
**Brakke Consulting's
Animal Health News & Notes for July 14, 2017**
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IN THE NEWS:

Brakke Consulting news

OTC Channel

Cancer in Dogs and Cats – **pre-order by July 31**

earnings news

Krka

other news

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ADM Animal Nutrition

Bentley's Pet Stuff

Ceva

Devenish Nutrition

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Pet Things

The Veterinary Cooperative

Upscience

Veterinary Products, Inc.

Virbac

Yem-Vit

**BRAKKE CONSULTING, INC.
UNDERSTANDING THE OVER-THE-COUNTER MARKET**



Whether your business is considering the OTC channels for new business opportunities or you have been distributing in the OTC channels for years, Brakke Consulting's team can provide significant and quality assistance to businesses seeking to learn more about the details of the OTC channels of distribution. If you are looking for meaningful insights into the OTC channels,

the trends found there, and the opportunities that exist, contact our Dallas office or Joel Adamson at adamson.joel@cox.net.

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COMPANY EARNINGS RELEASES

- **Krka** reported results for the second quarter of 2017. Animal health product sales were EUR 35 million (\$40 million), a decline of 6% compared to the comparable prior-year period. *(Animal Pharm)*

COMPANY NEWS RELEASES

- **Virbac** announced it has received FDA approval for Zoletil (generic tiletamine HCl and zolazepam HCl), an intramuscular injectable solution indicated for restraint, anesthesia or muscle relaxation in cats. For dogs, it is indicated for restraint and minor procedures of around 30 minutes in duration requiring mild to moderate analgesia. *(Animal Pharm)*
- **Neogen Corporation** announced the new Listeria Right Now test system that detects Listeria in environmental samples in under 60 minutes, without the need to enrich samples. *(company press release)*
- **ADM Animal Nutrition** announced additions to its Gro Fast product portfolio for dairy beef cattle: Gro Fast 36 Concentrate for calves up to 400 lb. and Gro Fast 46/16 and Gro Fast 38/13 supplements for use from post-weaning to finishing weight. *(Feedstuffs)*
- **ABS Global** announced the launch of NuEra Genetics, a new brand that encompasses all proprietary ABS beef breeding programs, evaluations, and indexes for beef cattle producers. *(Feedstuffs)*
- **PetAg** announced the launch of PetAg Supplement Gels, a line of oral supplements for dogs and cats for a variety of conditions. *(Pet Business)*
- **Bentley's Pet Stuff** announced it has acquired two independent pet stores: **Pet Emporium** in Arvada, Colo. and **Pet Things** in Douglasville, Ga. Financial terms were not disclosed. Bentley's Pet Stuff now has 72 store locations across eight states. *(Pet Business)*
- **The Veterinary Cooperative** (TVC) announced that **Veterinary Products, Inc.** (VPI) stockholder-owners approved TVC's offer to allow VPI stockholders and members to join TVC. *(Vet Advantage)*
- HUNGARY **Ceva Santé Animale** announced the opening of a new vaccine production facility in Hungary. The EUR 25 million facility adds 3,900 sq. m. of space, doubling antigen production capacity and adding 2 separate laboratories dedicated to inactivated antigen production. *(company press release)*
- BRAZIL **Upscience**, a global French company in laboratory analysis, announced the acquisition of Brazilian reference laboratory **Labtec**. Financial terms were not disclosed. *(Feed eNews)*

- TURKEY Irish animal feed premix company **Devenish Nutrition** Ltd. announced it will acquire a 50% stake in **Yem-Vit**, a premix producer in Turkey. Financial terms were not disclosed. (*Feed eNews*)

ANIMAL HEALTH NEWS

- CANADA - PEDV Since May, the Canadian government has confirmed 45 porcine epidemic diarrhea virus (PEDV) cases in Manitoba; prior to May there had only been 10 cases since 2014. So far, officials confirmed have PEDV on 19 sow operations, nine nurseries and 17 feeder operations. (*WattAgNet*)
- US - CANINE INFLUENZA The Orlando, Florida outbreak of canine influenza that began in May has now infected more than 82 dogs in Florida, killing at least four of them, and has temporarily closed both a leading Orlando shelter and an unidentified Orange County boarding facility. Experts at the University of Florida College of Veterinary Medicine are recommending that virtually all dogs should be given the canine flu vaccine. (*Vet Advantage - Orlando Sentinel*)
- CHINA - AVIAN INFLUENZA China announced will launch a nationwide poultry vaccination campaign to stem the spread of H7N9 avian influenza starting in the fall, and inspections and interprovincial transport oversight will be strengthened. The government had previously said the program would initially only be applied in some provinces, with other areas allowed to receive vaccinations if approved by veterinary authorities. (*AVMA SmartBrief - Reuters*)

COMING IN SEPTEMBER 2017
BRASSE CONSULTING, INC.
NEW REPORT: 2017 CANCER IN DOGS AND CATS
EARLY ORDER DISCOUNT THROUGH JULY 31

In 2009 and 2014, Brasse Consulting published an overview of the treatment of cancer in dogs and cats. We are pleased to announce that an update of this highly regarded report will be available this fall.

The 2017 Cancer Study includes information on the incidence, diagnosis, and treatment of the common veterinary cancers, including treatment cost estimates. The study includes a survey of general veterinary practitioners, interviews with veterinary oncologists, and a survey of pet owners to determine what they are willing to pay to treat a pet with cancer. Reviews of new and developing veterinary cancer chemotherapeutics and other treatment modalities are included in the report as well.

The report is available for pre-order for \$6,995 through July 31. For more information, please visit our website or contact Dr. Lynn Fondon at lfondon@brasseconsulting.com.



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BRAKKE CONSULTING VIEWPOINT

Where is the industry revenue likely to end up in 2017 and what does it look like for 2018 and beyond? We are being asked these questions almost daily by our clients as they finish off prepare their 2018 plans and budgets. Based on the interest level in this area we want to remind companies that our 2017 Animal Health Industry Overview covers the key drivers in animal health for the year. With it now being mid-year, we have updated some of the industry drivers for the second half of 2017 year and created additional ones for 2018.

This update of industry drivers provides us with an opportunity to remind you that our consultants are available for speaking at quarterly and annual management and sales meetings. Many of you have probably already selected your venue for these meetings in 2018, but you may still be developing your program and speakers. We cover topics relevant to the companion animal, livestock business and veterinary industry, and we can customize a presentation to your needs. We'd love to have you consider one or more of our consultants on your program in 2018. We look forward to hearing from you.

Have a great weekend!

Ron Brakke

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