
**Brakke Consulting's
Animal Health News & Notes for April 6, 2012**
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IN THE NEWS:

[Brakke news
strategic planning](#)

other news

[Avacta](#)
[Central Garden & Pet](#)
[Dechra](#)
[Eurovet](#)
[IDEXX](#)
[Lloyd](#)
[Merial](#)
[Newport Labs](#)
[PetSafe Vet Therapy](#)
[Pfizer](#)

**ANIMAL AGRICULTURE ALLIANCE
11th ANNUAL STAKEHOLDERS SUMMIT
MAY 2-3, 2012**

Early registration is now available for the Animal Agriculture Alliance's eleventh annual Stakeholders Summit, to be held May 2-3 in Arlington, VA. This year, the Alliance's showcase event will explore the theme of "Real Farmers Real Food: Celebrating Tradition and Technology".

For more details or to register, go to <http://beta.eventfarm.com/StakeholdersSummit2012>.

www.AnimalAgAlliance.org

COMPANY NEWS RELEASES

> **Merial** announced it has acquired **Newport Laboratories**. Newport Labs is a US-based specialist in autogenous swine and bovine vaccines. Financial terms were not disclosed. *(Reuters)*

> **Dechra Pharmaceuticals Plc** announced an agreement to buy **Eurovet Animal Health B.V.**, for a total cash consideration of EUR 135 million (\$178 million) on a debt-free, cash-free basis. The company announced a fully underwritten 3 for 10 rights issue to fund the deal. Eurovet, a European veterinary pharmaceuticals business, operates in both the companion animal and farm animal pharmaceuticals markets. For the year ended December 31, 2011, Eurovet's sales were EUR 76.8 million (\$101 million). *(RTTNews)*

> **Lloyd, Inc.** introduced a new, advanced formula Thryo-Tabs. The new formula, developed in response to new U.S.P. specifications, have 21-month shelf life, 6 months longer than competitive brands. *(company website)*

> **Central Garden & Pet Company** announced the launch of the Adams Smart Shield Applicator, a new topical flea and tick control delivery device with an exclusive, patent-pending design. that creates a barrier that helps to prevent getting liquid on hands, has a specially-designed tip to part hair and help get down to the pet's skin, and clicks to deliver uniform application. The applicator is designed for use with Adams Flea & Tick Spot On. (*company website*)

> Avacta Group plc announced that **Avacta Animal Health** has entered into an exclusive agreement with **IDEXX Laboratories** to supply reagents for high throughput laboratory testing for C-reactive protein in dogs. C-reactive protein (CRP) is used for the early detection of acute inflammation or infection. (*4-traders.com*)

> **PetSafe Vet Therapy** introduced the Stance Analyzer, a product that accurately measures standing lameness and assesses treatment effectiveness in dogs and cats. Animals stand on the waterproof mat to detect how much weight is placed on each limb. The graphical display provides visual representation of weight bearing, stability, and center of gravity. (*Veterinary Advantage*)

> **INDIA Pfizer** announced it has completed the sale of its animal health business in India to a wholly-owned subsidiary, Pfizer Animal Pharma Pvt. Ltd (PAPPL), for Rs4.4 billion (\$90 million). Pfizer termed the change an "internal restructure." (*Animal Pharm*)

ANIMAL HEALTH NEWS

> **US - VETERINARY SCHOLARSHIPS** The Association for Women Veterinarians Foundation (AWVF) selected seven recipients for \$1,500 scholarships from more than 143 applicants based on leadership potential, career path, and influence in veterinary medicine both in and outside of school. Recipients were male and female second and third year veterinary students from US, Canadian, and Caribbean Island veterinary colleges. (*association press release*)

BRAKKE CONSULTING, INC. STRATEGIC PLANNING ASSISTANCE Do You Know Where Your Company Is Going?

Brakke Consulting is an excellent resource in the strategic planning process. Brakke Consulting's past assistance in strategic planning has included:

- product pipeline evaluation
- new product introduction assessments
- competitive benchmarking, including sales force size, technical services, compensation, and R&D spend

Brakke Consulting can provide insights and professional assistance that improves the likelihood of success. Please contact us if you would like the benefit of professional assistance in any of these areas.

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BRAKKE CONSULTING VIEWPOINT

We're picking up from a number of our clients that first-quarter revenues have been strong for most companies. We will start to see the official reports from the public companies shortly.

The attitudes of consumers and producers continue to improve even in the face of \$4.00/gallon gasoline. Hopefully, we'll have three additional good financial quarters to follow this first one.

In the Dallas market, the flea and tick TV advertising battles are in full swing for the pet owners' dollars. It will be interesting to see how this all plays out come fall and if there is improved brand recognition. With the relatively mild winter it should be a great year for insects so the need will be there.

We wish all of you have a safe and enjoyable Easter weekend!!

Ron Brakke

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