
**Brakke Consulting's
Animal Health News & Notes for June 4, 2010**
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**KC ANIMAL HEALTH INVESTMENT FORUM
AUGUST 31, 2010**
now accepting applications

The KC Animal Health Corridor is now accepting applications for the second annual KC Animal Health Investment Forum on August 31, 2010, 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 5-7 years

If your company meets these criteria and you would like to apply to present, please go to our application web site at www.kcanimalhealthforum.com. Applications must be submitted by **June 25, 2010**.

For inquiries about the application process, email Chris Walsh at cwalsh@stlrcga.org. All other inquiries can be directed to Lynn Parman at parman@thinkKC.com.

COMPANY NEWS RELEASES

> **Orion Corp.** announced that the FDA has approved Dormosedan Gel (detomidine chloride), an oromucosal gel for sedation and restraint in horses. (FDA)

> **VCA Antech, Inc.** and **PET DRx** Corporation announced the signing of definitive transaction agreements pursuant to which PET DRx will be acquired by VCA Antech. PET DRx operates 23 animal hospitals with annual revenue of approximately \$64 million. VCA Antech will acquire PET DRx for \$41.25 million in cash, which will be applied first to pay down approximately \$28.5 million

in debt. On completion of the merger, the combined companies will operate more than 520 animal hospitals in 40 states. *(company press release)*

> **DermaPet** announced the release of KlearOtic, a unique, new ear cleanser for use on dogs and cats. KlearOtic contains 22% Squalene and is a replacement for the discontinued product Cerumene. *(company press release)*

> **PETCO** agreed to settle a \$1.75 million civil case with the San Diego District Attorney's office. The company was accused of providing inadequate animal care and overcharging customers in some of its Marin County, CA, stores. Though PETCO did not admit liability, it did agree to implement daily animal and habitat inspections, comprehensive employee training and to provide prompt veterinary care for sick or injured animals. The company will also be required to institute more extensive policies to ensure pricing accuracy. *(NBC San Diego)*

> **Midmark Corporation** announced the addition of a new exam/prep table to its broad range of veterinary exam, treatment and dental equipment solutions. *(company press release)*

> EU **Boehringer Ingelheim Vetmedica** announced that Europe's Committee for Medicinal Products for Veterinary Use (CVMP) has recommended approval for FLEXcombo, a combination vaccine containing Ingelvac CircoFLEX and Ingelvac MycoFLEX, in the European Union. FLEXcombo enables farmers to prevent Porcine Circovirus Disease (PCVD) and Enzootic Pneumonia with a single injection instead of up to four injections. *(Pig Progress)*

> EU **Intervet/Schering-Plough Animal Health** announced that it is re-introducing Equilis StrepE, the only strangles vaccine for horses in Europe. The vaccine was voluntarily withdrawn from the market in 2007 for stability reasons. *(company press release)*

> AUSTRALIA **Bioniche Life Sciences Inc.** announced that it has signed a partnership agreement whereby **Bayer Animal Health** will be the exclusive distributor of Bioniche's Cue-Mate and Pregnecol bovine reproduction products in Australia. *(PRNewswire)*

ANIMAL HEALTH NEWS

> US - DAIRY HERD REDUCTION Cooperatives Working Together (CWT) announced its tenth herd retirement program since 2003, accepting bids from May 28 through June 25. The most recent prior retirement program was conducted in the fall of 2009. CWT has no set target for the volume of milk or the number of cows to be removed in this herd retirement. *(Meating Place)*

> US - CANADIAN IMPORTS USDA's Animal & Plant Health Inspection Service (APHIS) has placed temporary restrictions on the importation of sexually intact bovines (cattle and bison) from British Columbia. APHIS said the restrictions are based on recent importations of three cows from the province found to be reactors for brucellosis on slaughter testing. APHIS noted that these restrictions do not apply to bovines imported for immediate slaughter, and that sexually neutered bovines (steers, spayed heifers) from British Columbia are not affected by these restrictions. *(Feedstuffs)*

> US - E COLI RESEARCH Research conducted by scientists at the University of Idaho indicates that disrupting the way E. coli O157:H7 colonize in the gastrointestinal tracts of cattle might be a new method of preventing people from getting sick from the organism. Through a process known as quorum sensing, the bacterium sense and responds to acyl-homoserine lactones, chemicals known as AHLs. The presence of AHLs activates genes that help E. coli colonize cattle's GI tracts; disrupting that signal may prevent the bacteria from taking up

residence in cattle. The research was published in the *Proceedings of the National Academy of Sciences*. (*Meating Place*)

> US - INSURANCE LEGISLATION A bill passed in the California state Assembly would require greater disclosure from health insurance companies that cover animals. The bill would require an insurer to disclose on the main page of its website any policy that limits coverage. Insurers also would have to make it clear whether they deny coverage based on preexisting conditions. The bill passed the Assembly on a 43-16 vote and now moves to the Senate. (*MercuryNews.com*)

> US - NEW VET SPECIALTY The AVMA Executive Board has granted provisional recognition to the American College of Veterinary Sports Medicine and Rehabilitation (ACVSMR) as a new veterinary specialty organization. The American Board of Veterinary Specialties also backed the recognition of the college. Two specialty categories will be offered: one for equine and one for canine sports medicine and rehabilitation. (*DVM360*)

**BRAKKE CONSULTING, INC.
ANIMALHEALTHJOBS.COM**

Brakke Consulting's online industry job board, www.AnimalHealthJobs.com, continues in 2010 at a new level of performance, having over 17,000 visitors to our site monthly. Over 50% of our traffic is consistently new first time visitors. Currently there are over 80 job postings on the site with 18 new sales positions added in the last 2 days. Come take a look for yourself and see what's happening in industry employment!

www.AnimalHealthJobs.com

BRAKKE CONSULTING VIEWPOINT

I've been spending this week in the Midwest where the cattle & calves are being given the annual medical attention before they are put out to summer pasture. Late spring and early summer is a wonderful time in the Midwest, especially when the area has been blessed with above-normal rainfall. It appears that it will be another positive season for those raising cattle on grass. There is plenty of grass to start off the summer.

We noted with particular interest the story this week announcing the continued reduction in the dairy cattle industry. The animal health industry has been a major participant in improving dairy herd production over the years. Sometimes the industry does such a good job that it reduces the total potential market for its products. Consumers need to be reminded that the animal health industry has had a positive impact in keeping the price of milk and other dairy product low for them over the years. The same is occurring in other species and we need to continue to blow our own horn regarding the contribution of animal health products to increased production.

This weekend, weather permitting, I hope to participate along with John Volk in the Volks' March up and around the Crazy Horse Monument that is being carved in the Black Hills. We will give you a final report next week.

Have a great weekend!!

Ron Brakke

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