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**Brakke Consulting's  
Animal Health News & Notes for September 15, 2017**  
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*Editor: Lynn Fondon DVM MBA*

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IN THE NEWS:

Brakke Consulting news  
Transaction Assistance  
Cancer in Dogs and Cats – **now available**

earnings news  
Avivagen

other news  
Biotay S.A.  
Cambridge Technologies  
Cargill  
CVS Group  
Daniel Baum Co.  
Dopharma  
JBS  
Kauffman's Animal Health  
Mars  
Moy Park  
Nutramax Labs  
Petland  
Pharmgate  
Phibro  
Pilgrim's Pride  
Ripac-Labor  
Tractor Supply  
VCA  
Virbac

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**BRAKKE CONSULTING, INC.**  
**NEW REPORT: 2017 CANCER IN DOGS AND CATS**  
**NOW AVAILABLE**

**Did you know that cancer is the #1 cause of death in adult dogs?** It's also the leading health concern of dog owners. So how is cancer addressed by the veterinary profession, and what kind of market is there for veterinary cancer therapies?

Brakke Consulting's new 2017 **Cancer in Dogs and Cats** report includes information on the incidence, diagnosis, and treatment of the common veterinary cancers, including treatment cost estimates. It covers sales of current veterinary therapies, as well as estimates of the numbers of pets treated.

The study includes a survey of general veterinary practitioners and a survey of pet owners to determine what they are willing to pay to treat a pet with cancer. Reviews of new and developing veterinary cancer chemotherapeutics and other treatment modalities are included in the report as well.

**The report is now available for \$7,500.** For more information, please visit our website or contact Dr. Lynn Fondon at [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com).



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#### COMPANY EARNINGS RELEASES

- **Avivagen** reported results for the third quarter of fiscal 2017. Third-quarter revenues totaled C\$161,868 (US\$125,500), an increase of nearly 200% compared to the comparable prior-year quarter. The company's net loss was C\$1.3 million (US\$1 million) compared to C\$0.8 million in the same quarter last year. *(Animal Pharm)*

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#### COMPANY NEWS RELEASES

- **Nutramax Labs** announced the launch of Cosequin Soft Chews for Cats, an alternative to its Cosequin sprinkle capsules. *(company announcement)*
- **Mars, Inc.** and **VCA Inc.** announced the successful completion of Mars' previously announced acquisition of VCA. VCA will operate as a distinct and separate business within Mars Petcare, alongside its other veterinary services businesses. *(company press release)*
- **Pharmgate** and **Cambridge Technologies** announced a collaborative strategic alliance to provide commercial, autogenous and prescription vaccine solutions to veterinarians and producers in the US and around the world. *(company press release)*
- **Daniel Baum Co.**, parent company of DBC Ag Products, announced the acquisition of the products currently marketed under the Lira Gold, Kauffman's and Fortitude trademarks from **Kauffman's Animal Health Inc.** Kauffman's Animal Health Inc. will now focus additional resources on its core strength of manufacturing animal feed premixes and supplements. Financial terms were not disclosed. *(Feedstuffs)*

- **Tractor Supply Company** announced the launch of Untamed, a private label dog and cat food line made from exotic meats. Untamed expands the 4health brand with six grain-free, dry-food formulas made from buffalo, boar, lamb, duck, salmon and trout. *(Pet Product News)*
- CDC, USDA-APHIS, and several states are investigating a multistate outbreak of human *Campylobacter* infections linked to puppies sold through **Petland** stores. As of September 11, 2017, the outbreak includes 39 cases in 7 states (Florida, Kansas, Missouri, Ohio, Pennsylvania, Tennessee, and Wisconsin) beginning in mid-August. Among the 39 ill people, 12 are Petland employees and 27 had contact with a puppy from Petland. Petland is cooperating with public health and animal health officials to address the situation. *(KWCH.com)*
- ARGENTINA **Phibro Animal Health Corporation** announced its purchase of **Biotay S.A.**, a leading privately held developer, manufacturer and marketer of animal health and nutritional products based in Argentina. Financial terms were not disclosed. *(PRNewswire)*
- AUSTRALIA **Virbac Australia** announced the launch Tridectin (Moxidectin, Levamisole and Albendazole), the world's only broad-spectrum combination drench for sheep with a registered claim to kill triple-resistant and monepantel-resistant worms. *(PRwire.com.au)*
- EU **Pilgrim's Pride** announced that it has acquired **Moy Park**, a leading poultry and prepared foods supplier with operations in the UK and Continental Europe, from **JBS S.A.** The transaction valued the equity interest of Moy Park at approximately \$1.0 billion (implying an enterprise value of approximately \$1.3 billion). Financial terms were not disclosed. *(Feedstuffs)*
- EUROPE Dutch veterinary generics firm **Dopharma** has acquired shares in German vaccine specialist **Ripac-Labor**. The companies will gain access to each other's corporate presence and expertise in Europe. The size of Dopharma's stake in Ripac-Labor and the financial details of the deal were not disclosed. *(Animal Pharm)*
- THAILAND **Cargill's** animal feed and nutrition business is expanding its capabilities in Thailand by acquiring a feed mill in Prachinburi province in Thailand. The feed mill produces poultry and swine feed. Financial terms were not disclosed. *(world-grain.com)*
- UK **CVS Group** announced it has acquired B&W Equine Veterinary Group, the largest specialist equine veterinary group in southwest UK. The acquisition provides CVS with a presence in the UK equine market. Financial terms were not disclosed. *(Insidermedia.com)*

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## ANIMAL HEALTH NEWS

- US - CANINE VACCINATION The American Animal Hospital Association (AAHA) announced it released its newly revised Canine Vaccination Guidelines. They are available online at [www.aaha.org/caninevaccinationguidelines](http://www.aaha.org/caninevaccinationguidelines). *(Vet Advantage)*
- UK The Veterinary Pharmacy Association (VPA) was launched in the United Kingdom. VPA is a professional multidisciplinary organization that will promote and support the practice of veterinary pharmacy by all veterinary healthcare providers. VPA said in a statement that it will seek to highlight the role of veterinary pharmacy by promoting excellence in the safe, effective and appropriate use of medication in animals. *(Pharmaceutical-journal.com)*
- US - FDA GUIDANCE The FDA has issued draft guidance for industry, "The Index of Legally Marketed Unapproved New Animal Drugs for Minor Species." Drugs listed on the Index are unapproved but can be legally marketed for specified use(s) in specified minor species.

Indexing is allowed for drugs that are intended for use for non-food-producing minor species, such as pet birds, hamsters, zoo animals, and ornamental fish; and an early non-food life stage of a food-producing minor species, such as oyster spat (immature oysters). The complete guidance can be found at <https://www.fda.gov/downloads/AnimalVeterinary/GuidanceComplianceEnforcement/GuidanceforIndustry/UCM575782.pdf> . (FDA)

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Brakke Consulting has been the finder of record, agent of record or consultant for many successfully completed projects. We also assist with valuations and provide due diligence on confidential transactions as well as offering executive counsel on a number of potential transactions.

Whether you are looking to buy or to sell, Brakke Consulting has the experience, insight, ability and contacts to provide clients with the highest quality services in the animal health, pet, veterinary and specialty chemicals markets. Please contact any of our offices for a confidential consultation.

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**BRAKKE CONSULTING VIEWPOINT**

What an interesting mix of stories this week. Each week there are stories related to the growing international aspects of the animal health marketplace. The top 15 companies in animal health continue to expand their footprint in international markets, and many smaller companies can also boast of the business they are conducting outside of the country where they were founded and operate. We are pleased to be a part of some of these international activities.

Earlier this week we attended the Banfield-Pet Healthcare Industry Summit 2017. This meeting provided many informational and educational opportunities for those in attendance. Congratulations to the Banfield management team in holding another successful industry event! One of the topics of the meeting was a section on Oncology Product Research in Dogs and Cats. If you happen to be looking for more information on this topic, we hope you noted earlier in the newsletter the release of our **2017 Cancer in Dogs and Cats Report**, which provides a wealth of information on the companion animal cancer market. If you're in this segment or thinking of entering it, our report is a must-have part of your market information.

Have a great weekend!

*Ron Brakke*

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