
**Brakke Consulting's
Animal Health News & Notes for April 16, 2010**
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IN THE NEWS:

Brakke news

[Pain Management Products report](#) - now available

earnings news

[Virbac](#)

other news

[AgraQuest](#)

[Aribex](#)

[Dentalaire](#)

[DigiMed](#)

[Elanco](#)

[Franck's Pharmacy](#)

[Sigma Biomedics](#)

[SmartPak](#)

[VetSource](#)

[Webster](#)

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BRAKKE CONSULTING, INC.
2010 PAIN MANAGEMENT PRODUCTS REPORT

Pain management is one of the leading topics in veterinary medicine today. The products represent a substantial market segment with potential still to be tapped.

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
- 2010 survey of nearly 200 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2010 is now available for immediate shipping 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

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COMPANY EARNINGS RELEASES

> **Virbac** announced financial results for the first quarter of 2010. Net sales were EUR 136 million (\$182 million), an increase of 25% compared to the first quarter of 2009. The acquisition of former Fort Dodge assets in Australia contributed EUR 6.9 million to revenues. (*company website*)

COMPANY NEWS RELEASES

> **Elanco Food Solutions** announced the launch of its first food safety products. For the poultry industry, the company introduced AviBrom, a broad-spectrum, post-harvest antimicrobial carcass rinse that reduces *Salmonella* levels at multiple intervention points during poultry processing. For the beef industry, the company introduced Finalys, a pre-harvest hide wash; and BoviBrom, a post-harvest carcass rinse. (*Feedstuffs*)

> **Webster Veterinary** has announced a strategic partnership with **VetSource** that includes an equity investment giving Webster significant minority ownership in the business. Focal areas of the partnership will include improving pet owner medication compliance and veterinary practice revenue through home delivery and pharmacy services; elevating efficiency through innovative inventory management tools; and providing client education and practice-marketing programs that increase client contacts and strengthen relationships. Financial terms were not disclosed. (*company press release*)

> **AgraQuest** announced the launch of Sympatic, a *Bacillus subtilis* feed additive for growth promotion in poultry. Sympatic is the first product introduced through the company's BioInnovations Division. (*Feedstuffs*)

> **Aribex, Inc.** announced the settlement of a patent case involving **Sigma Biomedics, Inc.**, **Dentalaire Products International**, and **DigiMed Co., Ltd.** The case was brought in October 2009 alleging infringement of a patent for a handheld x-ray device. None of the parties admitted any liability. Under the terms of the settlement agreement Sigma, Dentalaire and Digimed have discontinued the distribution of the Bio-Ray PROX and similar hand-held x-ray devices within the US. The other terms of the settlement agreement are confidential. (*company press release*)

> **SmartPak** announced the launch of the Proportions Whole Food Nutrition Program, a new canine nutrition brand. The program works by feeding a reduced portion of high quality dry food; increasing healthy, natural proteins and vegetables via a "stew" portion; and increasing the amount of fruits and vegetables in the diet with a "harvest mix" portion. (*Petfood Industry*)

> The owners of 21 elite polo horses given a lethal concoction of vitamin supplements are suing **Franck's Pharmacy**, pharmacy that supplied the compounded product, demanding more than \$4 million in damages. Quantum Management Company and three individuals have filed suit claiming Franck's Pharmacy was solely responsible for improperly mixing the vitamin compound that led to the horse's deaths. (*AP*)

ANIMAL HEALTH NEWS

> US - BOVINE TB PROGRAM The USDA's Animal & Plant Health Inspection Service (APHIS) issued a federal order that modifies certain elements of the bovine tuberculosis (TB) eradication program. Under the new federal order, APHIS said it will be easier for producers not affected by TB to move their animals interstate even if TB is present in their state. (*Feedstuffs*)

> EU - ANIMAL HEALTH RULES The EU Commissioner for Health and Consumer Policy announced that new animal health legislation will be introduced next year which should move from a position of financing losses from disease outbreaks to one of financing prevention. (RTE.ie)

> US - CANCER RESEARCH A research team led by the Translational Genomics Research Institute and Van Andel Research Institute has secured more than \$5 million in federal grants and private donations to study five cancers found in dogs. The Canine Hereditary Cancer Consortium will get \$4.3 million from the National Cancer Institute and \$500,000 donations from both **PetSmart** and **Hill's Pet Nutrition**. Other groups participating in the program include the National Cancer Institute, Michigan State University, University of Pennsylvania, dog breeders and veterinarians. (AZCentral.com)

> US - HEALTH INITIATIVE The Animal Health Institute announced the formation of a Scientific Advisory Council that has been established to provide leadership and counsel as part of the "Healthy People. Healthy Animals. Healthy Planet." program. AHI launched this multi-year educational initiative to increase public awareness about the important connection between human health and animal health. The Scientific Advisory Council represents a cross-section of some of the world's leading experts in the areas of veterinary science, food safety, public health, nutrition, education and research. (Pork Magazine)

BRAKKE CONSULTING VIEWPOINT

The announcement by the Animal Health Institute that it is creating a Scientific Advisory Council of leading scientists to support its US Health Initiative "Healthy People. Healthy Animals. Healthy Planet" program is another step in the right direction to educate the public on the benefits and relationships between humans and animals. This program along with the developing "One Health" initiative created by the AVMA and AMA are the positive developments in providing educational programs that will benefit both human and animal health.

If you've not already done so we'd also like to encourage you to attend, or have one of your senior managers attend, the Animal Agriculture Alliance 9th Annual Stakeholders Summit on April 28-29, 2010 (<http://www.animalagalliance.org>). The three programs mentioned here, along with other organizations, are working hard to educate the general public on the benefits provided by the animal health industry. We encourage you to support these initiatives.

Yesterday, April 15, 2010, besides being tax day in the US, was the 24th anniversary of the founding of Brakke Consulting, Inc. It's been a great 24 years and we appreciate all of the clients that have utilized our services over the years. I particularly want to thank the dedicated consultants and individuals that have made the firm successful over the years. Now we can start on the next 24 years!!

Have a great weekend!! We'll see many of you next week at AVDA.

Ron Brakke

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