
**Brakke Consulting's
Animal Health News & Notes for March 17, 2017**
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**BRAKKE CONSULTING, INC.
2017 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 new products, including Galliprant, Nocita, and Onsior for Dogs
- 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
- 2017 survey of 300 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2017 can be purchased for \$4,995 if ordered by March 31, 2017, and \$5,500 thereafter. The report will be completed in 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

COMPANY EARNINGS RELEASES

- **Aratana Therapeutics, Inc.** announced its full year 2016 financial results. Net revenue for the year was \$38.6 million, which was generated largely from the upfront payment related to

the collaboration agreement with Elanco. Product sales for 2016 were \$318,000 compared to product sales of \$678,000 in 2015. Aratana reported a net loss of \$(33.6) million compared to a net loss of \$(84.1) million in 2015, including substantial impairment charges in both years. As of December 31, 2016 the company had cash, cash equivalents and short-term investments of \$88 million. *(company press release)*

COMPANY NEWS RELEASES

- Pet food ingredient supplier **Wilbur-Ellis** and an employee were charged with eight criminal counts related to their roles in providing allegedly misbranded and adulterated poultry ingredients to **Blue Buffalo**. Those ingredients resulted in the 2014 false advertising lawsuit by Purina after testing revealed the presence of poultry by-product meal in some of Blue Buffalo's top-selling pet foods. *(Petfood Industry)*
- **Aviagen** and **Willmar Poultry** announced this week the establishment of **Select Genetics**, a new company that will supply commercial genetics to the turkey industry. Aviagen is the majority owner of Select Genetics. *(Feedstuffs)*
- **TL Biolabs** announced it has secured \$4 million of funding to support the summer 2017 launch of its \$15 genomic test for dairy and beef cattle. TL Biolabs has developed patented eartags that automatically collect tissue samples upon insertion. The firm stores samples at its facility and farmers are able to order tests using TL Biolabs' cloud-based software at the touch of a button. Test results are then delivered within 1-2 weeks via the same software platform. *(Animal Pharm)*
- **Pebby** announced the launch of a smart robotic pet babysitting system that is a combination of a smart collar and Wi-Fi controlled "ball" that follows pets around. The Pebby ball, which can be remotely controlled via the Pebby companion app, houses a wide-angle/fisheye video camera. It allows people to remotely monitor, interact with, and entertain their pets. *(APPA Smartbrief - Venturebeat.com)*
- EUROPE North American pig breeding specialist **DNA Genetics** announced an agreement with Danish firm **Andrimner** to distribute certain pig genetics to Spain, Italy and Portugal. DNA Genetics' maternal and terminal lines will now be available in the Mediterranean region for the first time. *(Animal Pharm)*

ANIMAL HEALTH NEWS

- SPAIN - BSE Spain reported a case of atypical bovine spongiform encephalopathy (BSE) in the northwestern province of Castilla y Leon. The atypical BSE strain was detected in a female animal born in 2003, as part of routine testing of cattle over 48 months old. The cow, part of a herd of 134 cattle, was destroyed and investigations were continuing for three other animals. *(AVMA Smartbrief - Reuters)*
- US – AVIAN INFLUENZA APHIS has confirmed a second case of H7N9 highly pathogenic avian influenza in a commercial breeder flock in Lincoln County, Tennessee. In addition, three cases of low-pathogenic avian influenza have been found in northern Alabama; Alabama's state veterinarian has ordered a stop movement for certain poultry in the state. *(Feedstuffs, AgWeb)*

**BRASSE CONSULTING, INC.
MANAGEMENT, REGULATORY, SALES FORCE and TECHNICAL SERVICES RECRUITING**

At Brakke Consulting we find the right person to fit your company's needs. We have an unequaled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

As part of our recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates throughout the process

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- Terry Fritz at 336.312.0667

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BRASSE CONSULTING VIEWPOINT

This week's newsletter has several stories related to genetic or genomic technologies for various species of animals and poultry. Genetics technology has made significant progress the past few years and is an ever-increasing factor for improving the growth and health of animals and poultry. Various animal health companies have ventured into genetics or genomic with mixed results to date, but it is clearly one of those areas that will grow.

Another story covered a new patented natural product to improve intake and immunity during production stress. In this area, Brakke Consulting has been working with an offshore company that has developed a novel, patented feed additive. It potentially works to enhance performance and immune response in livestock and poultry. Preliminary results in poultry demonstrated excellent results in feed conversion and average daily gain. It is also being tested in other species. We believe this technology fits perfectly into initiatives to develop non-antibiotic feed additives. If you have interest in exploring, please contact Dr. Cary Christensen at (913) 205-6578 or crychris123@gmail.com.

Ron Brakke

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