
**Brakke Consulting's
Animal Health News & Notes for May 1, 2009**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon, DVM, MBA

IN THE NEWS:

earnings news

- [Abaxis](#)
- [Bayer](#)
- [Fort Dodge](#)
- [Heska](#)
- [Hill's](#)
- [MWI](#)
- [Orion](#)
- [Pfizer](#)

other news

- [Boehringer Ingelheim Vetmedica](#)
- [DRE Veterinary](#)
- [Lallemand](#)
- [Mars PetCare](#)
- [MWI](#)
- [Nutramax Labs](#)
- [Nutro](#)
- [Pets Best Insurance](#)
- [Pfizer](#)
- [Royer](#)
- [Summit VetPharm](#)
- [VPL](#)

**EQUINE MARKET MEGASTUDY II
NOW ACCEPTING ORDERS**
last day for early-order discount!

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 **TODAY** 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.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> **Pfizer** Inc. reported financial results for first-quarter 2009. Animal Health revenues for first-quarter 2009 were \$537 million, a 13% decline compared with the year-ago quarter. (*company website*)

> Wyeth reported results for the 2009 first quarter ended March 31, 2009. Revenues for animal health division **Fort Dodge** were \$276 million, flat compared to the first quarter of 2008; revenues increased 13% excluding the effect of foreign exchange. (*company website*)

> **Bayer** reported results for the 2009 first quarter. Animal Health sales were EUR 228 million (\$301 million), a decline of 3% compared to the first quarter of 2008. (*company website*)

> **Heska** reported financial results for its first quarter ended March 31, 2009. Net revenues were \$20 million, down from \$22 million in the first quarter of 2008. Net income was \$460,000 compared to a net loss of \$(226,000) in the first quarter of the prior year. (*company press release*)

> **Orion** reported results for the first quarter of 2009. Animal health sales fell by 8% to EUR 15.2 million (\$19.9 million), down from EUR 16.6 million a year ago, largely as a result of lower sales of animal sedatives. (*Animal Pharm*)

> Colgate-Palmolive Company reported results for the first quarter 2009. **Hill's** sales grew 0.5% to \$506 million during the quarter on unit volume that declined 7%. (*company press release*)

> **Abaxis**, Inc. reported financial results for the fiscal year ended March 31, 2009. Veterinary market revenues were \$74 million, an increase of 4% compared to the prior year. (*PR Newswire*)

> **MWI Veterinary Supply**, Inc. reported that in its fiscal second quarter ended March 31, net income increased 32% to \$5.8 million, compared to the second quarter last year. The company's quarterly revenues rose 10% to \$215 million. (*RTT News*)

COMPANY NEWS RELEASES

> **Pfizer Animal Health** announced the launch of a single-application vaccine to prevent infectious bovine keratoconjunctivitis, also known as pinkeye, caused by *Moraxella bovis*. SolidBac Pinkeye IR/PR uses a delivery system called SoliDoser that allows two doses of the vaccine to be injected at once. (*Animal Pharm*)

> **Boehringer Ingelheim Vetmedica**, Inc. announced the formation of the equine Joint Health Management (JHM) program, an education program for veterinarians and horse owners designed to prevent and treat equine joint problems. (*company press release*)

> **Summit VetPharm** announced that Vectra 3D has been granted expanded label claims by the EPA. Vectra 3D's triple-action formula provides protection against six common vectors: ticks, fleas, mosquitoes, sand flies, mites and lice. (*company press release*)

> **Veterinary Products Laboratories** introduced Harmonease Chewable Tablets, a proprietary blend of a patented extract from *Magnolia officinalis* and a patented extract from *Phellodendron amurense*. The synergistic effect of these natural compounds binds to selective targets in the central nervous system associated with stress, but not to the receptors that would cause lethargy and muscle relaxation. (*company press release*)

> **Nutramax Labs** announced the launch of Provable-EQ for horses, a digestive supplement designed to help re-establish and maintain intestinal health. Provable-EQ contains a source of live naturally-occurring microorganisms, including *Saccharomyces boulardii* and *Saccharomyces cerevisiae*. (*Feedstuffs*)

> **DRE Veterinary** launched the DRE Compact Mini, a tabletop non-rebreathing anesthesia machine designed for use on rodents and other small animals. It features a handle for easy transport, and is available with a new or professionally calibrated isoflurane or sevoflurane vaporizer. (*PRWeb*)

> **Mars Petcare US** announced plans to develop a new, state-of-the-art research and development facility at their existing manufacturing site in Kansas City, MO. The facility currently produces Greenies dental treats. The new lab will accommodate Mars Petcare US R&D operations across a number of brands. The company also has future plans to update production capabilities at the site. (*company press release*)

> **Lallemand Animal Nutrition** announced the launch of Micro-Cell Gold, a new direct-fed microbial product for cattle fed diets containing distillers grains plus solubles. Micro-Cell Gold contains a combination of *Lactobacillus acidophilus* BT1386 and *Lactobacillus buchneri* 40788. (*Feedstuffs*)

> **Nutro Products**, Inc. announced that its Greenies products will now be offered exclusively through veterinary hospitals and pet specialty retailers. (*Earthtimes.org*)

> **Royer Animal Health**, LLC, announced an exclusive distribution agreement with **MWI Veterinary Supply**, Inc. to market its lead animal health products: Matrix III Cisplatin Beads and R-Gel Antibiotic Wound Dressing. These proprietary, timed-release products provide veterinary professionals with localized treatment options for cancer, infections, and general wound management. (*PR Newswire*)

> **Pets Best Insurance** and ChaseHealthAdvance, part of Chase Card Services, announced an alliance to help cover expenses for pets without insurance or treatments not covered by insurance. The alliance will offer 12-, 18- and 24-month, no-interest payment plans and instant credit decisioning to help make more treatments affordable to more pet owners. (*company press release*)

ANIMAL HEALTH NEWS

> **WORLD - SWINE FLU** The USDA answered frequently asked questions on the relationship between swine and the hybrid swine, avian and human influenza virus that has killed more than 100 people in Mexico and infected some people in the US and in other countries. USDA Deputy Secretary Kathleen Merrigan and others reported that the World Health Organization and the Centers for Disease Control and Prevention will join other agencies of the US government in ceasing to use the term "swine flu." The US agencies will use "2009 H1N1 flu" and the WHO will use "influenza A (H1N1)." (*Meating Place*)

> **US - ORGANIC AGRICULTURE SURVEY** The USDA announced it will conduct the first wide-scale survey of organic farming in the US to find out how the growth of organic farming is changing the face of US agriculture. The survey will look at various aspects of organic farming during the 2008 calendar year, from production and marketing practices to income and expenses. NASS will publish results next winter. (*Meating Place*)

**ANIMAL AGRICULTURE ALLIANCE
8th ANNUAL STAKEHOLDER'S SUMMIT
MAY 12-13, 2009**

The Animal Agriculture Alliance's Eighth Annual Stakeholders Summit will be held May 12-13, 2009 in Alexandria, Virginia. This year's topic is Politics, Activism and Religion: Influencing the Debate on Animal Welfare in America.

For more information please go to www.animalagalliance.org

BRAKKE CONSULTING VIEWPOINT

It's starting to be a trend! The first 7 of the top 10 companies that have reported have combined revenue declines of 7% for the first quarter of 2009 compared to 2008. We've had some indications that at least one additional company in the top 10 will have declines and two others will show some increase for the period. Unless something changes quickly, our early prediction that unit and dollar volume will be down in 2009 compared to 2008 will become a reality. While there are some faint signs of improvements in the economy, most economists, including senior officials of the Federal Reserve, believe it will be the fourth quarter of this year before we see positive changes.

To add to our problems, the H1N1 virus has taken on the name of "swine flu" around the world and here in the US. Currently, various government agencies are providing alternative names to reduce the impact on the sale of pork and the swine industry. Hopefully this effort to correctly name the virus is not too late. The virus currently has brand recognition as swine flu. Re-branding is unlikely to be successful in the public's mind. The best we can hope for is that the current virus epidemic will pass quickly and we'll soon return to normal activities.

Have a great weekend!!

Ron Brakke

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.

Brakke Consulting, Inc.
2735 Villa Creek, Suite 140
Dallas, TX 75234 USA