

\*\*\*\*\*

**Brakke Consulting's  
Animal Health News & Notes for May 27, 2016**  
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

\*\*\*\*\*

IN THE NEWS:

Brakke Consulting news  
[Recruiting](#)

earnings news  
[Krka](#)  
[Patterson](#)

other news  
[Biogal Galed Labs](#)  
[Boehringer Ingelheim](#)  
[Elanco](#)  
[Merck](#)  
[Royal Canin](#)  
[Zoetis](#)

\*\*\*\*\*

**KCADC ANNUAL INDUSTRY EVENTS  
AUGUST 29 & 30, 2016  
REGISTRATION IS NOW OPEN**

The Kansas City Area Development Council announces that registration is now open for its annual Homecoming Dinner and Animal Health Investment Forum.

For more information or to register for either event, go to  
<http://kcanimalhealth.thinkkc.com/events/annual-events>

Early-bird registration ends July 31.

\*\*\*\*\*

**COMPANY EARNINGS RELEASES**

> **Patterson Companies** reported results for the full fiscal year ended April 25, 2016. Animal Health sales were \$2.86 billion, an increase of nearly 100%, due primarily to the acquisition of Animal Health International in 2015. *(Business wire)*

> **Krka** reported results for the first quarter of 2016. The business witnessed an 85% improvement in animal health sales to EUR 21.8 million (\$24.5 million). Animal Health now represents 7.2% of overall Krka group revenues. *(Animal Pharm)*

\*\*\*\*\*

**COMPANY NEWS RELEASES**

> **Zoetis** announced that Apoquel (oclacitinib tablet) is now available to all veterinarians in the US without limits. The company reported that it has resolved its supply situation and strengthened the manufacturing capacity for Apoquel. *(Animal Pharm)*

> **Elanco Animal Health** introduced Inteprity (avilamycin), a first-in-class, animal-use only, in-feed antibiotic developed for the prevention of mortality caused by necrotic enteritis associated with *Clostridium perfringens* in broiler chickens. (*company press release*)

> **Boehringer Ingelheim** announced it has obtained approval for the use of Metacam (meloxicam injectable) in Canada, Australia and New Zealand for the alleviation of pain and inflammation in sheep. (*Sheepcentral.com*)

> **Biogal Galed Labs** announced the commercialization of the PCRun Canine Babesia gibsoni molecular detection test kit. (*company press release*)

> **Royal Canin** announced the launch of Royal Canin Treats, a veterinary-exclusive line of treats designed to support special dietary needs. The line offers products for healthy pets, as well as treats designed specifically to support the nutritional management of urinary tract health, digestive health, weight health and skin health for both cats and dogs. (*PRNewswire*)

> **EU Merck Animal Health** (MSD) announced that the European Medicine Agency has granted a marketing authorization for Bravecto (fluralaner) Spot-On Solution for both cats and dogs, a Spot-On treatment for fleas and ticks effective for 12 weeks following a single dose. (*Business wire*)

\*\*\*\*\*

## **ANIMAL HEALTH NEWS**

> **EU - ANTIBIOTICS** The European Medicines Agency's Committee for Medicinal Products for Veterinary Use (CVMP) recommended the product approval withdrawals for medicated feed premixes containing a combination of lincomycin and spectinomycin. The committee also said there was less risk from powders for use in drinking water containing a combination of the antibiotics, and said that no amendments to the currently approved withdrawal periods for pigs and chicken for the aforementioned powders for use in drinking water were considered necessary. (*Animal Pharm*)

> **US - SPOT-ON REGULATION** The EPA has developed a draft standard template to be used by registrants submitting information on incidents involving spot-on pet products to ensure the submission of data in a consistent format using consistent terminology. EPA is seeking nine registrants of pet spot-on products to test the new template for a 1 year period. Registrants interested in participating in the pilot should contact Julie Breeden-Alemi, DVM, at [Breeden-Alemi.Julie@epa.gov](mailto:Breeden-Alemi.Julie@epa.gov) using the key phrase "Pilot Spot-on Participant" in the subject line. (*APPA E-update*)

> **US - AVIAN INFLUENZA RESEARCH** The USDA reported that experiments done last year have demonstrated that striped skunks and cottontail rabbits in a laboratory transmitted a strain of avian influenza to mallard ducks after they shared food and water sources. The study results offer the first significant confirmation that mammals can transmit the virus to birds. (*TheLedger.com*)

> **WORLD - CANCER GENETICS** Researchers from Sweden, the UK, the US and Norway have discovered a gene involved in cell cycle regulation that potentially has a crucial role in the development of mammary tumors in dogs. The study, which investigated genetic variants associated with canine mammary tumors (CMTs) in English Springer Spaniels, was published in PLOS Genetics. (*Animal Pharm*)

\*\*\*\*\*

**BRASSE CONSULTING, INC.**

## EXECUTIVE, SALES FORCE and TECHNICAL SERVICES RECRUITING

At Brakke Consulting we find the right person to fit your company's needs. We have an unequaled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates throughout the process

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- David Goodnight at 830.285.1259

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

\*\*\*\*\*

## BRAKKE CONSULTING VIEWPOINT

Two major product announcements lead the news this week. Zoetis said that Apoquel is now available without limits. The success of that product has changed the way veterinarians practice and how others in the industry think about product categories. Also, in the face of all the talk of antibiotic resistance and antibiotics in food, Elanco registered Integrity. The question is whether only companies the size of Elanco and Zoetis can devote the resources necessary to bring major new products to market.

On the other end of the spectrum, I received the applications from the companies vying to present at this year's Kansas City Animal Health Investment Forum. I am only about a quarter of the way through them, but they appear to offer a lot of variety. No spoiler alerts here, you'll have to attend the forum to find out what this year's crop yields.

Have a good holiday (in the US) weekend.

*John Mannhaupt*

\*\*\*\*\*

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