
**Brakke Consulting's
Animal Health News & Notes for April 17, 2009**
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2009 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:

- review of current products
- estimates of US sales and prices of leading products
- review of nutritional supplements and therapeutic diets for joint care
- 2009 survey of over 200 small animal veterinarians regarding use of pain management products

Pain Management Products for Dogs and Cats 2009 can be purchased for \$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 SA** announced results for the first quarter of 2009. Net sales were EUR 109 million (\$144 million), an increase of 6% compared to the first quarter of the prior year. (*company website*)

COMPANY NEWS RELEASES

> **Pfizer Inc.** announced that after the merger with Wyeth, Pfizer Animal Health will be led by current Pfizer Animal Health president Juan-Ramon Alaix. Alaix will report to Cavan Redmond, currently president of Wyeth Consumer Healthcare, who will be group president of Pfizer Diversified Businesses, which will also include the consumer health and nutritional health businesses. (*Feedstuffs*)

> The American Association of Bovine Practitioners (AABP) and **Pfizer Animal Health** announced the launch of the AABP Foundation-Pfizer Animal Health Scholarship. Offered to third-year veterinary students in the US, the scholarship program will support students interested in food animal medicine. (*CattleNetwork*)

> **Fort Dodge** announced that ProMeris for dogs received a new label claim from the EPA for the control of chewing lice and demodectic mange. (*DVM News New Product Review*)

> **Virbac** and **Greer** announced an alliance to help veterinarians manage their patients with allergies. The primary objectives of the alliance are to: (1) provide more dermatology educational resources for general practice veterinarians; (2) raise awareness of appropriate diagnosing protocols; (3) help general practitioners (and pet owners) manage allergies earlier and better; and (4) offer guidelines on when a referral may be the best option. (*company press release*)

> **Vetoquinol** announced the availability of Enisyl-F as an oral supplement for cats and kittens for the management of feline herpes virus. Enisyl-F Lysine Treats contain L-lysine in a highly palatable form that helps boost acceptance from felines. (*DVM News New Product Review*)

> **Summit VetPharm** announced the launch of Vectra for Dogs and Puppies, a new monthly topical flea control product containing dinotefuran and pyriproxyfen in combination. (*company press release*)

> **Nestle Purina** announced that Purina Veterinary Diets EN Gastroenteric Canine Dry Formula pet food is now enhanced with bovine colostrum. Dietary supplementation with colostrum can stabilize intestinal microflora and help promote a healthy immune system. (*DVM News New Product Review*)

> **Abbott Animal Health** announced the launch of GLUture topical adhesive. The adhesive offers quick application, a strong bond and less irritation than sutures with a single layer, and flow-controlled application. (*DVM News New Product Review*)

> **Scil Animal Care** announced the launch of the Scil Vet Focus 5, a new hematology analyzer that offers analysis, species-specific diluting, computing, and reagent analysis in one unit. (*DVM News New Product Review*)

> **ProLabs** announced the launch of LTCI (Lymphocyte T-Cell Immunomodulator) to aid in the treatment of FeLV and FIV. LTCI has a conditional license from the USDA for these indications. (*company press release*)

> **DSM Nutritional Products**, announced the launch of Crina Poultry Plus, a digestive stimulant for poultry based on essential oils. The product, which is part of its portfolio of eubiotics, uses compounds such as thymol, eugenol, piperine and benzoic acid to maintain the balance of microflora in the gastrointestinal tract. (*Animal Pharm*)

> CHINA **AgFeed** Industries Inc., the largest hog producer in China, announced an arrangement to develop a genetics development program for its swine herds with **Hypor**, the swine breeding business of Hendrix Genetics. AgFeed plans to produce 2 million hogs for the Chinese market in the 2010-11 time frame. (*Feedstuffs*)

ANIMAL HEALTH NEWS

> US - PSEUDORABIES The Nebraska Game & Parks Commission reported an investigation into a wild pig infected with pseudorabies. The wild pig, which was killed by a producer, has tested positive for pseudorabies. The agriculture department is currently contacting producers in the area to alert them to the situation and to advise them of symptoms and preventative measures. A similar outbreak of pseudorabies was discovered in this area in early 2007. (*Feedstuffs*)

> US - NAIS A stakeholders summit on the National Animal Identification System (NAIS) ended with no consensus from the livestock industry. Officials from major livestock groups, representing a full range of viewpoints on the issue, met with Agriculture Secretary Tom Vilsack to lay out their positions. Following the meeting, Vilsack announced a new round of public "listening sessions" in an attempt to find a way to design a system that works effectively for market protection and animal health. USDA will post the schedule for the listening sessions at www.aphis.usda.gov. (*Feedstuffs*)

EQUINE MARKET MEGASTUDY II NOW ACCEPTING ORDERS

Brakke Consulting, Inc., and Market Directions, Inc. are pleased to announce the upcoming publication of the second edition of the **Equine Market MegaStudy**, a comprehensive study of horse owner buying and decision-making behavior. This highly popular survey examines the buying behaviors of over 1,000 horse owners by industry segment and by behavioral segment, and includes over 400 brands of equine products.

The study will be fielded in June 2009, with completion by Aug. 31. Companies that order by **May 1** and pay in advance receive a \$500 early-order discount. Advance purchasers also have an opportunity to review the questionnaire for completeness of brand identities prior to fielding the study. Upon publication, the price of the study is \$9,900. For more information, contact project manager John Volk at jvolk@brakkeconsulting.com or 773-327-4941.

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BRAKKE CONSULTING VIEWPOINT

We're still waiting for the first quarter results from most of the public companies. The anecdotal feedback from several senior executives is that business in the first quarter was "OK but not great." We'll need to wait to see what the official financial reports indicate in the next few weeks. Our view is that that business has been "soft" for several months.

As it relates to Brakke Consulting, on April 15th we celebrated our 23rd year of consulting to the animal health, pet, nutritional, and specialty chemical markets. Thanks to our many loyal clients and dedicated consultants, BCI experienced continued growth in 2008. The opening of our new office in Kansas City and expansion of our general consulting, executive search and market studies should result in a successful 2009.

Thanks for your business and support over the past 23 years!! It's been fun!!

Have a great weekend!!

Ron Brakke

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