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**Brakke Consulting's  
Animal Health News & Notes for March 29, 2013**  
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**BRAKKE CONSULTING, INC.  
ANNOUNCES NEW MULTICLIENT STUDY:  
VETERINARY DRUG COMPOUNDING 2013**

Drug compounding is a hot topic in animal health. In response to frequent questions about this topic, Brakke Consulting has completed a study of the market for veterinary compounding. The study answers questions such as:

- how big is the veterinary compounding market?
- what drugs do veterinary compounders offer?
- what types of companies are offering compounding services, and how many are there?
- how frequently are veterinarians using compounding services?
- are there differences in veterinary usage between equine and small animal practitioners?

The study is available at a price of \$8,995.00. For more information, please call 972-243-4033 or email [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com) .

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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## COMPANY EARNINGS RELEASES

> **Neogen Corporation** announced results for its fiscal 2013 third quarter ended February 28. Third quarter revenues were \$51 million, an increase of 14% from the previous year's third quarter revenues. Net income increased 27% to \$6.7 million. Animal Safety division revenues increased 12% to \$26 million. (*company press release*)

> **ImmuCell** reported results for the full year 2012. Product sales were \$5.4 million, an increase of 5% compared to the prior year. Net income was \$90,000 compared to a net loss of (\$410,000) in the prior year. (*company communication*)

> **Land O'Lakes** reported results for the year 2012. Feed sales were \$4.55 billion, an increase of 15% compared to the prior year. (*company website*)

> **Nippon Formula Feed Mfg. Company** reported financial results for fiscal 2012 ending March 31, 2013. Net sales decreased 4% to Yen 86 billion (\$905 million) compared to fiscal 2011. Net income declined 92% to Yen 100 million (\$1.05 million). (*personal communication*)

> **Pethealth Inc.** announced financial results for the year 2012. Revenues were \$37 million, an increase of 13% compared to the prior year. The growth was attributable to a 2% growth in insurance segment revenues and a 35% increase in the Company's non-insurance segment revenues. Insurance segment revenues were \$23 million. (*company website*)

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## **BRAKKE CONSULTING, INC. CHINA ANIMAL HEALTH MARKET WEBINAR APRIL 4, 2013**

Brakke Consulting is pleased to present an Overview of the Chinese Animal Health Market Opportunity on Thursday, April 4, 2013 from 10:00 - 11:00 am Central Time. The webinar will be hosted by Ron Brakke and presented by Jishu Shi, DVM, Ph.D., President of VaxiAm LLC.

Registration for the webinar is \$125. To register, go to  
[http://www.brakkeconsulting.com/eventRegister/2013\\_04\\_05/159.aspx](http://www.brakkeconsulting.com/eventRegister/2013_04_05/159.aspx)

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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## COMPANY NEWS RELEASES

> **IDEXX** announced that the USDA has approved the IDEXX M. bovis Ab Test for the detection of bovine tuberculosis in TB-affected herds. The IDEXX M. bovis Ab Test offers a fast, 3-hour ELISA test that requires no specialized training or handling requirements. (*company press release*)

> **Kinetic Vet** introduced Optimend Corneal Repair Drops, a new eye care product, into the equine and companion animal markets. Optimend enhances the natural healing process for corneal ulcers in horses, dogs and cats. The product contains 0.2% hyaluronic acid in gel form. (*Vet Advantage*)

> **Neogen** announced the launch of the Ractopamine Lateral Flow Device (LFD) tests. The tests are intended to screen cattle and swine samples, and swine and turkey feed samples for the presence of ractopamine at set levels. (*company press release*)

> **Pethealth Inc.** announced it has entered into an asset purchase agreement with Nestlé Purina Claims Processing, Inc. and **PurinaCare Insurance Services**, Inc. whereby Pethealth will acquire certain assets of Purina's pet insurance operations relating to the administration of Purina's pet insurance program and the rights to the subsequent policyholder renewals. Consideration for the acquisition will be a maximum of \$800,000 for the approximately 12,000 current policyholders. (*company website*)

> **Synedgen Inc.** announced that the US Patent and Trademark Office has issued patent claims for the use of chitosan derivatives to treat or inhibit infections, and optimize animal health and weight gain to allow for the use of lower doses of antibacterial agents in animal feed. (*PRWeb*)

> UK **Norbrook Laboratories** announced the UK and Irish market launch of Eprizero, a second generation of its eprinomectin pour-on parasiticide for cattle. Eprizero has a zero milk withhold period in dairy animals and a reduced meat withdrawal period of 10 days in beef cattle. (*Animal Pharm*)

> KOREA **Merial** announced a public-private collaboration to supply South Korea with Foot-and-mouth vaccine. The collaboration is between Merial Korea and the Special Vaccine Company (SVC), a consortium comprising the Korean Veterinary Medical Association and five animal vaccine manufacturers in Korea: **Daesung Microbiological Labs; Green Cross Veterinary Products (Kor.Ver); KBNP; CAVAC and Komipharm.** (*Animal Pharm*)

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## **KC ANIMAL HEALTH INVESTMENT FORUM AUGUST 27, 2013 NOW ACCEPTING APPLICATIONS**

The KC Animal Health Corridor is now accepting applications for the fifth annual KC Animal Health Investment Forum on August 27, 2013 in Kansas City, MO. The forum will showcase animal health and nutrition companies from throughout the world. The selection committee will consider companies that meet the following criteria:

- seeking \$500,000 to \$20 million in funding
- revenue projections of \$20 million within 5-7 years

Applications must be submitted by April 19, 2013. Go to <http://www.kcanimalhealthforum.com/index.php/apply-to-present/> to apply to present.

[www.kcanimalhealthforum.com/](http://www.kcanimalhealthforum.com/)

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## **ANIMAL HEALTH NEWS**

> US - ADUFA The Senate Health, Education, Labor and Pensions Committee, passed the reauthorization of the Animal Drug User Fee Act and Animal Generic Drug User Fee Act. The Act will not require the FDA to annually report antibiotic sales for use on farms. (*Feedstuffs*)

> UK - FOOT AND MOUTH DISEASE RESEARCH Researchers at the University of Oxford and The Pirbright Institute have developed a new methodology to produce a vaccine for foot and mouth disease virus. The new vaccine is made up of tiny protein shells designed to trigger optimum immune response and doesn't rely on growing live infectious virus. In addition, the

empty shells have been engineered to be more stable; making the vaccine much easier to store and reducing the need for a cold chain. (*Feedstuffs*)

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**ANIMALHEALTHJOBS.COM**

The best place on the web to find qualified job applicants!

www.AnimalHealthJobs.com is the premier recruiting web site for the animal health industry. Our database of registered job seekers has grown to over 19,000 resumes.

A customer who recently posted a job on AnimalHealthJobs.com states: "We have had an exceptional response to our advertisements through Animal Health Jobs, which has been fantastic; thank you for such a high-quality service."

When you need qualified professionals, think of Brakke Consulting and Animal Health Jobs first.

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**BRAKKE CONSULTING VIEWPOINT**

For the past few years there have been various aggressive marketing approaches by several firms to expand the pet insurance business. We've watched this activity with interest because of the positive impact that increased pet insurance can have on the health of pets and the companion animal practice. This week the announcement regarding one of the first consolidations of companies in the pet insurance area probably indicates that this area is more challenging than had been thought. Is this just the first of a number of additional consolidations in this area?

The newsletter this week contains some announcements that should be of high interest to the industry. For the past couple of years we've received a number of requests regarding Brakke Consulting thoughts and views on the veterinary compounding business, which has been expanding fairly rapidly. You will note that we have just completed an extensive study in the compounding area. If you quickly skimmed over the promotion of the study you may want to return and read it in more detail.

The second area where we've had a number of requests relates to our knowledge of the Chinese Animal Health Market. Brakke Consulting expertise has grown dramatically with our recent agreement with VaxiAm Consulting, a firm specializing in the Chinese animal health market. You will note that next week we are conducting a webinar on the Chinese Animal Health Industry. If you'd like a 30,000 ft view of the Chinese Animal Health Market, the webinar is a great opportunity to get it from the comfort of your own office.

We want to wish each of you a pleasant and enjoyable Easter weekend!!

*Ron Brakke*

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