
**Brakke Consulting's
Animal Health News & Notes for June 22, 2012**
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BRAKKE CONSULTING, INC.
Recruiting Means More than Resumes

At Brakke Consulting, we aren't just filling a hole. We find the right person to fit your company's needs. 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

In addition to scheduling interviews, we can arrange travel for the candidate, ensuring that the trip goes smoothly. Our involvement in every step of the process 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 or call one of our consultants:

- John Mannhaupt at 972.243.4033
- Ken Berkholtz at 772.223.3079
- Jay Lockhart at 314.821.3368

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> **Sanderson Farms** reported results for its fiscal 2012 second quarter ended April 30. Net sales for the second quarter of fiscal 2012 were \$595 million, a 24% increase compared with the same period a year ago. Net income was \$23.9 million compared with a net loss of (\$16.3 million) for the second quarter of fiscal 2011. (*company website*)

COMPANY NEWS RELEASES

> **Pfizer Animal Health** introduced Alverin Plus (ivermectin/clorsulon) and Flunixinamine (flunixin meglumine). Alverin Plus treats and controls adult liver flukes, gastrointestinal roundworms, lungworms, cattle grubs, sucking lice and mange mites in cattle. Flunixinamine is a nonsteroidal anti-inflammatory drug (NSAID) for use in cattle and horses. (*Bovine Veterinarian*)

> **Boehringer Ingelheim Vetmedica, Inc.** announced plans to build a warehouse in St. Joseph, Missouri that will be used for its packaging and distribution center. The warehouse will consolidate current packaging and distribution operations in Fort Dodge, Iowa, and St. Joseph. The company also plans to expand the company's manufacturing plant, also located in St. Joseph. (*The Republic*)

> **IDEXX** announced that the World Organization for Animal Health (OIE) has added the IDEXX M. bovis Ab Test to its registry of tests. This marks the first time the organization has certified an antibody test for the detection of bovine tuberculosis (TB). (*company website*)

> **Pethealth Inc.** announced it has partnered with **Velcera, Inc.**, parent company of FidoPharm, Inc. to provide Velcera distribution of PetArmor flea and tick medications and other FidoPharm products to Pethealth's network of animal welfare organizations ("AWOs") using its 24PetWatch microchip programs and nearly 1,800 AWOs licensed with the Company's PetPoint animal management system in the US. (*company press release*)

> **ADM Alliance Nutrition Inc.**, announced the acquisition of certain assets (including physical assets) of **Liquid Feed Commodities**, a privately-owned manufacturer of liquid cattle feed supplements. Financial terms were not disclosed. (*Feedstuffs*)

> **Cargill** introduced two new equine feeds: SafeChoice Special Care and SafeChoice Perform. SafeChoice Special Care is a low, controlled starch formula for horses with metabolic concerns, easy keepers and ponies. SafeChoice Perform is a high-fat, controlled starch formula for performance horses and hard keepers. (*Feedstuffs*)

> **Biomim** announced it has acquired **Micro-Plus**, a specialist in phytogenic (herbal) feed additives and feed flavorings for livestock and companion animals. Financial terms were not disclosed. (*Animal Pharm*)

> **North American Compendiums (NAC)** and **Vet-Advantage Magazine** have partnered on a new service. Beginning next week, Vet-Advantage will provide a link in The Advantage News to a new section of the Compendium that will include recent updates, including new product additions and products that have been discontinued or removed in the past seven days. (*company press release*)

ANIMAL HEALTH NEWS

> US - Q FEVER The Idaho Department of Agriculture has confirmed that Q fever was detected in a goat herd, which has now been quarantined. The ISDA did not identify the location of the goat herd. (AVMA SmartBrief - Boise Weekly)

BRAKKE CONSULTING VIEWPOINT

We did not include them in our newsletter, but this past week we've seen more stories than we'd like on the topic of animal welfare in one form or another. There seems to be a barrage of anti-animal agriculture, anti-antibiotic folks making the news. These stories are often misleading and there seems to be little if any rebuttal to correct the perceptions that are created in the consumers' minds. We know this is not a new issue and several groups and companies have invested in combating these half-truths or misinformation for some time.

There are two things that we suggest your organization consider. First, encourage your employees, suppliers and others to become involved in helping set the record straight, even if it's only one person at a time. Second, support the Animal Agricultural Alliance, which is an organization that does respond on behalf of the industry to various animal protein production issues. If the food animal industry is not aggressive in keeping consumers informed, it's in for a difficult time.

Have a great weekend and spend some time supporting animal agriculture!!

Ron Brakke

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