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**Brakke Consulting's  
Animal Health News & Notes for April 7, 2017**  
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*Editor: Lynn Fondon DVM MBA*

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IN THE NEWS:

Brakke Consulting news

Market research

Animal Health Industry Webinar

earnings news

Boehringer Ingelheim

other news

American Animal Hospital Association

Argenta

Artevet

Biogal Galed Labs

Ceva

CURE Pharmaceutical

DogVacay

Elanco

Medivet

Nutritech Solutions

ProVetLogic

Redbarn Pet Products

Roslin Technologies

Rover.com

VetDC

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**BRAKKE CONSULTING, INC.  
US ANIMAL HEALTH INDUSTRY WEBINAR  
APRIL 19, 2017**

Brakke Consulting, Inc. will present a two-hour webinar entitled "What's Driving the U.S. Animal Health Industry" on Wednesday, April 19 from 10 am - 12 pm CDT.

Presented by senior consultants John Volk and Cary Christensen, DVM, the two-hour presentation will include a review of industry performance over the last year, comments on leading companies, plus current issues impacting industry and the veterinary profession. The webinar will also provide insights on factors affecting both the food animal market and companion animal market and key findings from several recent studies. The webinar is interactive; participants will have the opportunity to ask questions.

The cost of registering for the webinar is \$395 per person. The deadline for registering is Monday, April 17.

To register, go to [www.BrakkeConsulting.com](http://www.BrakkeConsulting.com) and scroll to the "What's New" box.

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

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## COMPANY EARNINGS RELEASES

- **Boehringer Ingelheim** reported results for the full year 2016. Animal Health sales were EUR 1,460 million (\$1,538 million), an increase of 7% (+8.5% in currency adjusted terms). *(company website)*

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## KC ANIMAL HEALTH CORRIDOR ANIMAL HEALTH INVESTMENT FORUM PRESENTER APPLICATIONS DUE APRIL 14

The KC Animal Health Corridor is now accepting applications to present at the 2017 KC Animal Health Investment Forum on August 29 in Kansas City, Missouri.

Now in its ninth year, the Forum is one of the only opportunities in the world for early-stage companies in the animal health sector to present their vision, business plan and technology to potential investors.

The selection committee will consider companies that meet the following criteria:

- Seeking \$500,000 - \$20 million in funding
- Revenue projections of \$20 million within 5-7 years

Applications are due on April 14. To apply, go to <http://kcanimalhealth.thinkkc.com/account/login>.

For more information, contact Kimberly Young at [young@thinkkc.com](mailto:young@thinkkc.com).

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## COMPANY NEWS RELEASES

- **Biogal Galed Labs** announced the commercialization of the PCRrun Feline Leukemia Virus DNA Molecular Kit. This kit is intended for the detection of the Feline Leukemia pro Virus (FeLV), and is designed to be operated together with the PCRrun Reader. *(company press release)*
- **VetDC, Inc.** announced that Tanovea-CA1 (rabacfosadine for injection) is now commercially available in the US for purchase by licensed veterinarians. Tanovea-CA1 was recently granted conditional approval by the FDA's Center for Veterinary Medicine (CVM), for the treatment of lymphoma in dogs. *(company press release)*
- **CURE Pharmaceutical** announced a distribution and license agreement with **Redbarn Pet Products**, LLC for the development of various oral thin film veterinary products for both OTC and veterinary channel distribution. *(GlobeNewsWire)*
- **ProVetLogic** announced the launch of Kennel and Turf Care, an enzymatic synthetic pet turf and concrete cleaner and deodorizer. *(Military-technologies.net)*
- On-demand pet care provider **Rover.com** announced an agreement to acquire **DogVacay** in an all-stock deal. DogVacay will continue to run independently for the time being; it is not yet decided whether both companies will eventually operate solely under the Rover name. Financial terms were not disclosed. *(APPA SmartBrief)*

- The **American Animal Hospital Association** announced the launch of AAHA Advantage, a new purchasing program for AAHA-accredited hospitals. Advantage is free for accredited members to try until September 30, 2017; after that, a low annual membership fee will apply. *(association press release)*
- SCOTLAND **Argenta** announced the purchase of the former Scottish manufacturing site of **Elanco Animal Health**. After some initial restructuring, Argenta plans to grow the new Dundee operation, supported by a commercial supply agreement with Elanco Animal Health. *(company press release)*
- UK **Ceva Animal Health** introduced Feliscratch by Feliway, a new pheromone designed to help stop cats from scratching furniture. Feliscratch, a synthetic copy of the feline interdigital semiochemical (FIS) naturally produced by cats, is available in a pack of nine single use pipettes which should be applied on a scratching post to redirect the scratching. *(Vetsurgeon.org)*
- UK **Medivet** announced that it has secured a GBP 20 million funding package from HSBC, which will allow the business to accelerate its acquisition of more practices across the UK. Medivet now has 169 veterinary practices across the UK, making it the fourth largest veterinary group in the country. *(Vetsurgeon.org)*
- CANADA US-based company **Artevet** announced it has acquired Canadian feed additive and hoof care firm **Nutritech Solutions**. Financial terms were not disclosed. *(Animal Pharm)*
- SCOTLAND Edinburgh University has formed **Roslin Technologies** to facilitate the commercialization of research from the University of Edinburgh's Roslin Institute and Royal (Dick) School of Veterinary Studies. The firm is a partnership between the University, private equity advisors JB Equity and the British Innovation Fund, a newly-formed entity that invests in leading innovation venture funds and companies from UK universities. An initial fundraising round has recently concluded, securing GBP 10 million (\$12.5 million) from institutional investors. *(Animal Pharm)*

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## ANIMAL HEALTH NEWS

- US - BOVINE TB South Dakota Board of Animal Health officials are continuing to investigate the discovery of bovine tuberculosis in a cattle herd February where 41 infected animals have been found. The Bovine TB found in the Harding County herd is a strain never seen before in the US, but was detected in dairy cattle in Mexico. *(AVMA SmartBrief - wnax.com)*
- US – COUNTERFEIT MEDICATIONS Paul S. Rodriguez Jr, CEO of Action Packing and Design, pleaded guilty to intentionally trafficking in counterfeit labels and packaging for anti-parasite products and veterinary medicines between July 2015 and December 2016. His operation produced counterfeit artwork Frontline, Frontline Plus and other Merial veterinary products. Rodriguez also trafficked in counterfeit trademarked Rimadyl labels. Rodriguez faces up to 10 years in federal prison and a possible \$2 million fine. *(SecuringIndustry.com)*
- US - VETERINARY FUNDING The USDA's National Institute of Food & Agriculture (NIFA) announced \$2.4 million in available funding to relieve veterinarian shortage situations and to support veterinary services. The funding was made through NIFA's Veterinary Services Grant Program (VSGP), authorized by the 2014 farm bill. Eligible applicants for rural practice enhancement programs include for-profit or nonprofit entities or individuals operating veterinary clinics in rural areas and veterinarian shortage areas, as specified in the request for applications. *(Feedstuffs)*

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**BRAKKE CONSULTING, INC.  
MARKET RESEARCH ASSISTANCE**

Look Before You Leap

Depend on Brakke Consulting to build a market study to meet your company's needs, whether it is:

- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

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**BRAKKE CONSULTING VIEWPOINT**

This week's news covers a number of new product or technology introductions into the animal health and pet markets. Innovation appears to be progressing in smaller companies that are seeking ways to enter the marketplace without having their products approved by various regulatory agencies. We continue to believe that the cost of registering new products and technology through all the regulatory agencies is inhibiting innovation and keeping some interesting technologies off the market. If you are wondering why many company pipelines are limited, you need to look no farther than the cost and time to move a technology through the process to final product registration. We do not see this changing in the near future based on the current environment.

Have a good weekend!

*Ron Brakke*

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