
**Brakke Consulting's
Animal Health News & Notes for March 21, 2014**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

Brakke Consulting news
[US Animal Health Industry Webinar](#)
[Pain Management Products report](#)
[market research](#)

other news

[Akorn Animal Health](#)

[Bio Scientific](#)

[Kindred Biosciences](#)

[Meiji Seika Pharma](#)

[Merck](#)

[Novartis](#)

[Pharmgate](#)

[Prionics](#)

[Thermo Fisher Scientific](#)

[Zoetis](#)

**BRAKKE CONSULTING, INC.
US ANIMAL HEALTH INDUSTRY WEBINAR
Wednesday, April 16, 2014
11 a.m. to 1 p.m. CDT**

The two-hour presentation will include a review of the current issues impacting the animal health industry and veterinary profession, data on size of the animal health market and growth trends, sales of leading companies, and expectations for the coming year. This year will also highlight pet insurance and preventive care plans and their effect on veterinary medicine. Participants will also have an opportunity to ask questions of the presenters.

Registration cost is \$385.00 per person. To register, or for more information, go to www.BrakkeConsulting.com and scroll to the "What's New" section.

www.BrakkeConsulting.com

COMPANY NEWS RELEASES

> **Zoetis** announced the addition of One Shot BVD to its comprehensive vaccine portfolio. The new vaccine helps provide combined respiratory protection against *Mannheimia haemolytica* and bovine viral diarrhea (BVD) Types 1 and 2 viruses in a single dose. (*Vet Advantage*)

> **Merck Animal Health** announced that the FDA has approved VetPen, the first insulin pen for use in diabetic dogs and cats. VetPen is used with Vetsulin (porcine insulin zinc suspension) insulin cartridges. (*company press release*)

> **Kindred Biosciences**, Inc. announced that it has filed a registration statement on Form S-1 with the US Securities and Exchange Commission for a proposed follow-on public offering of its common stock. The number of shares to be offered and the price range for the offering have not yet been determined. *(PRNewswire)*

> **Thermo Fisher Scientific** Inc. announced it has completed the acquisition of **Prionics AG**. Founded in 1997, Prionics' product line includes more than 50 diagnostic test kits, accessories and biochemicals. Financial terms were not disclosed. *(company press release)*

> Akorn, Inc. announced the launch of **Akorn Animal Health**, a newly formed division of Akorn Pharmaceuticals. Ophthalmology will be the initial market focus for the new division's products, later expanding to other therapeutic categories. *(company press release)*

> **Bioo Scientific** announced the launch of new diagnostic tests for the detection of epizootic hemorrhagic disease virus (EHDV) in deer. One is NovareDx, an EHDV detection kit for the detection of EHDV antigen, intended for early detection. The other is the NovareDx EHDV antibody test kit, which detects EHDV antibodies. *(Animal Pharm)*

> JAPAN **Novartis Animal Health** announced the Japanese launch of Interceptor S Chewable (milbemycin oxime + praziquantel) to prevent heartworm disease and eliminate roundworms, hookworms, whipworms and tapeworms in dogs. *(company press release)*

> JAPAN **Meiji Seika Pharma** announced the Japanese launch of Alfaxan (alfaxalone) for induction of general inhalation anesthesia in dogs and cats. Meiji also introduced Milbemycin Jelly (milbemycin oxime) for prevention of heartworm disease and expulsion of roundworm, hookworm and whipworm in dogs. *(company press release)*

> CANADA **Pharmgate Animal Health** announced the Canadian launch of Aivlosin 17% Tylvalosin Medicated Premix for the treatment of porcine proliferative enteritis (PPE) associated with *Lawsonia intracellularis* infection in swine. *(company press release)*

**BRAKKE CONSULTING, INC.
MARKET RESEARCH SERVICES**

Look Before You Leap

You can depend on Brakke Consulting to build a market study to meet your company's needs, whether it is:

- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

www.BrakkeConsulting.com

ANIMAL HEALTH NEWS

> NORWAY - ISA Norway has reported a substantial outbreak of infectious salmon anemia (ISA). The outbreak resulted in 1,500 salmon deaths out of a susceptible shoal of 714,865. The

premises have been disinfected and movement controls implemented. A vaccine strategy has not been employed. (*Animal Pharm*)

> CANADA - SWINE DELTACORONAVIRUS The Ontario Animal Health Laboratory (AHL) has diagnosed swine deltacoronavirus (SDCV) in samples from six Ontario pig farms. These are the first confirmed cases of SDCV in Canada. SDCV was initially detected in pigs in Hong Kong in 2012. In February, SDCV was detected in swine manure at four farms in Ohio. (*Feedstuffs*)

> US - LIVESTOCK FOOD REPORTING The FDA announced the availability of a new website for the public to report problems related to livestock animal food. The Livestock Food Reporting portal will accept reports about foods made for species considered to be livestock, including but not limited to, horses, cattle, swine, poultry and fish. This new online portal provides an additional means for consumers to register complaints, and FDA's District Office consumer complaint coordinators will continue to accept reports via phone. (*FDA*)

BRAKKE CONSULTING, INC.
COMING IN APRIL:
2014 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
- 2014 survey of 200 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2014 can be purchased for \$4,995 if ordered by **March 31, 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

BRAKKE CONSULTING VIEWPOINT

It is still a few weeks before companies start reporting their first quarter 2014 results. Early indications are that sales have been reasonably positive in the US, even in the face of difficult weather conditions in parts of the US the first quarter. We've noted that some new product launches are exceeding forecasts to the extent that backorders have occurred on some dose sizes. These early reports seem to indicate that 2014 may be an above average growth year for the industry. We'll know more when the companies actually begin reporting.

We will be hosting a comprehensive webinar discussing the state of the animal health industry on Wednesday April 16. The presenting consultants will be Dr. David Goodnight, John Volk and Ron Brakke. Details can be read in the newsletter item above. For those of you who missed our NAVC and WVC presentations here is your chance to catch up regarding our views on the industry.

Have a great weekend now that Spring has officially arrived!!

Ron Brakke

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