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**Brakke Consulting's  
Animal Health News & Notes for April 13, 2012**  
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IN THE NEWS:

Brakke news

[Pain Management Products report  
recruiting](#)

earnings news

[ImmuCell](#)  
[JBS](#)

other news

[Animal Health International](#)  
[AUV Veterinary Services](#)  
[Bayer](#)  
[Boehringer Ingelheim Vetmedica](#)  
[Ceva](#)  
[Elanco](#)  
[Henry Schein](#)  
[Hill's](#)  
[MedPro Vet](#)  
[Merck \(Aquaflox\)](#)  
[Merck \(Activyl\)](#)  
[Merial](#)  
[Modern Veterinary Therapeutics](#)  
[Pets Best Insurance](#)  
[Sergeant's](#)

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**BRAKKE CONSULTING, INC.**  
**NOW AVAILABLE!**  
**2012 PAIN MANAGEMENT PRODUCTS REPORT**

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 current 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
- 2012 survey of over 200 small animal veterinarians regarding use of pain management products

**Pain Management Products for Dogs and Cats 2012** is now available for a price of \$5,500. Questions about the study can be answered by project manager Lynn Fondon, DVM, MBA at 972-243-4033, or email [Lfondon@brakkeconsulting.com](mailto:Lfondon@brakkeconsulting.com)

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## COMPANY EARNINGS RELEASES

> **ImmuCell** reported financial results for the full year 2011. Product sales for the year increased by 17% to \$5.1 million compared to sales in 2010. A net loss of (\$410,000) during 2011 compares to a net loss of (\$385,000) during 2010. (*company website*)

> **JBS S.A.** reported financial results for the full year 2011. The company reported sales of 62 billion reals (\$34 billion), an increase of 13% compared to 2010 sales. The loss for the year was (76 million reals) (loss of (\$42 million)), an improvement over 2010's loss of (293 million reals). The company attributed the loss to its 75% stake in Pilgrim's Pride. (*Feedstuffs*)

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## COMPANY NEWS RELEASES

> **Merck** announced that Aquaflor is now approved to treat columnaris disease (*Flavobacterium columnare*) in all freshwater-reared finfish. The new claim allows feed mills and producers to use the same product to control both columnaris and enteric septicemia, the two leading bacterial diseases of farmed catfish. (*company press release*)

> **Merial** announced Zactran (gamithromycin) is now approved for the treatment of *Mycoplasma bovis*. With this approval, prescription Zactran is now labeled for all major pathogens of Bovine Respiratory Disease in beef and non-lactating dairy cattle, including *Mannheimia haemolytica*, *Pasteurella multocida*, *Histophilus somni* and *M. bovis*. (*company press release*)

> **Elanco** announced it will bring its Hygromix (hygromycin B) parasiticide for chickens back to the US market. According to the company, Hygromix is the only FDA-approved product that controls capillary worms, cecal worms and large roundworms in chickens. (*Feedstuffs*)

> **Boehringer Ingelheim Vetmedica** announced that the USDA has approved Bronchi-Shield Oral, the first live, avirulent *Bordetella bronchiseptica* vaccine licensed to be administered orally to dogs. (*Veterinary Advantage*)

> **Ceva** announced the USDA approval of Vectormune HVT AIV, a recombinant vaccine against Avian Influenza (AI). The vaccine can be used in the hatchery in day old chicks, allowing for optimal vaccine coverage. Vectormune HVT AIV also showed capabilities of reducing the shedding of the field virus after challenge. (*company press release*)

> **Hill's Pet Nutrition** released an updated set of guidelines and algorithms for veterinarians managing a pet's hyperthyroid conditions with its Prescription Diet y/d Feline Thyroid Health petfood. Prescription Diet y/d Feline must be the only food eaten by the feline patient, because consuming any other food or treats will decrease or prevent the cat food's beneficial effects. (*Pet enews*)

> **Sergeant's** introduced a line of behavior products for dogs and cats. The Sentry behavior product line includes Calming Collars, Calming Spray, Stop That! Noise & Pheromone Spray and Calming Diffuser. (*Pet Business*)

> **MedPro Imaging** announced it has launched a veterinary division along with a veterinary probe repair lab. **MedPro Vet** is the exclusive distributor of Siemens Ultrasound products to the veterinary market, as well as marketing new, used and demo equipment from other manufacturers. (*Veterinary Practice News*)

> **Pets Best Insurance** announced new plan options for pet owners that were not previously available. New options include annual-based plans, cancer-only coverage, accident-only coverage, specialized feline plans and more deductible and co-pay options in select states. *(PRWeb)*

> **Animal Health International, Inc.** announced that it has opened two new companion animal distribution facilities to accommodate the company's continued growth. To support growth in its North East region, the company has opened a distribution center in Lancaster, PA. The company opened an Ocala, FL distribution center to support growth in its South East region. *(company press release)*

> EU **Merck** (MSD Animal Health) announced the European launch of Activyl (indoxacarb) and Activyl Tick Plus (indoxacarb plus permethrin). Activyl treats and prevents flea infestations in dogs and cats; Activyl Tick Plus, exclusively for dogs, controls both fleas and ticks. *(company press release)*

> EU **Bayer Animal Health** announced the European launch of Seresto flea and tick collar for dogs and cats (known as Foresto in some European markets). The Seresto collar gives protection against fleas and ticks for up to 8 months from a single application through the integration of a unique polymer matrix that slowly releases controlled doses of two proven active ingredients: imidacloprid and flumethrin. *(VirtualPressOffice.com)*

> CANADA **Modern Veterinary Therapeutics** announced that the Canadian Veterinary Drugs Directorate (VDD) has approved Respipulmin (clenbuterol hydrochloride syrup) in Canada for the treatment of respiratory disease in horses. *(company press release)*

> NETHERLANDS **Henry Schein Inc.** announced it is buying veterinary distribution business **AUV Veterinary Services B.V.** from the privately held AUV Group. AUV Veterinary Services, which had 2011 sales of \$270.4 million, serves animal health practitioners in the Netherlands and Belgium. The company also includes AUV Advies, a consulting business serving veterinary practices, and AUV Academie, an education offering for veterinarians and their staff. Financial terms were not disclosed. *(Wall Street Journal)*

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## **ANIMAL HEALTH NEWS**

> US - CEPHALOSPORINS The FDA announced that the order of prohibition of cephalosporins originally published on Jan. 6, 2012 is now effective. The order prohibits extra-label or unapproved uses of cephalosporins in cattle, swine, chickens and turkeys, the major species of food-producing animals. *(Feedstuffs)*

> US - ANTIMICROBIAL USE The FDA proposed a voluntary initiative to phase in certain changes to how medically important antimicrobial drugs are labeled and used in food-producing animals. The FDA is publishing three documents in the Federal Register: (1) A final guidance for industry, The Judicious Use of Medically Important Antimicrobial Drugs in Food-Producing Animals, that recommends phasing out the agricultural production use of medically important drugs and phasing in veterinary oversight of therapeutic uses of these drugs; (2) A draft guidance, open for public comment, which will assist drug companies in voluntarily removing production uses of antibiotics from their FDA-approved product labels; and (3) A draft proposed Veterinary Feed Directive regulation, open for public comment, that outlines ways that veterinarians can authorize the use of certain animal drugs in feed. *(FDA)*

> US - PET STERILIZATION Indiana is considering legislation that would establish the Companion Animal Sterilization Fund to reimburse veterinarians for furnishing free spay or neutering services for dogs or cats owned by Medicaid recipients. To fund the program, the legislation would boost the annual pet food and specialty pet food inspection fee collected from distributors that sell pet food. The legislation would also create a companion animal sterilization service fee, in which purchasers of unsterilized companion animals in retail transactions would be liable for a \$50 fee for each unsterilized animal acquired. (*PetProductNews.com*)

> US - EPILEPSY RESEARCH Research conducted by the University of Minnesota's College of Veterinary Medicine could help owners of severely epileptic dogs predict, control and more effectively treat their pets' seizures. The research focuses on a small implanted device that continuously monitors brain activity using EEG readings. The likelihood of a seizure is then reported using a series of colored lights on a small vest. (*AVMA SmartBrief - Minnesota Daily*)

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**BRAKKE CONSULTING, INC.  
EXECUTIVE AND SALES FORCE RECRUITING**

**Recruiting Means More than Resumes**

At Brakke Consulting, providing the resumes of qualified candidates is only part of what we do. We can and have managed the entire process of identifying and recruiting top candidates. Based on client input, we develop metrics to help rank candidates. In addition to scheduling interviews, we have arranged travel and ensured that the candidate's trip comes off smoothly. Removing hassles helps the candidate perceive the potential employer as professional and adept at meeting an employee's needs. In addition, our involvement in every step helps maintain communications with candidates, allowing them to ask questions and get another perspective on the company.

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**BRAKKE CONSULTING VIEWPOINT**

This week has produced a number of interesting new products, technologies and programs for the marketplace. While most appear to be novel, it's not obvious that any of them will create significant new revenue.

It's not easy an easy process to take innovative ideas through research, development, registration and successful market introduction. Some times the biggest inhibitor to success is the concern on the front end by one or more managers that it can't be done!! Sometimes it's safer to take the conservative, no-risk approach than to stretch the organization into believing it can achieve the difficult or impossible.

When someone or organization approaches your firm with a new innovative idea, what is the first response of your managers? Is it "Wow!! What a great idea!! Let's explore it further!!" Or is it "Interesting, but right now we have more ideas than we can handle and I'm late for my next meeting." Hopefully your business development group is user friendly and presents an open mind to new ideas.

Have a great weekend and make sure you're prepared for innovation when you drive the ball into the trees!!

*Ron Brakke*

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