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**Brakke Consulting's  
Animal Health News & Notes for August 19, 2016**  
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Plumblin Life Sciences  
Zomedica

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**BRAKKE CONSULTING, INC.**  
**NEW REPORT: THE US VETERINARY GENERIC DRUGS MARKET**  
**Coming in Fall 2016**  
**Early order discount end August 31**

Brakke Consulting is pleased to announce a new report on the US market for small package generic products. The report will be an in-depth look at a part of the market that intrigues many industry participants. The report will include such information as:

- the origin and evolution of animal health generics
- estimated market size
- generics use in large vs. small animals
- growth of small animal generics
- profiles of generics manufacturers

The report will also include surveys of small and large animal veterinarians and producers, probing their understanding and perception of generic products, current and expected future usage.

The report will be priced at available for a price of \$7,995; orders placed by August 31 will be eligible for the early-order price of \$7,500. For more information, contact project manager Dr. Lynn Fondon at [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com) or 972-243-4033.

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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## COMPANY EARNINGS RELEASES

- **Nestle** reported results for the first half of 2016. Petcare sales were CHF 5,829 million (\$5,945 million), representing organic growth of 6%. (*company website*)
- **Jaguar Animal Health** reported results for the second quarter of 2016. Revenues for the quarter were \$24,143 compared to revenues of \$63,142 in the comparable prior-year period. The company reported a net loss for the quarter of \$(3.7) million compared to a net loss of \$(5.3) million in the second quarter of 2015. The decline in net loss was attributable primarily to a decrease in interest expense. (*company website*)

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## SOUTHWEST VETERINARY SYMPOSIUM FORT WORTH, TX AT THE FORT WORTH CONVENTION CENTER SEPTEMBER 29- OCTOBER 2, 2016

Southwest Veterinary Symposium is a partnership of the Arkansas, Louisiana, New Mexico, Oklahoma and Texas VMAs to provide continuing education for veterinary professionals in the southwest region and the nation. Symposium profits are returned to the partner states VMAs. SWVS will be held in September 2016 in Fort Worth, Texas at the Fort Worth Convention Center. SWVS offers more than 375 hours of quality continuing education courses for veterinary professionals. SWVS is part conference, part experience and all Worth It!

For more information or to register for the conference, go to [www.swvs.org](http://www.swvs.org).

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## COMPANY NEWS RELEASES

- **Bayer** announced the launch of Clean-Up II Pour-on Insecticide with IGR to control lice on dairy and beef cattle and calves. (*Feedstuffs*)
- **Aratana Therapeutics, Inc.** announced the FDA has approved Nocita (bupivacaine liposome injectable suspension) as a local post-operative analgesia for cranial cruciate ligament surgery in dogs. Aratana anticipates Nocita will be commercially available to veterinarians in the fall of 2016. (*company press release*)
- **Patterson Veterinary** and **IMS Animal Health** have partnered to provide veterinarians with a new solution for endoscopy procedures - the Endo-i Veterinary Endoscope. Capable of streaming video to a Wi-Fi-enabled smart device, the Endo-i redefines upper and lower airway examinations for equine veterinarians. (*company press release*)
- **Cargill** announced it has stopped using gentamicin to prevent disease in turkeys. Cargill said it would continue to use antibiotics to treat sick turkeys and to stop the spread of a disease within flocks that include sick birds. (*Vet Advantage*)
- **Zomedica Pharmaceuticals** announced a non-brokered private placement offering of up to 10,000,000 common shares. The shares are priced at a price of Can\$1.50 each and therefore may result in funding of C\$15 million (\$11.7 million). Zomedica will use the proceeds to advance its therapeutic pipeline, pursue potential acquisitions, further its intellectual property and for general working costs. (*Animal Pharm*)

- CHILE **Elanco** announced the launch of its oral treatment Imvixa (lufenuron) for sea lice in the Chilean aquaculture market. (*Animal Pharm*)
- KOREA **Inovio Pharmaceuticals**, Inc. announced it has licensed a veterinary vaccine for foot and mouth disease (FMD) to **Plumblin Life Sciences**. In 2014, Inovio sold other animal health assets to Plumblin for cash and a significant equity position in the company. Financial terms were not disclosed. (*Globenewswire*)

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## ANIMAL HEALTH NEWS

- WORLD - ONE HEALTH The World Organization for Animal Health (OIE) has launched a new web portal, [www.oie.int/onehealth](http://www.oie.int/onehealth), that brings together the tools OIE has developed to control worldwide animal health risks more effectively, presenting the actions taken with its partner organizations as well as the tools used by stakeholders on the ground to support the joint work of the human health and animal health services. (*Feedstuffs*)
- US - PET INSURANCE Studies recently conducted by the North American Pet Health Insurance Association (NAPHIA) found that veterinarians have an opportunity to significantly expand the use of pet health insurance by clients, but to do so will require a much more proactive stance. According to the studies, dog owners with pet health insurance spend 29% more annually for veterinary care; cat owners 81% more. More information about the pet owner and veterinarian surveys can be obtained at [www.naphia.org/research](http://www.naphia.org/research). (*association press release*)
- US - ASSOCIATION LEADERSHIP The American Veterinary Medical Association announced that Dr. Janet Donlin has been named as executive vice president and CEO of the AVMA, making her the first woman to serve in that position. (*AVMA SmartBrief*)
- UK - AFRICAN HORSE SICKNESS Researchers at the Pirbright Institute in the UK have developed an efficient field test for African horse sickness (AHS). Pirbright said the LAMP test is portable, cost-effective and allows a diagnosis to be reached within an hour. The sensitivity and specificity of the test lies within the same range as laboratory testing, although it has a slightly lower sensitivity than the test currently recommended by OIE. (*Animal Pharm*)
- US - BEEF CERTIFICATE Executive Veterinary Program (EVP), a credential for elite swine practitioners, will soon be available for beef veterinarians. The inaugural “EVP in Beef Health Management” is a result of a collaboration between the University of Illinois and Kansas State University. (*Vet Advantage*)
- US - EDUCATION West Texas A&M University announced it will present an online course on pharmaceutical use in cattle. The course will equip persons involved in the management, administration, distribution or sale of pharmaceuticals used in cattle to maximize therapeutic outcomes, prevent drug-related problems and protect the wholesomeness of the food supply chain. (*Vet Advantage*)

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**BRASSE CONSULTING, INC.**  
**EXECUTIVE, SALES FORCE and TECHNICAL SERVICES RECRUITING**

At Brakke Consulting we find the right person to fit your company's needs. We have an unequaled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates throughout the process

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- David Goodnight at 830.285.1259

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### **BRAKKE CONSULTING VIEWPOINT**

It appears that August vacations and 2017 planning meetings have an impact on the number of stories released this week in animal health. However, on the positive side, revenue generation continues to be on the upswing in almost all product categories as we move into fall.

Earlier in this newsletter we mentioned our new US Veterinary Generic Drug Market Study. As we've discussed in this newsletter and in other venues we believe that generics have a bright future in animal health both in companion and food animals. With the increasing restrictive regulatory creep, it is becoming apparent that the number of new drugs that will be approved by the FDA (CVM) for animals is likely to decline creating a window of opportunity for generic products. This study is designed to provide manufacturers and distributors with market estimates and trends in this area.

Also, today is the last day that you can order the "New Strategies for Health and Performance in U. S. Livestock & Poultry Production" study and receive the early order discount. We thank those of you that have already ordered the study. We look forward to hearing from those of you that have not yet ordered the study.

*Ron Brakke*

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