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**Brakke Consulting's  
Animal Health News & Notes for September 5, 2014**  
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**COMING IN OCTOBER**  
**BRAKKE CONSULTING, INC.**  
**NEW REPORT: 2014 CANCER IN DOGS AND CATS**

In 2009, Brakke Consulting published an overview of the treatment of cancer in dogs and cats. We are pleased to announce that an update of this highly regarded report will be available this October.

The 2014 Cancer Study includes information on the incidence, diagnosis, and treatment of the common veterinary cancers, including treatment cost estimates. The study includes a survey of 250 general veterinary practitioners as well as interviews with veterinary oncologists. Reviews of new and developing veterinary cancer chemotherapeutics are included in the report as well.

The report is now available for pre-order for \$7,750. For more information, please visit our website or contact Dr. Lynn Fondon at [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com).

[www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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**COMPANY EARNINGS RELEASES**

> **JBS S.A.** reported financial results for the second quarter of 2014. Consolidated net revenue increased 32% to 29 billion reais (\$12.9 billion). All business units recorded increases in sales except for the US chicken operations, which were stable. Net income was 351 million reais (\$156 million), a 14% decline from the second quarter of 2013. (*company website*)

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## COMPANY NEWS RELEASES

> **Zoetis Inc.** announced that the USDA has granted a conditional license for a vaccine to help fight porcine epidemic diarrhea virus (PEDv) in pigs. The two-dose inactivated vaccine, licensed for use in healthy pregnant sows and gilts, is designed to help them develop antibodies that can be transmitted to their newborn piglets. (*company press release*)

> **IDEXX Laboratories, Inc.** has entered into an agreement with **Royal Philips**, under which the company will use the Philips Digital Pathology Solution VET in IDEXX Reference Laboratories to digitize veterinary histopathology images. (*Finchannel.com*)

> **Biogal Galed Labs** announced the worldwide launch of its new flagship technology, PCRrun. PCRrun is an isothermal molecular amplification method that allows PCR testing to become faster, more affordable and accessible for veterinary clinic needs. The first kits available are: Canine Ehrlichia Molecular Detection Kit; Canine Leptospira Molecular Detection Kit; Canine Leishmania Molecular Detection Kit; and Feline *Mycoplasma haemofelis* Molecular Detection Kit. (*company press release*)

> **Mars Petcare** has extended a voluntary US recall of its Pedigree Adult Complete Nutrition dry dog food products due to the possible presence of foreign material. The voluntary recall still affects 22 of the firm's 15-pound bags; now it is being expanded to 55-pound bags of Pedigree Adult Complete Nutrition dry dog food products. Bags may contain small metal fragments, which could have entered the packages during the production process. The foreign material is not embedded in the food itself, but may present a risk of injury if consumed. (*Animal Pharm*)

> **PetSmart** announced it will acquire **Pet360**, an online pet specialty retailer, for \$130 million with the possibility of additional performance-based payments totaling up to \$30 million by the end of 2016. Pet360's family of brands includes Pet360.com, petMD.com, PetFoodDirect.com and BlogPaws. (*Petfoodindustry.com*)

> Kansas State University, Bicknell Family Holding Co., and Michael Helmstetter have founded **TechAccel**, a private capital development firm designed to aid research and business development in animal health, agriculture and food science. The company expects to finance six projects a year. Investments will not be limited to K-State projects; the investment firm is open to working with researchers at the University of Missouri, the University of Kansas and other institutions in the animal health corridor. (*KansasCity.com*)

> UK **MWI Veterinary Supply, Inc.** announced that it has acquired **Vetspace Limited** and certain of its affiliates (collectively, "Vetspace"). Vetspace, formerly known as Jupiter Systems, is a provider of practice management software to veterinary practices, principally in the United Kingdom. Vetspace's annual revenues are expected to be approximately \$7 million in its fiscal year ending September 30, 2014. Financial terms were not disclosed. (*Money.CNN.com*)

> CANADA Canadian holding company Fairfax Financial announced it has acquired **Pethealth** for C\$100 million (\$92 million). The purchase price represents a premium of approximately 26% to the closing price of Pethealth's common shares on the Toronto Stock Exchange on August 29, 2014. This is Fairfax's second acquisition in the pet insurance sector; the company acquired Hartville Group in May 2013. (*Animal Pharm*)

> EUROPE **Benchmark Holdings PLC** announced a partnership with Swiss research company **HypoPet** to bring a new cat allergy vaccine to market. Benchmark has entered into an agreement with HypoPet for the final commercialization, manufacture and distribution of a vaccine for cats, HypoCat, which neutralizes the Fel d 1 protein, the primary cause of human allergic reaction to cats. (*LSE.co.uk*)

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## **ANIMAL HEALTH NEWS**

> CHINA - AVIAN INFLUENZA Some 18,000 geese on a farm in China died from H5N6 avian influenza, and officials culled nearly 69,000 geese to stem the spread of the virus. One man in China died of H5N6 influenza this past spring, the first known case of human infection. (*AVMA SmartBrief - Reuters*)

> US - PRODUCT WARNING The FDA issued warning letters to companies manufacturing unapproved animal drugs to remove tear stains in dogs and cats. These products, including Angels' Eyes, Angels' Glow, Pets' Spark, and exported products Glow Groom and Health Glow, have not been reviewed by FDA for safety and effectiveness. These tear stain removers also contain the medically important antibiotic tylosin tartrate, which is not approved for use in dogs or cats, nor for the treatment of conditions associated with tear stains. (*FDA*)

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## **BRASSE CONSULTING, INC. EXECUTIVE AND SALES FORCE RECRUITING**

### **Recruiting Means More than Resumes**

At Brasse Consulting we find the right person to fit your company's needs. As part of our executive recruiting services, we manage the entire process of identifying and recruiting top candidates, including:

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- Scheduling interviews and arranging for travel
- Maintaining communications with candidates

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

- John Mannhaupt at 972.243.4033
- Ken Berkholtz at 772.223.3079
- Jay Lockhart at 314.821.3368

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## **BRASSE CONSULTING VIEWPOINT**

This week's news, though a bit limited, does have several stories related to how the digital age is impacting animal health. Whether it is diagnostic imaging, practice management systems, on-line retailing or a host of other digital technologies, the animal health industry is embracing this technology.

Consumers in particular are finding pet health information and issues related to food safety only a few clicks away on their computer or mobile device. Sometimes the information is not the most accurate and can lead the consumer to the wrong conclusion.

It is imperative that the animal health industry along with associated partners such as veterinarians, pet retailers, producers and branded food companies be diligent in providing easily assessable information that is accurate and reliable on the internet. This developing technology needs to be harnessed and managed for the benefit of all parties involved related to animal health. This may take some management time and investment, but in the long run it will be worth it.

Have a great weekend!!

*Ron Brakke*

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