
**Brakke Consulting's
Animal Health News & Notes for May 18, 2012**
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**BRAKKE CONSULTING, INC.
EXECUTIVE AND SALES FORCE RECRUITING**

Recruiting Means More than Resumes

At Brakke Consulting, providing the resumes of qualified candidates is only part of what we do. We can and have managed the entire process of identifying and recruiting top candidates. Based on client input, we develop metrics to help rank candidates. In addition to scheduling interviews, we have arranged travel and ensured that the candidate's trip comes off smoothly.

Removing hassles helps the candidate perceive the potential employer as professional and adept at meeting an employees needs. In addition, our involvement in every step helps maintain communications with candidates, allowing them to ask questions and get another perspective on the company.

For more information about our recruiting services, visit our website.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> **Heska Corporation** reported financial results for its first quarter ended March 31, 2012. Total revenue was \$19.2 million, a 1.5% decline from the first quarter of 2011. Net income was

\$584,000 compared to net income of \$916,000 in the first quarter of 2011. (*company press release*)

COMPANY NEWS RELEASES

> **Bimeda** announced that it has received approval from the FDA to market Bimectin (ivermectin) Injection 1% Sterile Solution. The parasiticide is indicated for the treatment and control of internal and external parasites in beef cattle and swine. (*Vet Advantage*)

> **Farnam** introduced Centaura Insect Repellent for Horse and Rider, the first and only insect repellent for both horse and rider that is registered by the EPA, and the only one with Picaridin as the active ingredient. (*company press release*)

> **Teva Animal Health** announced the launch of Synovi G4. Synovi G4 includes Turmeric and *Boswellia serrata* (Frankincense) along with the Synovi joint support matrix of glucosamine, creatine monohydrate, MSM and *Perna Canaliculus*, in a highly palatable soft chew formulation. (*company press release*)

> **Aurora Pharmaceutical** introduced PRO-TEC ChlorSeptic 2% with Aloe Vera, a new skin cleanser and surgical scrub. This new product contains chlorhexidine and is labeled as an antiseptic antimicrobial skin cleanser. (*company press release*)

> **Nestle Purina** voluntarily recalled one lot of its Purina Veterinary Diets OM Overweight Management canned cat food after FDA testing revealed low levels of thiamine, or vitamin B1, an essential nutrient for cats. A consumer complaint led to the testing and subsequent recall. (*AVMA Smartbrief - Marketwatch*)

> **IDEXX Reference Laboratories** announced it has entered into an agreement with **Greer** to offer veterinarians serum allergy testing and immunotherapy. (*company website*)

> **PetMart Pharmacy** launched a new website offering pet owners an extensive list of preventative products and medications including flea and tick prevention, grooming products and health supplements. PetMart Pharmacy is owned and operated by licensed veterinarians and pharmacists. (*PRWeb*)

> **JAPAN Pulse NeedleFree Systems** announced that it has signed an exclusive distribution agreement with **I.P. Tsusho, Co., Ltd.** to offer Pulse NeedleFree Systems to the Japanese swine market. (*company press release*)

ANIMAL HEALTH NEWS

> **TAIWAN - AVIAN INFLUENZA** Taiwan's Council of Agriculture (COA) reported that more than 18,000 chickens have died in central western area of the country as a result of highly pathogenic avian influenza. Local media said that the latest avian flu outbreak would be the sixth such recorded case in the country this year. The COA has requested the military to help disinfect the area within three kilometers of the farm; more than 13 million chickens are currently being raised on more than 900 farms in the area. (*Animal Pharm*)

> **US - RETAIL PET SALES** The USDA's Animal and Plant Health Inspection Service (APHIS) is proposing to revise its definition of "retail pet store." APHIS is proposing to restore the definition of retail pet store, which comes with exemptions from certain requirements under the AWA, to its original intent, limiting it only to places of business or residence that each buyer physically enters

in order to personally observe the animals available for sale prior to purchase and/or to take custody of the animals after purchase, and where only certain animals are sold or offered for sale, at retail, for use as pets. These changes would ensure that animals sold at retail, whether in "bricks and mortar" stores or over the Internet, are monitored for their health and humane treatment and concentrate USDA's regulatory efforts on those facilities that present the greatest risk of noncompliance with the regulations. (USDA.gov)

KC ANIMAL HEALTH INVESTMENT FORUM
AUGUST 28, 2012
NOW ACCEPTING APPLICATIONS

The KC Animal Health Corridor is now accepting applications for the fourth annual KC Animal Health Investment Forum in Kansas City, Missouri.

The forum will showcase animal health and nutrition companies from throughout the world.

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

- Seeking \$500,000 to \$20 million in funding
- Revenue projections of \$20 million within five to seven years

Applications must be submitted by June 22, 2012. All companies will be contacted by July 27 regarding their acceptance. Apply online at www.kcanimalhealthforum.com . For questions, email Kimberly Young at young@thinkkc.com or call 816.374.5627.

BRASSE CONSULTING VIEWPOINT

This week's news reflects a number continuing trends in the animal health and pet industry. There were several new product introductions and deals, but nothing that is a game-changer. Where are the new compounds and technology that will have a significant impact on the market? How long can the industry continue to show significant revenue growth without new technology? While there are still compliance and market expansion opportunities in flea, tick and heartworm we believe that these important product categories are showing signs of market maturity. Also, another firm enters the market place offering pet products via the internet.

The final point I'd like to make this week, is to make sure you read the announcement above related to the Kansas City Animal Health Investment Forum. June 22 is just around the corner, so if you plan on applying for or attending this important event, now is the time to register. Each year the number of investment firms attending is increasing, as is the quality of the presenting companies. The industry needs innovation and investment so we'd hope to see you there in August.

Have a great weekend!!

Ron Brasse

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