
**Brakke Consulting's
Animal Health News & Notes for October 1, 2007
Special Anniversary Edition**
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ANIMAL HEALTH NEWS & NOTES MARKS EIGHT-YEAR ANNIVERSARY

Dear Subscribers:

This is the eighth anniversary of our Animal Health Industry newsletter. A lot of changes have occurred in the industry since the first newsletter in 1999. We hope the newsletter has provided our over 4,000 readers with timely insights into the evolving marketplace.

This special issue summarizes the product introductions and mergers over the past 12 months. It's an impressive list and quantifies how dynamic it is in animal health.

I hope that you will join me in thanking Dr. Lynn Fondon of Brakke Consulting for producing this newsletter every Friday.

Thanks for being a subscriber!

Ron Brakke

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Selected news events from the past 12 months of Animal Health News & Notes

ACQUISITIONS, MERGERS, NEW COMPANIES:

9-07 Newsham Genetics acquires Monsanto Choice Genetics

9-07 VMD acquires Laboratoires Biove

9-07 Novus International forms Arenus to produce nutritional products for horses, dogs and humans\

8-07 Neogen acquires Kane Enterprises for \$5.8 million plus a contingency payment for exceeding product sales goals

8-07 Henry Schein acquires W. & J. Dunlop of the UK

8-07 Applied Digital Solutions acquires remaining 45% interest in Digital Angel

8-07 Van Beek Global and Van Beek Scientific merge to form Van Beek Natural Solutions

7-07 Nutreco acquires Maple Leaf Holdings' animal nutrition business for \$475 million

7-07 Ceva acquires Butler Sales Associates

7-07 JBS acquires Swift & Co. for \$1.5 billion

7-07 Ceva acquires VetBrands of Brazil

7-07 K-9 Genetics is formed to develop personalized functional foods for dogs

6-07 Alpharma acquires certain assets of Yantai JinHai Pharmaceutical Co

6-07 Webster Veterinary Supply acquires New England X-ray

6-07 GeoPharma acquires EZ-Med Technologies

6-07 MWI Veterinary Supply acquires Securos and International Veterinary Distribution Network for \$5 million

6-07 Beaphar acquires Sinclair Animal & Household Care

6-07 VCA Antech acquires Healthy Pet Corp. for \$153 million

6-07 Nutreco acquires remaining interest in Tenusa Trouw Nutrition Mexico

5-07 VGX Pharmaceuticals forms VGX Animal Health to commercialize intellectual property and technology via its acquisition of ADViSYS

5-07 Elanco acquires Ivy Animal Health

5-07 Accura Pharma acquires Tridelta

5-07 Huvepharma acquires several of Merial's anticoccidial products and St Louis blending facility

5-07 Smithfield acquires Premium Standard Farms for \$800 million

5-07 WestfaliaSurge acquires J. Houle & Fils

5-07 PetsUnited acquires State Line Tack from PetSmart

5-07 Mars acquires Nutro Products

5-07 InVivo acquires 38.49% of Eivalis

5-07 Drs Foster and Smith acquires Neeps online pet supply business

4-07 Nutrilux acquires 74% interest in Provimi from PAI Partners and CVC Capital Partners

4-07 Pet Supplies 4 Less acquires American Vet Supply

4-07 Ceva undergoes management buyout

4-07 Dechra Pharmaceuticals acquires Leeds Veterinary Laboratories for \$1.5 million

4-07 Alpharma acquires assets of Shenzhou Tongde Pharmaceutical Co.

4-07 Summit Partners invests \$128 million in National Veterinary Associates

4-07 Trans Ova Genetics and ViaGen partner to form Bovance, offering cloning services to the cattle industry

4-07 Nutreco acquires the animal nutrition premix business of BASF

3-07 Novartis acquires Lifetech Animal Health, the former animal health business of Sankyo Lifetech

3-07 BCP Ingredients acquires certain choline chloride business assets of Chinook Group

3-07 Schering-Plough announces an agreement to acquire Organon BioSciences from Akzo Nobel, which includes the Intervet business

3-07 Micro Beef Technologies acquires CattleLog Animal Information Systems from eMerge Interactive

3-07 IDEXX acquires Vita-Tech Canada laboratory testing services

3-07 Central Garden & Pet combines its Wellmark and Farnam pet businesses to form Central Life Sciences

3-07 Adisseo acquires Rhodia's sulphur and regeneration products business unit

2-07 PetSmart acquires Super Pet retail pet stores in Canada

2-07 United Growth Partners establishes BrightHeart Veterinary Centers, a specialty/emergency veterinary company

1-07 Animal Health International offers Initial Public Offering

1-07 Pfizer acquires Embrex for \$155 million

1-07 Eivalis acquires Rossovit

1-07 Hendrix Genetics acquires Euribrid from Nutreco for \$65 million
1-07 Cargill acquires LNB International Feed
1-07 Virbac acquires Nuova ICC
1-07 Summit VetPharm is formed by Sumitomo to enter the veterinary companion animal health market
1-07 Pilgrim's Pride acquires Gold Kist for \$1.1 billion
1-07 Cargill acquires certain assets of Mountaire Feeds
1-07 Vetoquinol USA acquires Vet Solutions
1-07 Evialis acquires the French feed specialties business of Nutreco
12-06 IDEXX acquires Osmetech's Critical Care Division for \$45 million
12-06 IDEXX acquires Canadian Central Laboratory for Veterinarians
12-06 Nestle acquires Green's Foods Australian dog and cat foods for \$107 million
11-06 Virbac SA acquires remaining interest in Virbac Corp
10-06 Petco is taken private by Texas Pacific Group and Leonard Green & Partners for \$1.8 billion

PRODUCT LAUNCHES, APPROVALS, LICENSING DEALS:

9-07 Intervet licenses Lipoxen sustained-release insulin technology
9-07 Fort Dodge and Kylin Therapeutics sign collaboration agreement to develop RNAi therapeutics for the treatment of cancer in companion animals
9-07 Wedgewood Pharmacy launches Twist-A-Dose transdermal applicator
9-07 Dow AgroSciences licenses University of Guelph leukotoxin antigen LKT-50 gene for use in its Concert Plant Cell Produced System to develop shipping fever vaccine
9-07 Merial launches Circovac PCV2 swine vaccine in Europe
9-07 Abbott Animal Health launches AlphaTrak Blood Glucose Monitoring System for dogs and cats
9-07 Dechra Veterinary Products launches Muricin Ointment
9-07 Abaxis launches VetScan HM5 automated differential cell counter
9-07 Freedom Health launches Succeed Equine Fecal Blood Test Kit
9-07 Summit VetPharm launches Vectra 3D flea and tick product
9-07 Norbrook Labs receives FDA approval for generic oxytetracycline injection in cattle and calves
8-07 Novartis launches PDS Plus Antibacterial Suture
8-07 Veterinary Product Laboratories launches Tissumend II SC suture
8-07 Sound Technologies launches TruDR nx veterinary digital radiography system
8-07 AHC Products launches AniHeal liquid wound care products
8-07 Bovigen launches a four-marker DNA panel to identify feed efficiency
8-07 Nullodor USA launches Health Meter Cat Litter
8-07 Fort Dodge receives EPA approval for ProMeris for Dogs flea and tick product
8-07 G.C. Hanford receives FDA approval for generic ampicillin injection for horses
8-07 Wedgewood Pharmacy launches Gourmeds compounding service
8-07 Pfizer launches Cerenia canine anti-emetic in the US
8-07 Bayer launches Profender Topical Solution feline dewormer in the US
8-07 AgriLabs launches the Triple Calcium Bolus for dairy cows
7-07 Diamond V launches DiaMune Se selenium yeast premix
7-07 Hill's launches Prescription Diet Hypoallergenic Treats Canine and Feline
7-07 Heska launches the HemaTrue Veterinary Hematology Analyzer
7-07 IDEXX launches SNAP cPL Test for pancreas-specific lipase
7-07 Vobra Special Petfoods launches Sanimed veterinary diets for dogs and cats
7-07 Nutrena launches the Loyall brand of premium dog and cat food
7-07 Vetradent launches dc dental chews for dogs
7-07 Sogeval launches Duoxo Calm for the treatment of allergic dermatitis

6-07 Merial launches Equioxx NSAID for horses
6-07 Eklin launches the Eklin Mark III portable digital radiography system for equine practitioners
6-07 Fort Dodge receives EPA approval for ProMeris for Cats flea product
6-07 Elanco receives EPA approval for StandGuard pour-on for horn fly and lice control in cattle
6-07 Pfizer launches Slentrol obesity drug for dogs in the US
6-07 DiaSys licenses the UK's Veterinary Laboratory Agency's Veterinary Helminth Egg Counting kits
6-07 Novartis licenses Velcera's Promist oral mucosal drug delivery technology
6-07 IDEXX launches RealPCR Tests
5-07 Boehringer Ingelheim Vetmedica receives FDA approval for Vetmedin congestive heart failure treatment for dogs
5-07 AgriLabs launches Vita Charge and Vita Charge Appetite Plus dietary supplements
5-07 Dechra Pharmaceuticals licenses products from Pharmaderm Animal Health
5-07 T-Cyte Therapeutics receives a conditional license to manufacture and distribute T-Cell Immunomodulator to treat feline leukemia virus and feline immunodeficiency virus infections
5-07 Innolytics receives EPA approval for OvoControl P for pigeon control
5-07 Affymetrix launches Genotyping Bovine 25K SNP Service
5-07 Pfizer receives EU marketing approval for Slentrol for canine obesity
5-07 IDEXX launches the Coag Dx Analyzer
5-07 AgriLabs launches TriForce Canine Squeeze-on and Feline Squeeze-on flea and tick products
5-07 Schering-Plough receives FDA approval for diclazuril oral pellets for EPM in horses
5-07 Abbott launches Transiva IV sets and accessories for veterinary use
5-07 DVM Pharmaceuticals launches GastriCalm flavored tablets for dogs
5-07 Veterinary Products Laboratories launches specialized sutures for ophthalmic surgery
5-07 Virbac launches Cortavance corticosteroid skin treatment for dogs in the UK
4-07 Farnam launches MaxFlex XR Extended Release joint supplement for horses
4-07 First Priority receives FDA approval for generic clindamycin oral solution for dogs and cats
4-07 Chr. Hansen launches Probios Precise direct-fed microbial for dairy cattle
4-07 Bayer launches QuickBayt Spot Spray for fly control
4-07 Penford Food Ingredients launches a line of pet treats and chews
4-07 Veterinary Products Laboratories licenses Acemannan Immunostimulant from Carrington Labs
4-07 Fort Dodge launches Promeris for Cats and Promeris Duo for Dogs flea and tick products in the EU
4-07 Novartis launches Prac-Tic canine flea and tick product in the EU
4-07 Eli Lilly receives FDA approval for Reconcile to treat canine separation anxiety
4-07 Schering-Plough receives FDA approval for Nuflor as a Type A medicated article to treat swine respiratory disease
3-07 Merial receives conditional approval from the USDA for a vaccine to treat canine melanoma
3-07 Boehringer Ingelheim Vetmedica launches Seraquin natural joint supplement for dogs
3-07 Nutramax Labs launches Denamarin nutritional supplement for liver support
3-07 AAHA MARKETLink and Professional Veterinary Products launch Vets First Choice online store and home delivery service
3-07 Central Life Sciences launched the Adams Plus line of flea and tick products
3-07 Pfizer licenses Crucell's PER.C6 technology for production of a veterinary vaccine
3-07 Merial launches SWIVAX-MH, the first swine vaccine administered by a needle-free delivery system
3-07 Bayer receives FDA approval for Advantage Multi flea and heartworm product
3-07 Tissue Regeneration Technologies and Nonvasiv launch the Vetwave140 and Vetwave Portable shockwave devices
3-07 Manna Pro Products licenses In Clover's Equine Connection supplement
3-07 Pala-Tech Labs launches Vitamin K1 Chewable Tablets for dogs and cats
2-07 Fort Dodge licenses Vivalis' embryonic stem cell-derived ebx cell lines for production of viral vaccines
2-07 Hill's launches Prescription Diet c/d Multicare Feline therapeutic diet

2-07 Sergeant's Pet Care Products launches Sergeant's Gold Flea and Tick Squeeze On for Dogs

2-07 Iams launches Eukanuba Breed-Specific diets

2-07 Mars Veterinary announces the imminent launch of the Wisdom Panel MX canine breed identification genetic test

2-07 Mars launches Goodlife Recipe dog and cat food

2-07 Dorskocil launches Petmate heated pet beds

2-07 VetXX launches Flexicam oral NSAID for dogs in the EU

2-07 First Priority receives FDA approval for generic topical gentamicin and betamethasone spray for dogs

1-07 MMI Genomics launches the Canine Heritage genetic breed test

1-07 Cargill and MMI Genomics launch Tru-Marbling and Tru-Tenderness genetic tests for cattle

1-07 Peptech Animal Health launches Suprelorin 12 canine contraceptive in Australia

1-07 Pala-Tech Labs launches Potassium Citrate Plus Cranberry Granules to promote urinary tract health in dogs and cats

1-07 IDEXX launches SNAP 4Dx Test Kit

1-07 WF Young launches UltraShield EX sweat-resistant insecticide and repellent for dogs and horses

1-07 Schering-Plough launches the HomeAgain Proactive Pet Recovery Network

1-07 Heska launches the i-STAT 1 Handheld Clinical Analyzer

1-07 Nestle Purina licenses Accera's AC-1203 molecule intended to treat age-associated memory impairment in companion animals

1-07 Sparhawk Labs receives FDA approval for generic gentamicin injectable for swine

1-07 Modern Veterinary Therapeutics receives FDA approval for generic doxapram injectable for use in dogs, cats and horses

12-06 Merial launches Recombitek Equine Influenza Virus Vaccine

12-06 Dechra licenses Equidone fescue toxicity treatment from Equi-Tox

12-06 Elanco licenses Chemaphor's OxBC technology to develop feed additives for production animals

12-06 AgriLabs receives FDA approval for generic lincomycin and spectinomycin powder for chickens

12-06 SentrX Animal Care launches equitrX wound care product

12-06 Sparhawk Labs receives FDA approval for generic neomycin oral solution for livestock

11-06 IVX Animal Health receives FDA approval for generic amprolium oral solution for calves

11-06 Virbac Corp launches Iverhart Max heartworm, nematode and tapeworm product for dogs

11-06 Synbiotics receives USDA approval for its Flu Detect Avian Influenza test strip kits

11-06 Pfizer launches the Porphyromonas Denticanis-Gulae-Salivosa Bacterin canine periodontal disease vaccine

11-06 Elanco licenses Lipid Sciences immunological vaccine technology

11-06 IVX Animal Health receives FDA approval for generic glycopyrrolate injectable for dogs and cats

11-06 Farnam launches Platform Miniature Horse & Pony Feed

11-06 Farnam launches the LTS Wand Reader RFID tag recorder

10-06 IDEXX launches the VetLab UA Analyzer and Strips

10-06 Lifescience Plus launches Bloodstop and Bloodstop iX hemostatic gauze

10-06 EasyTrac ID launches the Companion Animal Passport pet health record

10-06 Kacey launches an ethylene glycol test for dogs and cats

10-06 Pet Health Solutions launches Joint MAX Triple Strength joint supplement

10-06 BCP Veterinary Pharmacy launches BCP PZI insulin

10-06 Veterinary Products Laboratories launches Duralactin Feline L-lysine supplement for cats

10-06 S&M Nutec launches new Greenies dental chews

10-06 Fetch, Inc launches PetPlan Insurance

10-06 Janssen receives EU marketing approval for Yarvitan obesity treatment for dogs

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