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**Brakke Consulting's  
Animal Health News & Notes for April 15, 2016**  
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**BRAKKE CONSULTING, INC.  
EXECUTIVE, SALES FORCE and TECHNICAL SERVICES RECRUITING**

At Brakke Consulting we find the right person to fit your company's needs. We have an unequalled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates throughout the process

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- David Goodnight at 830.285.1259

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

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**COMPANY EARNINGS RELEASES**

> **Virbac** reported results for the first quarter of 2016. Consolidated sales were EUR 211 million (\$240 million), unchanged from the comparable prior-year quarter due to a negative exchange rate impact. At constant parities, sales grew 3.4%. (*company website*)

> **Nestle S.A.** reported results for the first quarter of 2016. Petcare sales were CHF 2.93 billion (\$3.03 billion), an increase of 6% compared to the comparable prior-year period (5% organic growth). (*company press release*)

> **J.M. Smucker** reported results for its fiscal third quarter ended January 31, 2016. Sales for US Retail Pet Foods (formerly Big Heart) were \$571 million, which represented a 3% decline compared to Big Heart's results for the third quarter of the prior year (reported under previous ownership). (*company website*)

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## COMPANY NEWS RELEASES

> The FDA's Center for Veterinary Medicine announced that it has taken the first step toward rescinding its approval of the use of carbadox to treat swine because the drug may leave trace amounts of a carcinogenic residue. According to the manufacturer, **Phibro Animal Health**, the approved Mecadox label requires a 42-day withdrawal period pre-harvesting, and to date no hazardous residues of carbadox have been detected from pig meat treated in accordance with the approved label. (*FDA, company press release*)

> The FDA announced that **Jaguar Animal Health** received a Minor Use Minor Species (MUMS) designation for its Canalevia (crofelemer) oral medication for the treatment of chemotherapy-induced diarrhea in dogs. (*FDA*)

> **Mars Petcare** announced it has acquired **Whistle**, a startup that makes smart dog collars that track a pet's location and fitness, for approximately \$117 million. (*Pet enews*)

> BRAZIL SeQuent Scientific Ltd announced its **Alivira Animal Health** unit will acquire a 70% stake in Interchange Brazil for \$3.6 million in cash. Interchange Brazil, which operates under the trade name **E Vance**, focuses on poultry and swine segments and reported sales of \$5.8 million in 2015. (*vccircle.com*)

> CANADA **Kane Biotech** Inc. announced that offered rights to holders of its common shares of record beginning April 5, 2016 on the basis of one Right for each Common Share held. Each Right will entitle the holder thereof to subscribe for one Common Share upon payment of the subscription price of \$0.03 per Common Share. The Rights Offering is being conducted only in the provinces and territories of Canada. (*company press release*)

> JAPAN Japanese integrated financial service group ORIX announced it will acquire veterinary vaccine manufacturer **Kyoto Biken Laboratories**. In 2014, Kyoto Biken's estimated revenues were around \$54 million. Financial terms were not disclosed. (*Animal Pharm*)

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## ANIMAL HEALTH NEWS

> NORWAY - CWD The Norwegian Veterinary Institute has diagnosed chronic wasting disease (CWD) in a free-ranging reindeer from the Nordfjella population in South Norway. CWD is a lethal disease in cervids. The disease is well known in North America; however this is the first detection of CWD in Europe. Also, this is the first detection of natural infection in reindeer worldwide. (*Norwegian Veterinary Institute*)

> US - BOVINE TB The Michigan Department of Agriculture and Rural Development reported a confirmed case of bovine tuberculosis in a beef cattle herd, the first confirmed case in 2016. The infection was found during routine testing. (*Detroitnews.com*)

> GREAT BRITAIN - MICROCHIPPING Dog owners in Great Britain must now make sure their pet is fitted with a microchip by the time it is eight weeks old, or face a fine of up to GBP 500 (\$700). If local authorities come across a dog without a microchip, owners will have up to 21 days to comply with the law. According to Department for Environment, Food and Rural Affairs (Defra), more than one million dogs in the UK have not yet been microchipped (one in eight of the estimated canine population). (*APPA - Newsweek*)

> US - FIP RESEARCH Researchers from Kansas State University (KSU) have found an antiviral treatment for FIP that blocks the virus from replicating and halts the progression of the disease. The researchers evaluated the therapeutic efficacy of an 3C-like protease inhibitor in laboratory cats with experimental FIP, finding that that antiviral treatment led to full recovery of cats when treatment was started at a stage of disease that would be otherwise fatal if left untreated. The research was published in *PLOS ONE*. (*Newsweek, PLOS ONE*)

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### **BRAKKE CONSULTING VIEWPOINT**

I'm pleased that this week's newsletter is reasonably short so that I can use the comments section to discuss some Brakke Consulting history with all of you.

It was on April 15, 1986 that I filed the legal papers to form Brakke Consulting. At that time we called it Brakke & Associates. After I paid my income tax 30 years ago, I realized I needed to find new employment and I felt that consulting would be an avenue to explore. I guess it worked!

During the past 30 years we have enjoyed the opportunity to provide consulting services to most of the companies serving the industry. In a number of cases our studies and projects have provided groundbreaking insights into issues and trends in the industry.

The animal health, pet, veterinary and nutritional market segments that make up the industry have experienced significant changes in the past 30 years, and it has been fun and rewarding to be a part of these changes. While the firm carries my name, my efforts make up only a small portion of the activities that occur on behalf of our clients. Brakke Consulting has some of the best consultants in the industry, with experiences and insights into every product category.

Thanks to each of the current and past consultants that have made Brakke Consulting a leading supplier of consulting services. We also want to thank each of our clients for the support you have provided to the firm over the years. Without successful repeat clients there would be no Brakke Consulting.

THANK YOU, THANK YOU, THANK YOU

We look forward to serving the industry for the next 30 years. Have a great weekend!

*Ron Brakke*

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