
**Brakke Consulting's
Animal Health News & Notes for July 19, 2013**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

[Brakke Consulting news](#)
[AnimalHealthJobs.com](#)

earnings news

[Dechra](#)

[Eco Animal Health](#)

[Virbac](#)

other news

[Allflex](#)

[Bioniche](#)

[Boehringer Ingelheim](#)

[Cargill](#)

[Ceva](#)

[Dechra](#)

[InVivo](#)

[Novozymes](#)

[SeQuent Scientific](#)

[Shasun Pharmaceuticals](#)

[Siamakme Aquatic Feeds](#)

[Sichuan Hengtong](#)

[TJ Technologies](#)

[Valneva](#)

[Vipresa](#)

2013 KC Animal Health Corridor Homecoming Dinner
Monday, August 26, 2013
Kansas City Convention Center

Connect with 750 animal health industry professionals and join the Corridor in honoring this year's Iron Paw Award recipient, Dr. Jim Nave. This year's entertainment features Animal Planet personality Victoria Stilwell, champion for positive pet training and the human/animal bond.

The event will be held on Monday, August 26 from 5 – 9 p.m. at the Kansas City Convention Center Grand Ballroom.

Visit <http://www.kcanimalhealth.com/index.php/events/animal-health-corridor-homecoming/register-now/> for full details and registration.

www.kcanimalhealth.com

COMPANY EARNINGS RELEASES

> **Virbac SA** reported results for the second quarter of 2013. Consolidated sales in the second quarter reached EUR 189 million (\$248 million), a 9% increase compared to the same period of 2012 (12% excluding unfavorable exchange rates). At constant rates and scope, i.e. excluding OTC businesses divested as well as acquisitions realized in 2012, sales increased by 1.3% this quarter. (*company website*)

> **Dechra Pharmaceuticals** announced it will report a 19% increase in revenues for the financial year ended June 30, 2013. The company will report sales of approximately GBP 508 million (\$766 million), with around GBP 229 million (\$345 million) coming from sales of pharmaceuticals. The growth was largely due to the acquisition of Dutch animal health company Eurovet at the beginning of 2012. (*Animal Pharm*)

> **Eco Animal Health** reported a 2% increase in revenues to around GBP 29 million (\$44 million) for the fiscal year ended March 31, 2013. The company recorded a 21% increase in gross profit for fiscal 2013. The firm reported a net loss of (GBP 0.2 million) compared to net income of GBP 0.1 million in 2012. Gross profits increased 21% to GBP 13.1 million (\$19.8 million). (*Animal Pharm*)

COMPANY NEWS RELEASES

> **Valneva SE** announced that it has signed an EB66 cell line non-exclusive research license agreement with **Boehringer Ingelheim** for the development of animal health vaccines. Boehringer Ingelheim, currently one of Valneva's commercial licensees, is expanding its research programs to investigate additional viruses in EB66 cells. (*company press release*)

> **Dechra Veterinary Products U.S.** announced the introduction of a unique combination of miconazole, chlorhexidine, patented USP TrizEDTA, and ceramides in a shampoo formulation. MiconHex+Triz Shampoo is formulated for use on dogs, cats and horses. MiconHex+Triz Spray and Wipes will be added to the line following the launch of the shampoo. (*company press release*)

> BC Partners, a leading European private equity firm, announced an agreement to acquire **Allflex Holdings** from Electra Partners for \$1.3 billion. (*BCPartners.com*)

> **Novozymes** announced an agreement to acquire **TJ Technologies**, a microbial and micronutrient company. Financial terms were not disclosed. (*Feedstuffs*)

> CHINA **Ceva Santé Animale** and **Sichuan Hengtong Animal Pharmacy Co.** have signed an international partnership agreement forming a joint venture to be called **Ceva Hengtong**. The Franco-Chinese venture will offer a comprehensive range of pharmaceutical products and services to improve the production of swine and poultry in China. Ceva Santé Animale will own 55% of the shares in Ceva Hengtong and Sichuan Hengtong Animal Pharmacy 45%. (*Worldpoultry.net*)

> EU **Bioniche Life Sciences** Inc. announced it has added seven new European markets - Austria, Czech Republic, Denmark, Finland, France, Germany and Poland - for its lead animal health product Folltropin, following registration by regulatory authorities. (*Proactiveinvestors.com.au*)

> INDIA Indian firms **Shasun Pharmaceuticals Ltd** and **SeQuent Scientific Ltd** have signed a Letter of Intent (LOI) to develop, manufacture and sell veterinary products including active pharmaceutical ingredients (API) and formulations in the global market. This will mark Shasun's entry into the veterinary medicine segment. (*Business-standard.com*)

> MEXICO **InVivo Animal Nutrition & Health** announced it has acquired **Vipresa**, a premix company based in Mexico. Vipresa, which employs 85 people, sells vitamin premixes, trace elements and feed additives as well as special feed. The company also distributes raw materials and amino acids. Financial terms were not disclosed. (*Feedstuffs*)

> THAILAND **Cargill** announced it has acquired **Siamakme Aquatic Feeds**, a shrimp feed business based in Thailand. The factory, which was built in 2001 and expanded in 2008, has a production capacity of 60,000 metric tons of shrimp feed per year. Terms of the agreement were not disclosed. (*Animal Pharm*)

ANIMAL HEALTH NEWS

> US - PET OWNER CAMPAIGN Partners for Healthy Pets announced a public information campaign urging pet owners to schedule annual checkups for their cats and dogs. The two-part campaign includes a tool kit to help the veterinary healthcare team better communicate the need for annual checkups with their clients and a fully integrated direct-to-consumer communications program designed to engage pet owners with their veterinarians. The multi-million dollar integrated communications campaign will begin this fall in print and online. (*press release*)

> TAIWAN - RABIES Taiwan has informed the World Organization for Animal Health (OIE) of three confirmed cases of rabies in wild Formosan ferret-badgers. Prior to these cases, Taiwan was listed as a rabies-free area for the past 52 years. (*Focustaiwan.tw*)

> US - PET SALES The San Diego (California) City Council has voted unanimously to ban the retail sale of dogs, cats and rabbits in pet stores. The new law should take effect about 30 days after it was passed, after a second reading by the council. (*DVM360 Magazine*)

BRAKKE CONSULTING, INC. ANIMALHEALTHJOBS.COM

Make www.AnimalHealthJobs.com your first stop for your recruiting needs. Our resume database is an unparalleled source for jobseekers specifically screened for experience or background in animal health. We actively increase our pool of talented jobseekers through a variety of targeted advertising efforts.

Visit www.AnimalHealthJobs.com to learn how we can help you efficiently identify the best candidates for your job.

www.BrakkeConsulting.com

BRAKKE CONSULTING VIEWPOINT

Today the annual convention of the American Veterinary Medical Association kicks off in Chicago. Chicago is AVMA's home town, and this is the 150th anniversary of the organization, so no doubt Dr. Doug Aspros, president, and Dr. Ron DeHaven, executive vice president and lead staff member, have a spectacular event planned.

In a preliminary event, Partners for Healthy Pets held a news conference yesterday to showcase its new consumer campaign, to launch in September. The goal is to halt the decline in veterinary visits by encouraging annual checkups as part of responsible pet ownership. The Bayer

Veterinary Care Usage Study, conducted by Brakke Consulting, identified the problem that pet owners don't understand the need for routine exams.

We applaud Partners for Healthy Pets and its agency, Schafer Condon Carter, for a very straightforward and attractive campaign. Ads with eye-catching graphics convey this simple message about pets: "Feed daily, yearly checkups, love forever." The Partnership plans to spend \$5.5 million in support of the message. 90 companies and professional organizations are involved in the Partnership.

Hope to see you in Chicago!

John Volk
Senior Consultant

Trouble viewing this newsletter? You can view it online at www.BrakkeConsulting.com

*This electronic newsletter is the sole property of Brakke Consulting, Inc.
Any use of the contents herein should be approved by and appropriately attributed to Brakke Consulting, Inc.*

For more information about Brakke Consulting's services and syndicated studies, visit our website at www.brakkeconsulting.com.

Brakke Consulting, Inc.
12005 Ford Rd., Suite 530
Dallas, TX 75234 USA