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**Brakke Consulting's  
Animal Health News & Notes for March 8, 2013**  
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*Editor: Lynn Fondon DVM MBA*

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**BRAKKE CONSULTING, INC.  
ANIMAL HEALTH BREAKFAST ROUNDTABLE  
KANSAS CITY  
MARCH 13, 2013**

Please join Brakke Consulting and Stinson Morrison Hecker LLP for the Animal Health Breakfast Roundtable on Wednesday, March 13, 2013 in Kansas City.

This first 2013 session, Susan Warren of Brakke Consulting will provide a brief review and highlights of 2012 trends, opportunities and challenges in animal health. Following the overview, panelists Jessica Goodman-Lee of Brakke Consulting, Steve Cosentino and Pat Konopka of Stinson, and Advanstar Communications will provide discussion on the use of social media in the industry.

To register, go to <http://www.stinson.com/registeranimalhealthmarch2013/>

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**COMPANY EARNINGS RELEASES**

> **Del Monte** reported financial results for its fiscal third quarter ended January 27, 2013. Pet Products net sales were \$527 million, an increase of 10% compared to the prior year period. (*company website*)

> **PetSmart, Inc.** reported financial results for the fiscal year 2012 ended February 3, 2013. The fiscal year 2012 results include an extra week in 2012 compared to 2011. Total sales for the year were \$6.8 billion, up 11%, and services sales grew 10% to \$740 million. Comparable store sales grew 6.3%. Net income was \$390 million in 2013 compared to \$290 million in 2012. (*company website*)

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## COMPANY NEWS RELEASES

> **Zoetis** (formerly Pfizer Animal Health) announced it is relocating its headquarters from its current base at Giralda Farms, New Jersey to new offices at Florham Park, New Jersey. This involves the transfer of some 400 employees to a new 100,000 square-foot facility on 100 Campus Drive during the first half of 2013. (*Animal Pharm*)

> **Dechra** introduced two new products, EpiTreats Healthy Canine Snacks and Gentacalm Topical Spray as additions to our veterinary dermatology line. EpiTreats Snacks contain a hydrolyzed protein and a single carbohydrate source to promote skin and coat health in dogs. Gentacalm Spray (gentamicin sulfate with betamethasone valerate) is used for the treatment of infected superficial lesions in dogs caused by bacteria susceptible to gentamicin. (*company press release*)

> Electra has hired Rothschild to explore a sale or a refinancing of **Allflex**, according to industry sources. Electra bought Allflex in 1998 after the European Union tightened food traceability rules in the wake of the BSE crisis. (*Reuters*)

> **Manna Pro Products LLC** announced it is acquiring the Start to Finish equine treats and supplements and Advance Small Pack product lines from **Milk Specialties Global**. Financial terms were not disclosed. (*Feedstuffs*)

> **PSPC, Inc.** announced the introduction of Phycox Max supplement. Phycox Max is the same patented joint formula for mature pets, with three times the amount of Phycox for faster relief of joint discomfort. (*Vet Advantage*)

> **Life Vantage** announced it has developed Canine Health, a pet supplement that claims to reduce oxidative stress. (*Vet Advantage*)

> **Cargill's** animal nutrition business announced a voluntary recall of certain brands of its ruminant mineral products because they were deficient in vitamins A, D and E. The absence of added vitamins in these products was due to an oversight in Cargill's manufacturing process that has been remedied. (*FDA*)

> **Vidisco**, a leading designer and manufacturer of portable digital X-ray systems for Security and NDT purposes, announced the launch of the BlazeX Pro DR system, a new product line suited for equine veterinary use. (*PRWeb.com*)

> **VetSource** announced that it has launched eConnect, combining proprietary veterinary prescription 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*)

> JAPAN **Nisshin Pet Food Inc.** introduced JP Style Dietetics, a domestically manufactured line of therapeutic diets. The series includes AllergenSelect Cut Semi-moist type & Dry type for dogs and StruviteBlock for cats. (*personal communication*)

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### **ANIMAL HEALTH NEWS**

> UK - PET ID The UK government announced that beginning April 6, 2016 all dogs will be required to have a microchip. This will give owners 3 years to comply with new legislation being drafted by Defra. (*Vetsurgeon.com*)

> US - EUTHANASIA GUIDELINES The American Veterinary Medical Association (AVMA) published the 2013 edition of the AVMA Guidelines for the Euthanasia of Animals. The new AVMA Guidelines for the Euthanasia of Animals does not address humane slaughter or depopulation, which will be covered in separate documents that are currently under development. (*Feedstuffs*)

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### **BRAKKE CONSULTING, INC. TRANSACTION ASSISTANCE**

Let Brakke Consulting provide assistance for all your simple and complicated transactions.

We are currently managing several product licensing and corporate sales opportunities including a small equipment company, as well as seeking potential acquisitions for equity funds. We assist with valuations and provide due diligence on confidential transactions as well as offering executive counsel on a number of potential transactions.

Brakke Consulting has the experience, insight, ability and contacts to provide clients with the highest quality services in the animal health, pet, veterinary and specialty chemicals markets. Please contact any of our offices for a confidential consultation.

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### **BRAKKE CONSULTING VIEWPOINT**

This week's news has a number of stories related to the introduction of various products or technologies into the companion animal nutritional sector. Those individuals and companies who believe that the animal health industry is only made up of USDA approved vaccines, FDA approved pharmaceuticals and EPA approved parasiticides are overlooking some of the fastest growing areas in animal health.

It's true that most of the larger products are made up of products from these three highly regulated areas. However, some of the leading growth areas in the industry are less regulated nutritional, diagnostics, equipment, and software product segments. The combination of software and diagnostics is able to deliver information to the veterinarian, pet owner, producer, distributor and manufacturer at the "speed of light". The amount of timely information we all have available to us for management purposes is several-fold more than what was available just few years ago. The times they have changed and keep on changing!!

Have a great weekend!

Ron Brakke

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