
**Brakke Consulting's
Animal Health News & Notes for July 10, 2009**
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General consulting services

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COMPANY NEWS RELEASES

> **Digital Angel** announced that its Destron Fearing unit has signed a contract extension with **Intervet/Schering-Plough**, which markets Destron Fearing's companion pet products under the HomeAgain brand, to provide syringe and RFID microchip systems and readers. The agreement provides for price and volume minimums, and the extension runs through December 31, 2009. *(Business Wire)*

> **Virbac** announced the launch of Anxitane nutraceutical for dogs and cats, a pure and neurologically active L-Theanine in a chewable tablet that is proven to reduce clinical signs associated with fear and anxiety. *(company press release)*

> **IGENITY** announced it now offers DNA analyses for seven genetic abnormalities: Neuropathic Hydrocephalus (NH); Arthrogyposis Multiplex (AM); Coat Color Dilution (DL); Idiopathic Epilepsy (IE); Osteopetrosis (OS); Pulmonary Hypoplasia Anasarca (PHA); and Tibial Hemimelia (TH). *(company press release)*

> **BioTracking** LLC announced an exclusive AI marketing affiliation with **Select Sires** Inc. whereby Select Sires will promote BioPRYN, a blood-based pregnancy detection tool for cattle producers. *(company press release)*

> CANADA **Pfizer Animal Health** launched FluSureXP swine influenza vaccine in Canada. The vaccine provides cross-protection against contemporary flu strains found in North America including strains from both H1N1 and H3N2 subtypes. (*Country-guide.ca*)

> BRAZIL **Tortuga** announced it has acquired **Mitsuisal**, a producer of mineral supplements for cattle, goats and horses. The move expands the range of products offered by Tortuga, as Mitsuisal's supplements have a different composition and are manufactured using a different process. Financial terms were not disclosed. (*Animal Pharm*)

ANIMAL HEALTH NEWS

> US - EGG SAFETY REGULATIONS The FDA announced a regulation expected to prevent each year 79,000 cases of foodborne illness and 30 deaths caused by consumption of eggs contaminated with the bacterium *Salmonella enteritidis*. The final rule requires preventive measures during the production of shell eggs in poultry houses and requires subsequent refrigeration during storage and transportation. (*Feedstuffs*)

> US - ANIMAL RESEARCH LAWSUIT Animal research facilities will be required to disclose more information online about their experiments under a court settlement signed by the Humane Society of the United States and the USDA. The settlement, which resolves a lawsuit filed four years ago, will require the department to post annual reports from those facilities, including what they call "pain and distress information," on its Web site. (*KSU Bites*)

> US - NEW HUMANE SOCIETY A new organization with interests in animal care and welfare has been formed to distinguish local humane societies from the Humane Society of the United States (HSUS). The organization, Local Humane emphasizes that local humane societies are not chapters of and are not governed by HSUS and are not funded by HSUS. (*Feedstuffs*)

BRAKKE CONSULTING VIEWPOINT

While the number of stories hitting the press this week is minimal, there seems to be a fair amount of action behind the scenes. Speculation related to the two major transactions that are in the due diligence process and FTC approval are giving the industry more than enough ammunition for the rumor mill. As mentioned before it's going to be an interesting fall in animal health. Stay tuned as these transactions start to sort themselves out.

On another topic, we're very pleased with the number and quality of new start-up companies that have applied to present at the Animal Health Investment Forum on September 1, 2009. If you're interested in investing in early stage animal health you'll not want to miss this meeting. Or if you're interested in knowing what's going on in some of the entrepreneurial laboratories in academia and the private sector this would be a good place to send your business development group. You can find more information about the Forum at www.kcanimalhealthforum.com.

The evening before this meeting, we'll be attending the KC Animal Health Corridor Homecoming where we will introduce the landmark book "The U. S. Animal Health Industry: Its pioneers and legacy of innovation." It will be a fun evening. The book is headed to the printer this week so we're on schedule for our August 31 launch. Thanks go to many of you for your support, encouragement and participation in the creation of this book. We believe you'll love the end result.

Have a great weekend and stay cool!!

Ron Brakke

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