
**Brakke Consulting's
Animal Health News & Notes for September 1, 2017**
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**BRAKKE CONSULTING, INC.
PET OWNER CHANNEL USE STUDY
COMING IN JANUARY 2018**

Channel strategy has become more critical than ever before for marketers of pet products and services. The new Pet Owner Channel Use Study provides up-to-the minute data and well as long-term perspective to provide you actionable data to use in designing marketing and sales channel strategies. Product categories included:

- Wellness and therapeutic pet foods
- Flea and tick control
- Heartworm prevention
- Dental treats and products
- Pain management and other chronic-use medications
- Joint health supplements
- Pet Health insurance

The study will be fielded in October 2017, with completion by January 4, 2018. Companies that order by September 29, 2017 and pay by October 30 receive a \$1,000 early-order discount. Upon publication, the price of the study is \$12,500.

For more information about the study or to order, contact John Volk, Senior Consultant, john@volkonline.com, 773.327.4941.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

- **Phibro Animal Health Corporation** announced its financial results for its fiscal year ended June 30, 2017. Net Animal Health sales for the year were \$498 million, an increase of 2%. Adjusted EBITDA for the Animal Health division was \$130 million, an increase of 2%. *(company press release)*

SOUTHWEST VETERINARY SYMPOSIUM SAN ANTONIO, TX AT THE HENRY B. GONZALEZ CONVENTION CENTER SEPTEMBER 21- 24, 2017

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 2017 in San Antonio, Texas at the Henry B. Gonzalez Convention Center. SWVS offers more than 375 hours of quality continuing education courses for veterinary professionals. This will be our 15th anniversary and you won't want to miss out on all the fun!

For more information or to register for the conference, go to www.swvs.org

COMPANY NEWS RELEASES

- **Henry Schein, Inc.** announced that it will acquire **Merritt Veterinary Supplies, Inc.** Merritt serves approximately 4,500 veterinary clinics across the eastern U.S., and has a particularly strong presence in the southeastern U.S. Merritt had 2016 sales of approximately \$115 million. Financial terms were not disclosed. *(company press release)*
- The Federal Trade Commission announced that Mars, Inc. has agreed to divest 12 veterinary clinics around the US that provide specialty and emergency services to settle FTC charges that **Mars'** acquisition of **VCA Inc.** would violate federal antitrust laws. Mars is required to divest each clinic to one of three divestiture buyers: **National Veterinary Associates, Pathway Partners Vet Management Company** and **PetVet Care Centers.** *(FTC)*
- **Kaeco Group** announced the launch of Equi-Mast with Mastic Gum, a new patented digestive aid for the treatment of gastric ulcers in horses. *(company press release)*
- **Likarda** announced the closing of a \$4 million round of series A funding. The \$4 million round from Werth Family Investment Associates will allow Likarda to scale up access to its Kanslets, insulin-producing cell clusters that can be infused into animals with diabetes. The clinical research program is expected to launch by the end of 2017. *(KC Business Journal)*
- **Maxxam Analytics** announced that it has selected the KC Animal Health Corridor for its new food laboratory, opening a 3,000-sq.-ft. analytical food testing laboratory at Kansas State University Olathe. *(company press release)*

- **CVC Kansas City**, an annual veterinary convention, announced it will have a new name starting in 2018: **Fetch, a dvm360 conference**. The rebranding will start in December when CVC San Diego becomes Fetch San Diego. That will be followed by Fetch Virginia Beach in Virginia Beach, Virginia, in May 2018. *(company press release)*
- AUSTRALIA **Neogen Corporation** announced that it has acquired the assets of **The University of Queensland Animal Genetics Laboratory (AGL)**, a leading animal genomics laboratory in Australia. With the acquisition, AGL will be renamed GeneSeek Australasia, and become Neogen's fourth animal genomics laboratory. Financial terms were not disclosed. *(company press release)*

ANIMAL HEALTH NEWS

- US - TICK RESEARCH The USDA recently awarded \$460,000 to the University of Missouri College of Veterinary Medicine for research to develop immunizations with extracts from tick tissues to fight anaplasmosis in cattle. *(Feedstuffs)*
- US - SALMONELLA VACCINE Scientists with the USDA's Agricultural Research Service (ARS) have developed a new vaccine that protects food animals against both human and animal disease-causing salmonella. In experiments, the vaccine protected pigs against *Salmonella typhimurium* and *Salmonella choleraesuis*. It also protected turkeys against *S. typhimurium* and the multi-drug-resistant *Salmonella heidelberg* — the bacterium responsible for a 2011 outbreak in ground turkey. The scientists believe that the vaccine will protect against other types of salmonella in addition to the three strains tested. ARS has filed a patent application for this vaccine technology. *(Feedstuffs)*

BRAKKE CONSULTING, INC. MARKET RESEARCH

Do you know what your customers are thinking?



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

Several of the Brakke Consulting team members attended the Kansas City Animal Health Corridor's 12th annual Homecoming Dinner and 9th annual Investment Forum. This was my first year, but Ron Brakke has attended them all except for one. I was amazed at how big it was. The first Homecoming Dinner had about 150 attendees and they were mostly from the KC area. The first Investment Forum had about 100 attendees, again mostly local attendees and presenting companies.

What a difference a few years makes. This year there were over 1,100 attendees at the Homecoming Dinner, 475 at the Investment Forum, and 388 different companies were represented this past week. And the people came from 30 US states and 15 different countries – it has grown way beyond just Kansas City. Over these nine years, over 325 companies have applied to present at the Investment Forum and for the companies that have presented, they have raised over \$270 million dollars and inked numerous licensing or distribution deals. Kim Young, President, KC Animal Health Corridor, had this to say, "The KC Animal Health Corridor was proud to host the global animal health industry in Kansas City during Global Animal Health Week to celebrate the Power of One. The Corridor is the ideal hub for the industry. We are the place where all the one ideas have room to grow and become something that can change our world."

By the way, old school drug developers, like me, might be feeling one step left behind. The winning company this year is developing a smart dog toy. The company is called Puppod, and the toy promised to reduce boredom, earn treats and help the dog get some exercise. All trackable on your smart phone.

Thanks to all who helped organize the events this week. It was great to see old friends and listen to new ideas. See you there next year.

*Bob Jones
Greensboro*

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