
**Brakke Consulting's
Animal Health News & Notes for June 17, 2016**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

[Brakke Consulting news](#)
[AnimalHealthJobs.com](#)

[other news](#)

[Elanco](#) (EnBiotix)
[Elanco](#) (Innovation Center)
[EnBiotix](#)
[Henry Schein](#)
[ProTrainings](#)
[Tonisity](#)
[Vetericyn](#)
[VetSource](#)

ANIMALHEALTHJOBS.COM

The best place on the web to find qualified job applicants!

AnimalHealthJobs.com has become an exceptional and mature capability for your recruiting efforts.

AnimalHealthJobs.com has grown to include over 29,000 pre-qualified job seekers, and consistently maintains a high degree of talent: two-thirds of our registered users have a Bachelor's degree, and 20% have some kind of advanced degree; one-quarter have over 10 years of industry experience.

When you are seeking the best, come to AnimalHealthJobs.com – first.

[www.AnimalHealthJobs.com](#)

COMPANY NEWS RELEASES

> **Elanco Animal Health** and **EnBiotix, Inc.**, announced a collaboration to explore the application of EnBiotix's engineered phage technology in specific animal health targets. Elanco will provide research funding and will have an option to license and commercialize products arising from the collaboration. If successful, this endeavor could result in potential alternatives for traditional antibiotics in animals. (*Business Wire*)

> **Elanco Animal Health** announced the opening of a state-of-the-art 48,000 square foot Vaccines Innovation Center. Elanco scientists working within the labs will tackle several important fields of research, one of which is finding alternatives to antibiotics used in food animals. Two near-term projects involve exploring vaccines for salmonella and bovine respiratory disease. (*company press release*)

- > **Vetericyn** announced the launch of FoamCare Shampoo product line. FoamCare Shampoo focuses on pets' coat type and is easy to use. To use, simply spray, foam, and rinse. (*company press release*)
- > **Tonisity** announced the launch of Tonisity Px, the first isotonic protein drink for pigs. It not only encourages fluid intake to improve hydration as early as 24 to 48 hours after birth but also provides nutrients to improve health and production efficiency over the pig's lifetime. (*Vet Advantage*)
- > **VetSource** and **Henry Schein Animal Health** announced a strategic relationship to give Henry Schein Animal Health customers access to VetSource's veterinary home delivery service. (*company press release*)
- > **ProTrainings** announced a new online education course that covers a variety of pet health topics. Subjects in the course include Dog CPR, Preparing a First Aid Kit, Pet Poisonings, Lethargy, Vomiting and Diarrhea, Itching and Scratching, Understanding Vital Signs and How to Measure Them and dozens of others. The course trains viewers to notice abnormalities and to detect early health warning signs in large and small dogs and cats. (*Vet Advantage*)

ANIMAL HEALTH NEWS

- > **NETHERLANDS - AVIAN INFLUENZA** The Netherlands has reported an outbreak of low-pathogenic H7N9 avian influenza. The outbreak resulted in the destruction of 44,630 chickens; quarantine restrictions have been imposed. It is the first time H7N9 strain has been diagnosed in a European country. (*Animal Pharm*)
- > **US - EQUINE CANCER RESEARCH** Researchers with Cornell's College of Veterinary Medicine compared the genetic makeup of horses that had sarcoid tumors to those that did not, studying more than 50,000 places on the horse genome. While bovine papillomavirus (BPV) that has adapted to horses is thought to be the likely cause of most sarcoid tumors, not all horses with the virus will develop tumors. The team found regions on two chromosomes that differed in horses with the tumors compared to those without, indicating to the researchers that, at least in part, a horse's genes can determine how susceptible it is to the tumors. The team's findings have been published in the journal the International Journal of Cancer. (*seeker.com*)

- > **AUSTRALIA - CAT FOOD RESEARCH** A study conducted by **Mars Petcare** and University of Sydney, Australia found that domestic cats learn to choose their food based on nutrition rather than flavor. The study, published in Royal Society Open Science, offered cats foods with various ratios of fat and protein flavored with fish, rabbit or orange. When first presented with the foods, the cats showed a preference based on flavor. However, over time they learned about the nutrient composition and selected foods in order to reach a target ratio of protein and fat, regardless of flavor. (*PRNewswire*)

BRAKKE CONSULTING VIEWPOINT

Based on the small number of stories for the newsletter this week it appears many managers are currently taking at least a portion of their annual vacation. However, there are numerous activities occurring behind the scenes, although only a few have reached the point of a public announcement.

Two stories this week involve Elanco, which is expanding its vaccine research capabilities and

investing in new technologies that could result in alternative product to traditional antibiotic treatments in animals. As mentioned in last week's newsletter, many producers and their advisors (veterinarians & nutritionists) are seeking alternative products or systems to maintain efficient production of animal protein with the reduced use of antibiotics. They are also seeking vaccines that will improve immunity so that the need for antibiotic therapy is needed less often. We believe the change in antibiotic usage being driven by consumers and branded food companies is here to stay, so the industry will have to adjust.

Have a great weekend and stay cool, especially those of you in the Southwest!

Ron Brakke

Trouble viewing this newsletter? You can view it online at www.BratkeConsulting.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.

Brakke Consulting, Inc.
12005 Ford Rd., Suite 530
Dallas, TX 75234 USA