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Brakke Consulting's
Animal Health News & Notes for August 30, 2013
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IN THE NEWS:

Brakke Consulting news
market research
Equine Megastudy III

other news
Centaur Animal Health
HomeoPet
IVESCO
Kemin
Lohmann
MWI
Novartis
Okapi Sciences
Patterson
Stason Animal Health
VAM CONNECT
Zoetis

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BRAKKE CONSULTING, INC.
EQUINE MARKET MEGASTUDY III
NOW ACCEPTING ORDERS

Brakke Consulting, Inc., and Ipsos Agriculture and Animal Health announce the upcoming publication of the third edition of the Equine Market MegaStudy, a comprehensive study of horse owner buying and decision-making behavior. This highly popular survey includes over 400 brands of equine products in 17 categories. The study also measures readership of equine publications, catalogs and websites, and provides a wealth of information on horse owner demographics and segments.

The study will be fielded in October, with completion by December 15. Companies that order by September 20 and pay in advance receive a $1,000 early-order discount. Advance purchasers also have an opportunity to review the questionnaire prior to fielding the study. Upon publication, the price of the study is $12,000.

For more information, contact project manager John Volk at jvolk@brakkeconsulting.com or 773-327-4941.

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COMPANY NEWS RELEASES

> Zoetis Inc., announced revisions to the Risk Minimization Action Plan (RiskMAP) for ProHeart 6 (moxidectin) based on a review of safety history over a 4½-year period. The updated RiskMAP allows use in healthy dogs older than 7 years, permits administration by a trained, certified veterinary technician or assistant and removes the client consent signature requirement. *(company press release)*

> **Okapi Sciences** and **Novartis Animal Health** announced an agreement to jointly develop and commercialize an antiviral treatment for cats. Financial terms were not disclosed. *(Genengnews.com)*

> **MWI Veterinary Supply**, Inc. announced that it has entered into a definitive agreement to acquire substantially all of the assets of **IVESCO Holdings** LLC for an enterprise value of $67.5 million. MWI expects the annual revenues from IVESCO to be approximately $400 million during the first 12 months of ownership. *(company press release)*

> PHW Group is reported to be considering a sale of its **Lohmann Animal Health** GmbH business. The family-owned company hired Commerzbank AG to manage a potential disposal of Lohmann Animal Health in the second half of 2013. *(Bloomberg)*

> **Kemin** introduced three feline health supplements in the US under its Resources brand. The products, Feline Urinary Tract Support, Feline Immune System Support, and Protegrity GI, are formulated in a highly palatable chew form. *(Animal Pharm)*

> **Centaur Animal Health** announced the appointment of Jeffrey Boily as President, CEO, and Director effective September 1, 2013. Mark Metrokotsas, who has been the CEO, will become Chairman of Centaur's Board of Directors. *(company press release)*

> **HomeoPet** announced the launch of UTI+, a remedy for upper and lower urinary tract infections in cats. *(company press release)*

> **Stason Animal Health**, an early-stage development company investigating drugs for companion animals, announced it has moved its headquarters to Kansas City, Kansas. *(KansasCity.com)*

> **Patterson Veterinary** announced that it has entered into a partnership with Konica Minolta, a leader in imaging technology, to exclusively distribute the new Sonimage P3 handheld ultrasound machine to veterinary practices nationwide. *(company press release)*

> **VAM CONNECT**, a joint venture between Vet-Advantage Magazine, Focus Technology Group (FTG) and NoteStreamer, has incorporated in Missouri and has launched its mobile and web-based document management platform, which is designed to serve both manufacturers and distributors. *(company press release)*

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ANIMAL HEALTH NEWS

> ITALY - AVIAN INFLUENZA Italy has reported three outbreaks of highly pathogenic avian influenza (HPAI) since August 15. Two holdings are egg producing farms, totaling a population of 700 000 laying hens, and a third holding is dedicated to turkey farming. Italian authorities are culling birds and setting up protection and surveillance zones around the affected areas. *(Agri.EU)*

> COLOMBIA - SWINE FEVER There has been an outbreak of classical swine fever (CSF) in northeastern Colombia near the border with Venezuela. So far there have been six pig deaths with a further 15 swine susceptible to the disease. The premises have been disinfected and sprayed with a quarantine zone established around the farm. *(Animal Pharm)*

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BRAKKE CONSULTING, INC.
MARKET RESEARCH

Depend on Brakke Consulting to build a market study to meet your company's needs, whether it is
- Assessing the feasibility of a new product or technology
- Identifying the opinions and trends of veterinarians, pet owners or producers
- Determining the current market for products

With our in-house database of veterinarians and the ability to custom-tailor surveys of a wide variety of target audiences, we provide reliable insights into this unique industry. We also produce multiclient reports in a number of high-interest animal health market areas. For more information, see our website or call our Dallas office at 972-243-4033.

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BRAKKE CONSULTING VIEWPOINT

Many executives in the industry participated in the various meetings in Kansas City earlier this week. The Kansas City Animal Health Corridor Homecoming dinner had over 800 in attendance, which was a record number. On Tuesday the Animal Health Investment Forum was attended by over 250 individuals with interest in investing in the animal health industry.

This is the 5th year for the Investment Forum, which has become a must attend by many companies. We've been pleased to be a part of the Investment Forum since the beginning five years ago. It's great to see an idea grow into a productive practical program. The industry needs innovation and investment and this program provides one of the best, if not the best, forums for early stage companies and investors to interface.

Have a great Labor Day weekend here in the US - stay cool!!

Ron Brakke

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