
**Brakke Consulting's
Animal Health News & Notes for September 16, 2016**
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BRAKKE CONSULTING, INC.
MARKET RESEARCH
Look Before You Leap

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 multi-client 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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COMPANY EARNINGS RELEASES

- **Anpario** plc announced its interim results for the six months ended June 30, 2016. Revenues for the period were GBP 10.7 million (\$14.3 million), a decline of 4% compared to the prior year period. Profit for the period was GBP 1.3 million (\$1.7 million) compared to profit of GBP 1.8 million in the prior year period. (*Businesswire*)

COMPANY NEWS RELEASES

- **Dechra Veterinary Products** announced it has received FDA approval for generic Amoxicillin Trihydrate and Clavulanate Potassium Tablets. This approval represents the first registration Dechra has achieved through Putney's development pipeline since it acquired the US-based business earlier this year. Initially, the product will be launched under Putney trade dress, but will be sold under a Dechra tradename in 2017. (*company press release*)
- **Neogen** announced the launch of a reformulated version of its ThyroKare Equine Powder, a supplement for horses indicated for the correction of conditions associated with low circulating thyroid hormone (hypothyroidism). (*Animal Pharm*)
- **Pharmgate** LLC announced an agreement to merge with **ProtaTek International, Inc.**, a developer and manufacturer of vaccines for swine, whereby ProtaTek International Inc. will become a wholly owned subsidiary. The acquisition will permit Pharmgate to diversify its business in the USA, Canada and Latin America. Financial terms were not disclosed. (*company press release*)
- **Nestlé Purina PetCare** and **TerraVia, Inc.** announced they will be entering a joint development agreement targeting the companion animal market. The agreement will leverage certain commercially available algae-based advanced nutrition ingredients that TerraVia has developed as well as additional innovative ingredients and product concepts in TerraVia's development pipeline. (*Pet Age*)
- **Midmark Animal Health** introduced the new VetPro OptiMax Digital Sensor System for dental imaging in companion animals. (*company press release*)
- **Diamondback Drugs, LLC**, announced the release of VetPrescriber, a proprietary electronic prescription ordering platform developed for veterinary practices, eliminating the need for handwritten, faxed, or called-in prescriptions from the clinic. VetPrescriber integrates with most veterinary electronic health record systems. (*Benzinga.com*)
- **CBD Unlimited** announced the launch of Phyto-bites peanut butter flavored hemp chews with crystallized cannabidiol (CBD). According to the company, the product has anti-inflammatory properties. The product's active ingredient is not currently FDA-approved for people or pets. (*Tucsonnewsnow.com*)
- **Tomlyn Pet Health** announced the launch of the EPIC line of horse and calf care supplements. (*Pet Business*)
- **Sojos** announced the launch of Sojos Complete for Puppies and Sojos SimplyPuppy raw all-meat treats. The company says that it is the first life-stage food in the raw, shelf-stable food category. (*Pet Business*)
- **SPAIN TechMix** announced an international distribution agreement with **Bayer Animal Health** to distribute two of its dairy products to Spanish dairy producers and veterinarians.

The products, which are known in North American markets as Fresh Cow YMCP and Rumen Yeast Caps, will be trademarked “YMCP Polvo” and “RYCaps” in Spain. (*Businesswire*)

- NEW ZEALAND **Dechra** announced that it has agreed terms to acquire the business and assets of **Apex Laboratories** Pty Ltd, a privately owned veterinary pharmaceutical company which manufactures, markets and sells branded non-proprietary prescription and other related companion animal products in Australia and New Zealand. For the year ended June 30, 2016, Apex reported revenues of AUS\$14.8 million (US\$11.1 million) and operating profit of AUS\$5.2 million (US\$3.9 million). The total consideration for the acquisition is AUS\$55.0 million (US\$41 million). (*Marketwired*)
- CHINA **Alltech** announced it has partnered with Chinese company **Haier Financial Services** to build a sustainable agricultural ecosystem in China. Under the terms of the alliance, Alltech will provide its services to the Chinese farming sector including antibiotic-free feeding solutions; feed safety and traceability; and on-farm support. (*Animal Pharm*)

ANIMAL HEALTH NEWS

- US - GMO LABELING The USDA issued a request for information (RFI) which will inform the design of a study to establish a National Bioengineered Food Disclosure Standard. For interested stakeholders looking to provide comment, contact GMOlabeling@ams.usda.gov using the subject line “RFI- DRAFT PWS SUGGESTIONS.” (*Vet Advantage*)
- US - ANTIMICROBIAL RESISTANCE The FDA is requesting information from the public about how to establish appropriately targeted durations of use for the approximately one-third of therapeutic products affected by Guidance for Industry #213 with no defined duration of use. The FDA is accepting public comments for 90 days beginning on September 14. To electronically submit comments to the docket, visit <http://www.regulations.gov> and type FDA-2016-D-2635 in the search box. (*FDA*)
- US - GUIDANCE FOR GENERIC DRUGS The FDA has published Draft Revised Guidance for Industry #171 - Waivers from the Requirement to Demonstrate Bioequivalence of Animal Drugs in Soluble Powder Oral Dosage Form Products and Type A Medicated Articles. This guidance is applicable to generic investigational new animal drug (JINAD) files and abbreviated new animal drug applications (ANADAs). (*FDA*)
- US - ANTIBIOTIC USE Agriculture groups, including the Animal Health Institute, National Pork Producers Council, National Cattlemen's Beef Association and the Animal Agriculture Alliance, launched a new educational website, www.togetherABX.com, providing information about how the FDA's new policy will change the way antibiotics are used to keep food animals healthy. (*association press release*)
- US - PET CARE COALITION The Humane Society Veterinary Medical Association (HSVMA) announced the formation of the Access to Veterinary Care Coalition. The coalition aims to reduce barriers to veterinary care access and promote communication among stakeholders. (*Vet Advantage – DVM360*)
- EU - CONSUMER PERCEPTIONS A survey from the International Federation for Animal Health Europe (IFAH) showed EU citizens are concerned about the use of vet medicines and their impact on human health. However, their level of knowledge on the topic was limited, with findings indicating the importance of increasing awareness about the benefits of vet medicines and responsible use, as well as how safe they are. Awareness about the benefits of vet medicine in terms of animal welfare was very low, with more than 60% stating they don't know or don't think vet medicines have a positive impact on the welfare of farm animals.

Levels of awareness were slightly higher for pets, with 47% saying they don't know or don't think vet medicines have a positive impact on the welfare of pets. More than 40% said they don't know or don't agree vaccination of pets helps prevent diseases being transferred to people. Nearly three-quarters of those surveyed (72%) said they don't know or don't think medicines given to farm animals help make food safer. (*Vettimes.co.uk*)

BRASSE CONSULTING VIEWPOINT

The stories this week continue to demonstrate trends that seem to be the norm for the industry in the current environment. The only new drug approved was a generic. Two companies introduced new supplement products for equine and other species. A leading medicinal feed additive company purchased a swine vaccine company to diversify their product line, and a pharmaceutical company announced a strategic regional acquisition. A leading pet food company completed a transaction that will explore the use of algae-based food nutrition in their pet diets. Software and sensors rounded out the list of new technology introductions.

In the animal health news section the US government is requesting public feedback on GMO labeling, antimicrobial resistance and regulatory guidance for generic drugs. This sounds like more regulations coming down the pike to me. The EU survey of consumer perceptions on veterinary medicines demonstrates the need for more educational programs. Where is all this regulation and lack of consumer understanding of healthy animals and safe food likely to end up? Every participant in the animal health industry needs to educate one or two friends this weekend on the value of animal health products!

Have a great weekend!

Ron Brasse

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