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Brakke Consulting's
Animal Health News & Notes for March 2, 2012
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IN THE NEWS:

Brakke news
practice management

earnings news
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Bayer
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PetSmart

other news
Bimeda
Bio-Medical Services
Dechra
Farnam
MWI
Pall Corp.
Pfizer
SECUROS
Sergeant's
Royal Canin
Vetsource
Webster

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BRAKKE CONSULTING, INC.
VETERINARY PRACTICE MANAGEMENT

Know Your Customer

A knowledgeable sales representative is a successful one. Brakke Consulting's practice management consultant, Jessica Lee, can educate industry sales personnel on the issues currently being faced by veterinary practices, and suggest ideas for how they can gain a foothold in these practices by offering non-product recommendations and services. For more information, contact Jessica Lee at jglee@brakkeconsulting.com or 919.444.3279.

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COMPANY EARNINGS RELEASES

> Bayer reported results for the full year 2011. Animal Health division sales increased 6% to EUR 1,286 million ($1,532 million). *(company website)*

> Nutreco reported results for its latest full year of trading. The business reported revenues of EUR 4.72 billion ($6.35 billion), an increase of 13% compared to the prior year. Earnings before tax and interest (EBITA) was EUR 241 million ($324 million), an increase of 8%. *(Animal Pharm)*

> Animalcare reported results for the first six months of its financial year. The company has posted a pre-tax profit of GBP 1.09 million ($1.71 million) on in the six months ended December 31, a decline of 21% compared to the comparable period in the prior year. Sales were GBP 5.4 million, a decline of 10%. *(Animal Pharm)*

> PetSmart, Inc. reported financial results for the fiscal year 2011 ended January 29, 2012. Total sales for the year were $6.1 billion, up 7%. Comparable store sales grew 5%. Net income was $290 million compared to $240 million in the prior year. *(company website)*

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COMPANY NEWS RELEASES

> Pfizer Animal Health introduced Fostera PRRS, a modified-live vaccine against porcine reproductive and respiratory syndrome (PRRS) for growing pigs. Pfizer's researchers created unique cell lines that were able to express a newly discovered key receptor protein for the PRRS virus (PRRSv). *(company press release)*

> Sergeant's Pet Care Products, Inc. announced the launch of Sentry Fiproguard MAX and Sergeant's Pronyl OTC MAX. The new products contain fipronil combined with a second active ingredient: cyphenothrin in the dog formula and etofenprox in the cat formula. *(Marketwire)*

> Bimeda announced that the company has received approval from the FDA to market GentaMed (gentamicin sulfate) Soluble Powder for the control and treatment of colibacillosis in weanling swine caused by strains of *E. coli* sensitive to gentamicin, and for the control and treatment of swine dysentery associated with *Treponema hyodysenteriae*. *(company press release)*

> Dechra Veterinary Products announced the introduction of EpiKlean Ear Cleanser, a general purpose ear cleanser especially suited for non-infected ears of dogs and cats that require cleaning, drying, and removal of debris. *(company press release)*

> Royal Canin announced that it has appointed Keith Levy to the role of president of Royal Canin USA. Keith has strong sales and marketing credentials, having spent the last 24 years with Anheuser-Busch InBev, building some of the largest consumer brands in the world. *(company press release)*

> Bio-Medical Services announced it has received USDA approval and is now offering ACTT Allergy Drops, a sublingual allergy drop immunotherapy available as an alternative method for administering allergy treatment for canine allergy patients. *(company press release)*

> Farnam Horse Products introduced Horseshoer’s Secret Thrush Treatment Aid Aerosol (copper naphthenate), a quiet, no-pump aerosol technology delivers a continuous, consistent spray from any direction, even upside down. *(company press release)*

> Pall Corporation announced it has entered into an exclusive US distribution agreement with **MWI Veterinary Supply Co**. As part of the agreement, MWI, through its **SECUROS** division, will market an innovative canine platelet enhancement therapy (C-PET) kit developed by Pall to treat dogs suffering from osteoarthritis as well as tendon and ligament injuries. The SECUROS C-PET system relies on Pall's unique filter-based technology to concentrate platelets and their associated growth factors from a small volume of a dog's own blood. *(Business Wire)*

> **VetSource**, Inc. and its marketing partner **Webster Veterinary Supply** announced that it has launched eConnect. eConnect combines proprietary veterinary script approval software, pharmacy services and marketing arrangements with online retailers to reconnect veterinarians with pet owners who shop online for their pet's medications. *(company press release)*

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ANIMAL HEALTH NEWS

> AUSTRALIA - H1N1 INFLUENZA H1N1 influenza has been detected in Australian pigs for the first time. Researchers tested nasal swabs and virus cultures from pig farms throughout Australia and found swine flu (pH1N1) outbreaks on three farms in three different states. Analysis of a Queensland outbreak identified two distinct virus stains in pigs and showed that two workers on the farm were also infected with the same two strains. *(Animal Pharm)*

> US - PRRS RESEARCH Researchers at the USDA's Agricultural Research Service (ARS), in collaboration with other scientists, have found a genetic marker, called a quantitative trait locus, on swine chromosome 4 that is associated with resistance to PRRS virus infection. Now that scientists have found a chromosomal segment that can signify resistance to PRRS, the next step is to pinpoint the gene and determine whether it shows the same effects for other strains of the PRRS virus. *(Pork Network)*

> SCOTLAND - CAMPYLOBACTER Scottish researchers at the Roslin Institute in Edinburgh are working on the creation of a campylobacter-resistant chicken. The research involves mapping the genes responsible for resistance to bacteria, with a view to breeding campylobacter-resistant chickens in the future. The GBP 1.3 million research project is funded by the Biotechnology and Biological Sciences Research Council and poultry breeding company **Aviagen**. *(Animal Pharm)*

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BRAKKE CONSULTING VIEWPOINT

This week's news is a combination of announcements related to technology or product improvements that will enter the marketplace immediately or in the next few years. It is interesting that in the Animal Health News section we cover three diseases that the industry is trying to get its arms around related to prevention and/or control. One of the take-home messages of the diseases mentioned is that they demonstrate that there are opportunities looking for new solutions where significant revenue can be generated for those that find the right answers.

Have an enjoyable weekend!!

Ron Brakke

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