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**Brakke Consulting's**
**Animal Health News & Notes for June 23, 2017**
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IN THE NEWS:

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other news
Ainsworth Pet Nutrition
AmerisourceBergen
Bio-Gene Technology
Kindred Biosciences
MWI
National Veterinary Care
Patterson Animal Health
Protix
Triple T Foods
Veterinary Medical Research and Development
Virbac

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**BRAKKE CONSULTING, INC.**
**COMING IN DECEMBER 2017:**
**BIANNUAL DISTRIBUTOR EFFECTIVENESS STUDY**

Distributors play an important role in the sales, marketing and supply chain for the companion animal practices they serve. Brakke Consulting's 2017 Brakke Distributor Effectiveness Study (DES) helps subscribers understand how distributors are viewed by veterinarians on both a national and regional level, enabling both distribution and manufacturer companies make better decisions.

The 2017 DES will include data on companion animal veterinarian purchasing habits; inferred distributor market shares; and distributor ratings on company attributes, field sales representative attributes, and inside sales representative attributes. Nearly a dozen national and regional distributors are included in the report.

The cost of the study is $34,900; discounts are available for early-order subscribers and for purchasers of the 2015 DES or the 2016 Sales Force Effectiveness Study. For a detailed prospectus or other information, contact Bob Jones at bob@rwjcllc.com or Lynn Fondon at Lfondon@brakkeconsulting.com or 972-243-4033.

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**COMPANY NEWS RELEASES**

- **Virbac** announced the signing of a research collaboration agreement with **Bio-Gene Technology Ltd**. to evaluate Bio-Gene's Flavocide as a new agent for insect control (including tick, flies and lice) in ruminant animals. Flavocide (flavesone) is a novel chemically

synthesized molecule which has been shown to have significant activity against a range of insects. *(company website)*

- **Kindred Biosciences** announced that it will join the US small-cap Russell 2000 Index, effective after the US market closes on June 23. *(PRNewswire)*

- **AmerisourceBergen** announced a new organizational structure with the company's customer-facing offerings aligned under two groups: Global Commercialization Services and Animal Health (**MWI Veterinary Supply**), which will be led by Group President James F. Cleary, Jr.; and Pharmaceutical Distribution and Strategic Global Sourcing. *(Pharmpro.com)*

- Patterson Companies, Inc. announced that Kevin Pohlman has been named Interim President of **Patterson Animal Health**, effective July 1. Mr. Pohlman will succeed John Adent, current Chief Executive Officer of Patterson Animal Health, who is leaving to pursue a leadership opportunity outside the Company, effective July 1. Mr. Pohlman currently serves as Vice President of Sales and Marketing for Animal Health. *(Business Wire)*

- The U.S. Department of Homeland Security Science and Technology Directorate announced the licensing of a rapid-response (three-hour) foot-and-mouth disease diagnostic kit by the USDA Center for Veterinary Biologics. This is the first licensed FMD diagnostic kit that can be manufactured on the U.S. mainland and can be used for cattle, swine and sheep. The test will be commercialized and sold by **Veterinary Medical Research and Development** Inc. *(Nationalhogfarmer.com)*

- **Ainsworth Pet Nutrition**, manufacturer of the Rachael Ray Nutrish line of pet food and treats, announced it has acquired **Triple T Foods**, a formerly family-owned, superpremium dry pet food co-manufacturer. Financial terms were not disclosed. *(Petfood Industry)*

- NETHERLANDS **Protix**, a leading insect supply company announced it closed EUR 45 million ($50.4 million) in funding to expand its production capacity, especially within the aquaculture industry, deepen its biological and technical R&D, and diversify to other markets. Protix breeds insects for animal feed, particularly the aquaculture industry. *(GlobalPets)*

- AUSTRALIA **National Veterinary Care Limited** announced the successful completion of a placement of about 6.5 million ordinary shares, for about A$14.6 million (US$11 million). The funds will be used to further upcoming acquisitions. *(finnewsnetwork.com.au)*

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## ANIMAL HEALTH NEWS

- US - LABELING CHANGE The FDA is requiring labeling changes to three critical care medications that are approved for use in people and are also used in animals in the practice of veterinary medicine. The labeling changes affect epinephrine injection, isoproterenol hydrochloride injection, and neostigmine methylsulfate injection for use in people. The FDA is requiring drug manufacturers to remove ratio expressions of strength (such as 1:1,000 and 1:10,000) from the labeling of these products. Strength will now be expressed only as the amount per unit of volume (mg/mL). *(FDA)*

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**BRAKKE CONSULTING, INC.**
**MARKET RESEARCH**
**Look Before You Leap**

Depend on Brakke Consulting to build a market study to meet your company's needs, whether it is:

• Assessing the feasibility of a new product or technology
• Identifying the opinions and trends of veterinarians, pet owners or producers
• Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also offer in-depth interviewing and focus group management. In addition, we produce multi-client reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

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**BRAKKE CONSULTING VIEWPOINT**

Two of the publicly-held parent companies involved in distribution in animal health are making organizational changes in their animal health division. We can recall when all the leading companies in the distribution business were small or regional privately-owned companies. Things have changed and will keep on changing!

We are currently in the process of gearing up for our 2017 Distributor Effectiveness Study. If your firm currently sells products through or competes with distribution, this report is a must-have as you prepare your sales and marketing strategies in 2018. The report will help you understand how veterinarians view the various distributors, large and small, serving their practices, and what attributes drive their purchase decisions with those distributors. The report includes trended data from the previous report in 2015 to help you assess how the market is changing. For more information about the 2017 Distributor Effectiveness Study, call Bob Jones at 336-643-1590 or Lynn Fondon at 972-243-4033.

*Ron Brakke*

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