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**Brakke Consulting's  
Animal Health News & Notes for September 23, 2016**  
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IN THE NEWS:

Brakke Consulting news  
Strategic planning

other news

Biovet  
Boehringer Ingelheim Vetmedica  
Forum Animal Health  
Huvepharma  
Novozymes  
Organobalance  
Opportunity 2009  
Torigen Pharmaceuticals  
TVM Laboratory

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**BRAKKE CONSULTING, INC.  
STRATEGIC PLANNING SERVICES**

Brakke Consulting is an excellent resource for your company's strategic planning. Some of the services we offer include:

- Reviewing revenue estimates and success probability of your product pipeline
- Reviewing the timing of various new product introductions
- Benchmarking various functions against company competitors in the larger markets

Through strategic planning, Brakke Consulting can help improve the likelihood of success for your company's future endeavors.

Contact us for professional assistance in any of these areas.

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**COMPANY NEWS RELEASES**

- **Boehringer Ingelheim Vetmedica** announced the launch of PolyMast (hetacillin potassium) intramammary mastitis treatment for dairy cows. PolyMast is labeled for the treatment of mild to moderate mastitis once a day for three days. (*company website*)
- **Torigen Pharmaceuticals, Inc.**, announced the commercialization and market launch of their cancer treatment product, Vetivax. Vetivax uses a patient's own tumor cells to create a personalized treatment, which educates the patient's immune system to recognize the tumor as foreign and attack the cancer. (*company press release*)
- **BULGARIA** Bulgaria's Financial Supervision Commission announced it rejected **Huvepharma** and **Opportunity 2009's** bid to buy the remaining shares in **Biovet**.

Huvepharma currently owns 86.32% of Biomet's shares, and Opportunity 2009 has a 3.68% stake. (*Seenews.com*)

- GERMANY **Novozymes** announced it acquired Germany-based **Organobalance**, enabling the company to strengthen its animal feed R&D competencies in the field of probiotics. Organobalance has a large microbial strain collection as well as expertise in microbe screening. Financial terms were not disclosed. (*Feednavigator*)
- UK French veterinary company **TVM Laboratory** announced it has acquired UK-based **Forum Animal Health**. Forum specializes in the supply of semi-finished and end products for animal health, food supplements and pharmaceutical usage in the UK. Financial details were not disclosed. (*Animal Pharm*)

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## ANIMAL HEALTH NEWS

- US - ANTIBIOTIC USE Activist groups, including the Natural Resources Defense Council (NRDC) and the Center for Science in the Public Interest, have filed a citizen petition with the FDA urging the agency to withdraw approval of seven antibiotics for disease prevention use in livestock and poultry. (*Feedstuffs*)
- US - FEEDLOT CALF DEATH Diagnosticians at the Iowa State University Veterinary Diagnostic Laboratory have recently identified cases of fatal idiopathic nephrosis/renal failure in several feedlots geographically dispersed throughout Iowa. Thus far morbidity is very low, often with just a single animal in a pen showing clinical signs at any one time. However, the clinical course in a group is cumulative with multiple animals sequentially affected over a period of weeks to months, and has approached 10% morbidity with up to 100% case mortality within a particular pen of cattle or within the same feedlot. (*Vet Advantage*)
- US - ORGANIC PRODUCTION The USDA's National Agricultural Statistics Service (NASS) released the results of the 2015 Certified Organic Survey, which showed that 12,818 certified organic farms in the United States sold a total of \$6.2 billion in organic products in 2015, up 13% from \$5.5 billion in 2014. The top five commodities in certified organic sales were: Milk, \$1.2 billion; Eggs, \$732 million; Broiler chickens, \$420 million; Apples, \$302 million; and Lettuce, \$262 million. (*Feedstuffs*)
- US - VETERINARY SCHOOLS The Amarillo, Texas City Council approved a \$15 million grant from the Amarillo Economic Development Corporation (AEDC) to the Texas Tech University System to support the establishment of a new College of Veterinary Medicine in Amarillo. The grant is a major step forward for Texas Tech's vision of enhancing rural and large-animal veterinary medicine by providing an innovative model focused on improving animal health in the region. (*KCBD.com*)
- US - PET OWNERSHIP According to the Centers for Disease Control (CDC), pets can decrease feelings of loneliness and isolation that many people with chronic illnesses experience. Studies have shown that working with therapy dogs has helped to boost people's mood, can increase positive behaviors among people with autism, and reduce anxiety. All that can lower blood pressure and reduce negative mental and emotional effects caused by stress. Other studies have shown that pet owners are more outgoing, have greater self-esteem, and are more conscientious. (*Vet Advantage*)

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## **BRAKKE CONSULTING VIEWPOINT**

This week's newsletter is rather brief, which we assume reflects that senior management is focused on completing their final versions of the 2017 plans and budgets. Will 2017 be a growth year for the industry?

The companion animal portion of the business appears to be moving along solidly with significant competitive activity in the leading product categories. It appears this will continue in 2017 with some shifts in market share in leading products but currently limited new product introductions.

The food animal sector should be reasonably strong in 2017 based on the bumper crop of feed grains, which is the largest cost in protein production. With cattle numbers increasing and pricing being lower for stocker and feeder cattle, unit volumes should grow in 2017. Will the economic changes in the marketplace lead to increased production that further reduces the value of the animals being raised? The cattle, swine and poultry markets have a history of swinging from too little to too much.

Have a great weekend!

*Ron Brakke*

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