
**Brakke Consulting's
Animal Health News & Notes for July 5, 2013**
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

IN THE NEWS:

Brakke Consulting news
[New consultant joins Brakke](#)
[Practice management](#)

earnings news
[Smithfield Foods](#)

other news
[AgPlus](#)
[Bayer](#)
[BioTest Diagnostics](#)
[DSM](#)
[Luitpold](#)
[MediVet](#)
[Neogen](#)
[Patterson](#)
[Regeneus](#)
[Sergeant's](#)
[SyrVet](#)
[Zoetis](#) (Factrel)
[Zoetis](#) (plant expansion)

**BRAKKE CONSULTING, INC.
DR. DAVID GOODNIGHT REJOINS BRAKKE TEAM**

Brakke Consulting is pleased to announce that David B. Goodnight, DVM, MBA, has rejoined Brakke Consulting, Inc. as a senior consultant. Goodnight's first stint with Brakke was from 1997 to 1999, following 19 years of veterinary practice. He then joined Veterinary Pet Insurance, returning to Brakke in 2004 for 18 months before joining Nestle Purina PetCare Co. to start a new pet insurance company.

Dr. Goodnight is based in the San Antonio, Texas area and can be reached at DGoodnight@BrakkeConsulting.com or 830.257.0590.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> **Smithfield Foods** reported results for its fiscal year ended April 28, 2013. Sales were \$13.2 billion, an increase of 1% compared to the prior fiscal year. Earnings were \$183.8 million compared to earnings of \$361.3 million in the prior year. (*Feedstuffs*)

**BRAKKE CONSULTING, INC.
VETERINARY PRACTICE MANAGEMENT**

Veterinary CE Seminars – Providing Value-added Service to Your Customers

Is your company is looking for new ways to increase your exposure to current and prospective veterinary customers? Practice Management Consultant Jessica Lee of Brakke Consulting speaks on a wide array of topics that can provide added value to your veterinary customers. Jessica is a regular contributor to various veterinary publications. You can read her column for *DVM360* on increasing client traffic [here](#); read another column for *Veterinary Team Brief* on improving client communications [here](#).

Consider booking Jessica to present Veterinary Continuing Education seminars for lunch or dinner meetings or to moderate at all-day workshops for your veterinary customers. For more information, contact Jessica at jlee@brakkeconsulting.com or 919-444-3279.

www.BrakkeVPMG.com

COMPANY NEWS RELEASES

> FDA announced the approval of **Zoetis'** Factrel Injection (gonadorelin hydrochloride) for use with Lutalyse (dinoprost tromethamine) Sterile Solution to synchronize estrous cycles to allow fixed-time artificial insemination in lactating dairy cows. Factrel is already approved for the treatment of ovarian follicular cysts in cattle. (FDA)

> **Zoetis** Inc. announced plans to expand its manufacturing facility in Lincoln, Nebraska. The plan calls for a 19,000 square-foot, three-story expansion of the existing production facility to accommodate the transfer of products from a third-party manufacturer to Lincoln. Zoetis expects to complete construction in 2014. (Business Wire)

> **Neogen Corporation** announced that it has acquired the assets of **SyrVet Incorporated**, a veterinary instrument business based in Iowa. SyrVet's product line ranges from animal handling products to sophisticated supplies for artificial insemination. Financial terms were not disclosed. (company press release)

> **Luitpold** reported that its latest expectations for reestablishing Adequan supply to the market is estimated to be first quarter 2014. However, this hinges upon completion of a successful inspection by the FDA. (company press release)

> **Regeneus** announced the successful submission of an Investigational New Animal Drug Application (INADA) to the FDA's Center for Veterinary Medicine (CVM) for CryoShot Canine, the company's proprietary "off-the-shelf" stem cell therapy for the treatment of musculoskeletal disorders in dogs. (company press release)

> **Sergeant's Pet Care Products** announced the launch of Vetscription PetSTOP! Behavior Correction Spray for Dogs and Cats. This new product for dogs and cats combines noise and a specially developed pheromone mist. (PRNewswire)

> **Patterson Veterinary** announced that it has entered into a partnership with **MediVet America** to distribute stem cell and platelet-rich plasma kits, as well as associated tissue processing equipment to veterinary practices nationwide. (company press release)

> New Zealand company **BioTest Diagnostics** has announced it is collaborating with UK company **AgPlus** to bring immediate Point of Care Testing benefits to the veterinary market. The collaboration has produced a point of care test for canine progesterone, which is expected to be validated by September 2013. (*Voxy.co.nz*)

> PHILIPPINES **DSM Nutritional Products, Philippines, Inc.**, and **Bayer Philippines, Inc.**, announced that DSM has acquired the industrial custom premix for feed millers business of Bayer in the Philippines. Financial terms were not disclosed. (*ThePigSite.com*)

ANIMAL HEALTH NEWS

> INDIA - PRRS India reported its first outbreak of porcine reproductive and respiratory syndrome (PRRS) to the World Organization for Animal Health (OIE). The outbreak was initially confirmed as classical swine fever but laboratory testing later found it to be PRRS. Ten swine deaths were confirmed out of 57 cases. (*Reuters India*)

> US - VETERINARY SCHOOLS The University of Alaska, Fairbanks, announced it is planning to offer a veterinary medicine program through a partnership with Colorado State University. The program is expected to be in place by 2015. (*Veterinary Practice News*)

BRAKKE CONSULTING VIEWPOINT

I noted in this week's news that there is yet another veterinary school on the drawing board for the US. Has anyone read the recent AVMA manpower report? Is the perceived politico-geographical need for matching the competition with "our state's veterinary school" overriding good business judgment in making these decisions? Interesting!!

We are pleased to have Dr. David Goodnight back at Brakke Consulting. David brings a new fresh set of eyes, ears and experiences to the firm that should benefit our clients in a number of areas. In a few days we'll be announcing a variety of planned activities for the firm that David will be managing.

We want to wish each of our readers in the US a safe and relaxing Independence Day Weekend.

Ron Brakke

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