
**Brakke Consulting's
Animal Health News & Notes for September 7, 2012**
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BRAKKE CONSULTING EXPANDS INTO CHINESE MARKET

Brakke Consulting has joined forces with VaxiAm, LLC to expand its consulting services into the Chinese animal health market. Dr. Jishu Shi, the principal owner of VaxiAm, is an associate professor for the college of veterinary medicine at Kansas State University and also the director of the U.S.-China Center for Animal Health, which is a training center for the improvement of Chinese animal health education and research.

We believe this new cooperative agreement with VaxiAm will allow Brakke Consulting to provide consulting services to Chinese companies wishing to market products and technologies in the US and other parts of the world. Brakke Consulting also has a number of US and Int'l clients that have expressed interest in utilizing our consulting services to market their products or technologies in China.

If you're interested in exploring how Brakke Consulting can assist your firm in entering the Chinese and other asian animal health markets, contact Ron Brakke or Jane Morgan at Brakke Consulting, jmorgan@brakkeconsulting.com, 972-243-4033.

www.BrakkeConsulting.com

COMPANY EARNINGS RELEASES

> **Dechra** reported preliminary results for the year ended June 30, 2012. Total revenue for the year was GBP 426 million (\$678 million), an increase of 10% over the prior year. US Pharmaceuticals revenue was GBP 20.3 million (\$32 million), an increase of 26% over the prior year. (*company website*)

COMPANY NEWS RELEASES

> **Teva Animal Health** announced the launch of Oximunol, a chewable tablet designed to support immune health in dogs. Oximunol contains the patented ingredient OxC-beta, concentrated fully oxidized carotenoids in a highly palatable form. (*company press release*)

> **Scynexis** announced it has signed an exclusive licensing deal with **Dechra Pharmaceuticals** for the development and commercialization of SCY-641, a cyclosporine derivative, to treat canine keratoconjunctivitis sicca (KCS). Pursuant to the agreement, Dechra gains worldwide animal health rights and is responsible for the remaining clinical development and commercialization of SCY-641. (*Contractservices.pharmaceutical-business-review.com*)

> **PellaVet** announced the launch of Vetraderm, an ultra-thin Hydrocolloid dressing designed for post-operative application in Canine/Feline spay and neuter procedures. When used as a wound closure device, no exterior sutures are required. (*company communication*)

> PERU **Laboratorio Biovet** announced an agreement with **Bayer Animal Health**. Bayer will distribute Biovet's portfolio of poultry biological products in Peru. (*Animal Pharm*)

ANIMAL HEALTH NEWS

> US - ANIMAL WELFARE The American Veterinary Medical Association (AVMA) recently recognized the American College of Animal Welfare (ACAW) as a veterinary specialty organization. ACAW's mission is to advance animal welfare through education, certification and scientific investigation and to ensure that the veterinary profession leads advances in animal welfare knowledge. Veterinarians who pursue advanced training and experience in animal welfare science and ethics are recognized as diplomates of the college. (*DVM360*)

> US - PET OBESITY Tufts University's Cummings School of Veterinary Medicine announced the opening of the Tufts' Veterinary Obesity Clinic. The university states that the clinic will be the first companion animal obesity clinic in the nation and will be located at the school's Foster Hospital for Small Animals. (*Huffington Post*)

BRAKKE CONSULTING, INC. **MARKET RESEARCH** **Look Before You Leap**

Market research is our middle name. 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 muticlient reports in a number of high-interest animal health market areas.

For more information, see our website, www.BrakkeConsulting.com, or call our Dallas office at 972-243-4033.

BRAKKE CONSULTING VIEWPOINT

Earlier in the newsletter, we announced the expansion of our consulting services into the growing Chinese animal health market. We believe this new geographical expansion of our consulting services will be of benefit to both Chinese companies wishing to enter the US and other international markets, as well as our US and international clients wishing to market their products or technologies in China. We plan to start spending time in the Chinese animal health market in the near future to supplement the extensive knowledge and insights already available to us via the new VaxiAm relationship.

Many companies are now in the middle of their planning and budgeting process for 2013. What we're hearing from various senior managers is that most companies believe that 2013 will be a challenging year in the revenue area. Some of the latest general economic forecasts predict that higher food and energy costs will begin negatively impacting disposable income, which is likely to spill over into health care for companion animals and reduced consumption of high value protein.

Have a great weekend!!

Ron Brakke

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