

\*\*\*\*\*

**Brakke Consulting's  
Animal Health News & Notes for April 5, 2013**  
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

\*\*\*\*\*

IN THE NEWS:

Brakke Consulting news  
[Veterinary Drug Compounding Study](#)  
[Strategic planning](#)

earnings news  
[JBS](#)

other news  
[Alltech](#)  
[Bioniche](#)  
[Boehringer Ingelheim](#)  
[H.J. Baker & Bro.](#)  
[Mineral Fanton](#)  
[Norbrook](#)  
[Rumiphos](#)

\*\*\*\*\*

**BRASSE CONSULTING, INC.  
STRATEGIC PLANNING SERVICES**  
Do You Know Where Your Company Is Going?

Brakke Consulting is an excellent resource for your company's strategic planning. Some of the services we offer include:

- Reviewing revenue estimates and success probability of your product pipeline.
- Reviewing the timing of various new product introductions and estimate the impact of various scenarios.
- Benchmarking various functions against company competitors in the larger markets, which might include sales force size, technical services and/or R&D spending vs. sales.

Through strategic planning, Brakke Consulting can help improve the likelihood of success for your company's future endeavors.

Contact us for professional assistance in any of these areas.

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

\*\*\*\*\*

**COMPANY EARNINGS RELEASES**

> **JBS S.A.** reported financial results for the year 2012. Sales were 75.7 billion Reals (\$37.4 billion), an increase of 22% compared to the prior year. Earnings were \$719 million Reals (\$355 million) compared to a loss of 76 million Reals in 2011. (*Feedstuffs*)

\*\*\*\*\*

**AAVPT BIENNIAL SYMPOSIUM  
AND AAVPT-CVM WORKSHOP  
May 20 - 24, 2013**

Join the American Academy of Veterinary Pharmacology and Therapeutics for their Biennial Symposium in Potomac, MD on May 20-24. The program will focus on three main themes: the latest requirements for bioanalytical method validation; cutting edge utilization of pharmacokinetics; and improving veterinary drug labels.

In addition to the symposium, AAVPT is co-sponsoring a CVM workshop titled "Animal Drugs in Feeds". This meeting will immediately follow the symposium and will cover regulatory requirements for approval of veterinary drugs in feeds.

Register by Thursday, April 18 to receive the early registration discount.

To register or for more information, go to <https://m360.aavpt.org/event.aspx?eventID=58865>

\*\*\*\*\*

**COMPANY NEWS RELEASES**

> **Norbrook Laboratories, Ltd.** announced the FDA approval of new Enroflox 100 (enrofloxacin) for multi-day use only in cattle and non-lactating dairy heifers less than 20 months of age and swine. (*company press release*)

> **Bioniche Life Sciences** announced it has been granted \$500,000 from the National Research Council of Canada Industrial Research Assistance Program (IRAP) to develop a second-generation vaccine for E. coli in cattle. (*Animal Pharm*)

> **Alltech** announced the launch of the Lifeforce range of equine supplements to optimize digestive health for horses of a specific lifestyle. (*Feedstuffs*)

> EU **Boehringer Ingelheim** received European marketing authorization from the EU for its canine epilepsy treatment Pexion (imepitoïn). Pexion is approved for reducing the frequency of seizures associated with idiopathic epilepsy in dogs. (*Animal Pharm*)

> BRAZIL **H.J. Baker & Bro. Inc.** announced that it has purchased **Rumiphos Industria e Comercio de Sal Mineral e Racoos** located in Mato Grosso do Sul, Brazil, a manufacturer of free-choice minerals and protein supplements for ruminants. H.J. Baker also announced that it has purchased **Mineral Fanton Industrial e Comercio Ltda.**, located in Sao Paulo, Brazil, an established producer of free-choice minerals for beef cattle and feed for cattle, horses and sheep. Financial terms were not disclosed. (*Feedstuffs*)

\*\*\*\*\*

**ANIMAL HEALTH NEWS**

> US - RESEARCH INITIATIVES Nine technology-based economic development organizations from across the US have joined forces to form the Agricultural Technology Innovation Partnership (ATIP) Foundation, which will facilitate public-private research and technology licensing partnerships and promote commercialization of USDA research outcomes from the Agricultural Research Service (ARS) and other scientific agencies. The non-profit ATIP Foundation will receive USDA requests to develop public-private consortia around specific initiatives of high national priority. The first of these focuses on land management practices to sustain soil health for producing food, feed, fiber and biofuels, the announcement said. A second initiative is in food

and public health that addresses issues in translating nutrition research results to the food supply to combat obesity. (*Feedstuffs*)

\*\*\*\*\*

**BRASSE CONSULTING, INC.  
ANNOUNCES NEW MULTICLIENT STUDY:  
VETERINARY DRUG COMPOUNDING 2013**

Drug compounding is a hot topic in animal health. In response to frequent questions about this topic, Brakke Consulting has completed a study of the market for veterinary compounding. The study answers questions such as:

- how big is the veterinary compounding market?
- what drugs do veterinary compounders offer?
- what types of companies are offering compounding services, and how many are there?
- how frequently are veterinarians using compounding services?
- are there differences in veterinary usage between equine and small animal practitioners?

The study is available at a price of \$8,995.00. For more information, please call 972-243-4033 or email [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com).

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

\*\*\*\*\*

**BRASSE CONSULTING VIEWPOINT**

I spent a few days on the road this week and found that a number of our clients are cautious regarding revenue performance in 2013. What I heard was that the cool winter and spring has reduced parasite product sales to pet owners during the first quarter in all retail outlets. When reduced unit sales are combined with high inventories at retail it appears that the second quarter could be difficult in the flea/tick category. We also observed significant price dealing at the manufacturer level which makes unit volume look positive. However the dollar revenue per unit and total revenue for the full year could be challenging. I noted at one outlet that there was already a 25% price reduction versus 2013 pricing to pet owners.

In the food animal area when one combines the continued concern over drought conditions in a large part of the US and the already low cattle numbers, it's not too difficult to understand why some firms are concerned regarding the full year revenues. The next few months will be interesting as the market share battles expand.

Have a great weekend!!

*Ron Brakke*

\*\*\*\*\*

Trouble viewing this newsletter? You can view it online at [www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

*This electronic newsletter is the sole property of Brakke Consulting, Inc.  
Any use of the contents herein should be approved by and appropriately attributed to Brakke Consulting, Inc.*

For more information about Brakke Consulting's services and syndicated studies, visit our website at [www.brakkeconsulting.com](http://www.brakkeconsulting.com).

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