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**Brakke Consulting's  
Animal Health News & Notes for September 8, 2017**  
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*Editor: Lynn Fondon DVM MBA*

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**BRAKKE CONSULTING, INC.  
MANAGEMENT, REGULATORY, SALES FORCE and TECHNICAL SERVICES RECRUITING**



At Brakke Consulting we find the right person to fit your company's needs. We have an unequaled network in animal health, and unique insights into what veterinarians value in an animal health professional, including the sales rep attributes that correlate to higher sales volume.

As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

- Developing metrics to help rank candidates
- Scheduling interviews and arranging for travel
- Maintaining communications with candidates throughout the process

For more information about our recruiting services, visit our website or call one of our consultants:

- John Mannhaupt at 972.243.4033
- Terry Fritz at 336.312.0667

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## COMPANY EARNINGS RELEASES

- **Dechra** announced preliminary results for the fiscal year ended June 30, 2017. Underlying revenue was GBP 359 million (\$465 million), an increase of 45% compared to the prior fiscal year (+28% at constant exchange rates). Excluding the impact of acquisitions, revenues increased 19% (+7% at CER). Profit for the year was GBP 26 million (\$34 million) compared to profit of GBP 12.5 million in fiscal 2016. North American revenues were GBP 132 million (\$171 million), nearly doubling due primarily to acquisitions. (*company website*)

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## COMPANY NEWS RELEASES

- **Zoetis** announced the launch of SearchPoint, a genetic evaluation tool for Jersey and Brown Swiss cattle. SearchPoint helps producers quickly view and sort genetic results, evaluate genetic trends and benchmark genetic merit of Jersey and Brown Swiss cattle, driving better decisions for their herds. (*Bovine Veterinarian*)
- **Zoetis** announced that it has agreed to sell \$1.25 billion of senior notes, consisting of \$750 million aggregate principal amount of 3.000% senior notes due 2027 and \$500 million aggregate principal amount of 3.950% senior notes due 2047, in an underwritten public offering. The offering is expected to close on September 12, 2017. (*company press release*)
- **Henry Schein Animal Health** announced the launch of its Companion Animal Vaccine Resource Center, a comprehensive, web-based hub that provides veterinarians with the latest data on infectious diseases in cats and dogs. (*Vet Advantage*)
- **Blue Buffalo** announced plans to expand distribution of the Blue Life Protection Formula product line, the company's entry-level line, to mass and grocery retailers. (*Pet Business*)
- **PetSmart** announced it has expanded its collaboration with **Deliv**, a delivery company, in order to extend same-day delivery service to more parts of the country. PetSmart will now offer same-day delivery service from Deliv to 33 metro markets across 23 states. The service was previously only available in 19 markets. (*Pet Business*)
- **Community Veterinary Partners** announced a partnership with Countryside Veterinary Hospital located in Shelton, CT; this grows the CVP family of veterinary hospitals to 31 and the third CVP hospital in the state of Connecticut. Financial terms were not disclosed. (*company press release*)

- **Veterinary Study Groups** (VSG), the umbrella organization for the Veterinary Management Groups (VMG), announced it has surpassed 1,000 member practices serving predominantly the small animal and equine segments of the profession. (*company press release*)
- EU **Merck Animal Health** announced the EU launch of Exzolt (fluralaner), the first systemic treatment for poultry red mite infestations in the EU. (*nissanchem.co.jp*)
- ASIA **NovaVive** Inc. announced that it has signed a cooperation agreement with **Hoken Biotechnology** (Beijing) Co., Ltd. Under the agreement, Hoken has become the exclusive distributor for NovaVive's cattle immunotherapeutic, Amplimune, in China, Thailand, Malaysia and Indonesia. (*company press release*)
- UK **CVS Group** announced the launch its own range of pet insurance policies in the UK. MiPet Cover policies are underwritten by Zenith Insurance. (*vettimes.co.uk*)
- RUSSIA **Alltech** and **DLG Group** announced that they are finalizing a 50:50 joint venture initiative in Russia that will combine DLG's expertise in premix manufacturing with Alltech's animal nutrition insights. (*FeedNavigator.com*)
- AUSTRALIA **CannPal Animal Therapeutics** announced it has lodged its prospectus with the Australian Securities and Investments Commission (ASIC) in the hope it can list on the ASX in October. The company plans to raise up to Aus\$6 million (\$4.8 million) to develop cannabidiol and tetrahydrocannabinol (the psycho-active compound in cannabis) for treating pain in companion animals. (*Animal Pharm*)

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## ANIMAL HEALTH NEWS

- US – SHRIMP DISEASE Officials in the US have reported the country's first-ever case of shrimp Early Mortality Syndrome (EMS) in southern Texas. The disease, technically called acute hepatopancreatic necrosis disease, has a nearly 100 percent mortality rate and was first identified in China seven years ago. Texas Parks and Wildlife quarantined the facility; it remains unclear what steps, if any, federal officials were taking to keep EMS from spreading. (*seafoodsource.com*)
- US - ANIMAL WELFARE The National Chicken Council (NCC) introduced a set of industry-wide standards for broiler chicken welfare – the “Chicken Guarantees.” The Chicken Guarantees represent a set of consumer assurances to ensure people have simple, clear and accurate information regarding how their chicken is cared for and raised. (*Feedstuffs*)

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## **BRAKKE CONSULTING, INC. PET OWNER CHANNEL USE STUDY EARLY ORDER DISCOUNT ENDS SEPTEMBER 29**

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](mailto:john@volkonline.com) , 773.327.4941.

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### **BRAKKE CONSULTING VIEWPOINT**

This week's news covered several of the topics we observe in the industry almost every week. We continue to see expansion of genetic evaluation tools to improve production and health in all animal species. Genetic information has been and will continue to be one of the keys to improved health in animals. Also, clinic consolidation continues to be an evolving and growing area, which then stimulates more independent clinics to join VSG's, VMG and buying groups as a defensive move.

One has to assume the decision by PetSmart to expand their same-day delivery service to additional parts of the country is driven by the growing success of Amazon in serving pet owners. This move demonstrates the value we see in our new Pet Owner Channel Use Study, which is mentioned above. It is critical to manufacturers and distributors that they have solid updated information regarding where pet owners are purchasing their products.

Have a great weekend!

*Ron Brakke*

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