
**Brakke Consulting's
Animal Health News & Notes for March 18, 2015**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

Brakke Consulting news
[Pain Management Products report](#)
[OTC Channel](#)

earnings news
[Aratana](#)

other news
[Advanced Medical Isotope](#)
[Biogal Galed](#)
[ChampionUSA](#)
[Dechra](#)
[Elanco](#)
[Embark](#)
[Harrisvaccines](#)
[Merck](#)
[Pegasus](#)
[Perrigo](#)
[Putney](#)

BRAKKE CONSULTING, INC.
COMING IN APRIL:
2016 PAIN MANAGEMENT PRODUCTS REPORT
LAST WEEK FOR EARLY-ORDER DISCOUNT!

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
- 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
- 2016 survey of 200 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2016 can be purchased for \$5,500 if ordered by March 25, 2014. 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 2015 financial results. Aratana reported total revenues for the year of \$678,000 and a net loss \$(84.1) million, compared to total revenues of \$767,000 and a net loss of \$(38.8) million in 2014. As of December 31, 2016, the company had \$86 million in cash, cash equivalents and short-term investments. *(company press release)*

BRASSE CONSULTING, INC. UNDERSTANDING THE OVER-THE-COUNTER MARKET

Whether your business is considering the OTC channels for new business opportunities or you have been distributing in the OTC channels for years, Brasse Consulting's team can provide significant and quality assistance to businesses seeking to learn more about the details of the OTC channels of distribution. If you are looking for meaningful insights into the OTC channels, the trends found there, and the opportunities that exist, contact our Dallas office or Joel Adamson at jadamson@brasseconsulting.com.

www.BrasseConsulting.com

COMPANY NEWS RELEASES

> **Merck Animal Health** announced that its recent acquisition, **Harrisvaccines**, has been granted licensure of its Prescription Product, RNA Particle vaccine platform from the USDA. The license approves the company's production platform and allows for the manufacturing of herd-specific, custom vaccines prescribed by a licensed veterinarian. *(National Hog Farmer)*

> **Dechra Pharmaceuticals PLC** announced the acquisition of the entire share capital of **Putney, Inc.** The total consideration payable for Putney amounts to \$200 million in cash at completion on a debt-free/cash-free basis. Putney's net revenues were \$49.6 million in 2015. *(company press release)*

> **Elanco Animal Health** announced the approval of Imrestor™ (pegbovigrastim injection). Available only by veterinary prescription, Imrestor is now FDA approved for the reduction in the incidence of clinical mastitis in the first 30 days of lactation in periparturient dairy cows and periparturient replacement dairy heifers. Imrestor is a protein that helps support the natural function of a dairy cow's immune system during the critical time around calving, when she is most vulnerable to mastitis. *(Bovine Veterinarian)*

> **Perrigo Animal Health** introduced two new products at the 2016 Global Pet Expo: PetArmor® Advanced 2 containing imidacloprid and pyriproxyfen, and PetArmor® Flea & Tick Collar for Dogs containing deltamethrin. *(PR Newswire)*

> **Biogal Galed Labs** announced the USDA approval of the ImmunoComb Feline Panleukopenia Titer Test for the United States market. *(company communication)*

> **ChampionUSA** announced the availability of new JustiFLY Feedthrough for use with free choice minerals to control flies on pasture and confinement cattle. JustiFLY Feedthrough is an insect growth regulator (IGR) larvicide available for use on-farm that effectively treats horn flies as well as disease-caring face flies, biting stable fly and nuisance houseflies. *(company press release)*

> **Advanced Medical Isotope Corporation** announced the formation of a new, wholly-owned subsidiary, IsoPet Solutions Corporation, to focus on the vibrant and expanding veterinary oncology market. The IsoPet Solutions division will focus on bringing AMI's yttrium-90 brachytherapy products to veterinary oncologists to treat dogs and cats suffering from cancers. (*Baystreet.ca*)

> **Embark Veterinary** announced the upcoming launch of the Embark Dog DNA Test, providing an overview of a dog's ancestry, disease risk, and heritable traits. Customers can collect their dog's DNA using a saliva collection kit, and mail it in for analysis. Embark will initially make its service available as a mobile application at a price of \$199. (*genomeweb.com*)

> **Pegasus Laboratories, Inc.** announced the grant of a patent for their unique release technology for solid oral dosage drug products. (*company press release*)

ANIMAL HEALTH NEWS

> **MEXICO - AVIAN INFLUENZA** Two outbreaks of H7N3 avian influenza have been reported in Mexico. One outbreak was in Jalisco and one in Puebla, both confirmed with viral isolation positive for HPAI subtype H7N3. (*Watt Aget*)

> **AUSTRALIA - CALF MORTALITY** Australian animal health authorities are calling on industry professionals and farmers to help fight a yet unnamed mystery disease that is infecting calves in Victoria in southeast Australia. The disease is characterized by ulcers or lesions in the mouth and throat appearing with the onset of scours (diarrhea) followed by weight loss and ultimately death. Veterinarians think it is of an infectious origin, possibly viral but a causative virus hasn't been identified. (*Animal Pharm*)

> **US - CATTLE HERD SIZE** According to a Drovers' CattleNetwork report, US cattle producers are in the midst of aggressive expansion. USDA-National Agricultural Statistics Service (NASS) reports that the US cattle inventory stood at 92 million head on January 1, a 3.5 million head increase in two years and the largest total herd since the 92.9 million reported in 2011. (*Vet Advantage - Drovers*)

> **UK - E. COLI IN PIGS** The Animal & Plant Health Agency (APHA) reported that since 2013, there has been an upward trend in the annual diagnostic rate for E.coli in pigs. APHA reported that the latest data indicates a further upturn is taking place, with the diagnostic rate from October to December 2015 increasing to 12%, compared to 8.2% in the same period in 2014. (*PIGworld*)

> **UK - BABESIOSIS** Babesiosis has been seen in Britain for the first time after apparently travelling on an animal which used a 'pet passport.' (*Daily Mail*)

> **UKRAINE - AFRICAN SWINE FEVER** A farm in the Kirovograd region of Ukraine has had to slaughter more than a dozen pigs after the African swine fever (ASF) disease was detected by health officials this week. (*GlobalMeatnews.com*)

BRAKKE CONSULTING VIEWPOINT

Maybe it is Spring Break or my rather crude editing skills, but industry news seems a bit light this week. Nevertheless, some old pests like E. coli and ticks are still around. We suspect, and in some cases know, that companies and other research laboratories are working hard to find

solutions. Maybe it will take some subversive thinking (Ulcers are caused by bacteria? Really?) to make the breakthroughs we all desire. The answers may not be in a test tube, but in the imagination.

Follow up - Less than an hour after writing the above, I read that a researcher named Chris Cornelison was working on ways to prevent bananas from spoiling. He tested the bacteria he was investigating on White Nose Fungus which has devastated bat populations in the US and that it worked in the lab. Subsequent tests on real bats were also successful. Imagine that!

Have a great weekend.

John Mannhaupt, acting editor

Trouble viewing this newsletter? You can view it online at www.BrakkeConsulting.com

This electronic newsletter is the sole property of Brakke Consulting, Inc.

Any use of the contents herein should be approved by and appropriately attributed to Brakke Consulting, Inc.

For more information about Brakke Consulting's services and syndicated studies, visit our website at www.brakkeconsulting.com.

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

If you need information about the effect of spam filters on receiving the newsletter, please [click here](#).