

\*\*\*\*\*

**Brakke Consulting's  
Animal Health News & Notes for August 29, 2014**  
Copyright © Brakke Consulting, Inc.

Editor: Lynn Fondon DVM MBA

\*\*\*\*\*

JUMP TO:

[Brakke Consulting news](#)  
[2014 Cancer in Dogs and Cats](#)  
[OTC Channel](#)

other news

[Agri-Pro Enterprises](#)

[Blue Buffalo](#)

[Equilume](#)

[HSS Global](#)

[Jaguar Animal Health](#)

[MWI](#)

[Ouro Fino](#)

[Patterson](#)

[PetFirst](#)

[VCA](#)

[Zoetis](#)

\*\*\*\*\*

**COMING IN OCTOBER**  
**BRAKKE CONSULTING, INC.**  
**NEW REPORT: 2014 CANCER IN DOGS AND CATS**

In 2009, Brakke 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 October.

The 2014 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 250 general veterinary practitioners as well as interviews with veterinary oncologists. Reviews of new and developing veterinary cancer chemotherapeutics are included in the report as well.

The report is now available for pre-order for \$7,750. For more information, please visit our website or contact Dr. Lynn Fondon at [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com).

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

\*\*\*\*\*

**COMPANY NEWS RELEASES**

> **Zoetis** Inc. announced it has obtained a full license from the USDA to sell Poulvac Bron GA 08, the first commercially available vaccine to reduce disease caused by Georgia 2008 (GA 08) Type infectious bronchitis virus (IBV) in poultry. The full license follows USDA's provision of a conditional license last fall. (*company press release*)

> **MWI Veterinary Supply** announced plans to set up a new 225,000 sq ft East Coast distribution center in the Greensboro, North Carolina area. The facility is expected to be operational by Oct. 1, 2014. (*CoastalInc.twcnews.com*)

> **Patterson Veterinary** is pleased to announce a new exclusive intraoral X-ray unit designed specifically for veterinary practices. Featuring high image quality, the easy-to-use Sirona Heliodont Plus Intraoral X-ray unit is now available as part of the Patterson Veterinary equipment line. (*company press release*)

> **VCA Inc.** announced that it has entered into a new \$1.4 billion revolving credit facility. The Board of Directors has also authorized a new share repurchase program, authorizing the Company to repurchase up to \$400 million of its common shares. (*company press release*)

> A panel of the National Advertising Review Board (NARB) has recommended that **Blue Buffalo Company Ltd.** modify its advertisements to avoid any express or implied messages that competing petfood companies are “fooling” or otherwise misleading consumers and modify its online “True BLUE Test” comparison chart. NARB is the appellate unit of the advertising industry’s system of self-regulation. (*PetFoodIndustry.com*)

> **Jaguar Animal Health**, a biotech company developing gastrointestinal treatments for companion and production animals, has filed with the SEC to raise up to \$70 million in an initial public offering. The company's lead drug candidate is for the treatment of watery diarrhea in dogs. (*NASDAQ.com*)

> **PetFirst** announced a program with Safeway Inc., wherein PetFirst will showcase its pet insurance plans through Safeway’s Priority Total Pet Care brand. Information on the pet insurance is available in all Safeway stores and online. (*Vet Advantage*)

> **HSS Global**, in collaboration with **Agri-Pro Enterprises**, announced a partnership with **Equilume Ltd** to introduce a new equine breeding technology to the North American market. Equilume’s scientifically proven Light Mask technology provides compelling advantages over lighted stables in assisting breeders in maximizing the reproductive efficiency and performance of their horses. (*Vet Advantage*)

> BRAZIL **Ouro Fino Saúde Animal Participações**, Brazil's largest independent animal health company, has filed for an initial public offering (IPO) with the national securities regulator. It would be the first flotation of an animal health company in Brazil. Ouro Fino's animal health division reported 2013 revenues of R\$432 million (\$200 million). (*Animal Pharm*)

\*\*\*\*\*

## **ANIMAL HEALTH NEWS**

> US - BOVINE ANALGESIC PATENT US Patent No. 8,791,105, "Methods for Alleviating Chronic Pain & Improving Performance of Cattle Undergoing Dehorning or Castration," was awarded to the Kansas State University Research Foundation, a nonprofit corporation responsible for managing technology transfer activities at the university. The patent covers administering meloxicam alone or administering a combination of meloxicam and gabapentin to help alleviate acute and chronic pain and improve the performance of cattle. (*Feedstuffs*)

\*\*\*\*\*

## **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 [jadamson@brakkeconsulting.com](mailto:jadamson@brakkeconsulting.com).

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

\*\*\*\*\*

## **BRAKKE CONSULTING VIEWPOINT**

A couple of the announcements this week reflect the continued high level of interest in the animal health industry by the investment community. We continue to see expansion of one type or another by manufacturers and distributors. Even with revenues being a bit challenging in 2014, it's great to see new and increased investments. What still seems to be lacking is accelerated investment in research and development. However, new innovation was alive and well at the KC Animal Health Investment Forum on Tuesday. We hope those participating received positive feedback and commitments for the funding they need for commercialization.

Congratulations to those involved in creating and managing the various animal health programs and activities in Kansas City this past weekend and early this week. There was excellent participation in the CVC exhibit hall and educational programs. The Kansas City Animal Health Corridor Homecoming Event and the Animal Health Investment Forum had record attendance numbers. Even with the rather warm weather, Kansas City is the place to be for a few days every August to attend the various animal health-related events. Brakke Consulting was pleased to be a part of these meetings. I want to again thank the Board of the Kansas City Animal Health Corridor for selecting me as the 2014 Iron Paw Award recipient. What an honor!! The next time you are in Dallas stop by the office and see this big RED IRON PAW.

Have a great weekend! Stay cool.

*Ron Brakke*

\*\*\*\*\*

Trouble viewing this newsletter? You can view it online at [www.BrakkeConsulting.com](http://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](http://www.brakkeconsulting.com).

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