people needs of the industry as well as individual organizations. It is some of the most difficult and rewarding work we do.

To all of you who are Irish, if only for the day: Happy St. Patrick's Day!

John Mannhaupt

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