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Brakke Consulting and Trone Research and Consulting Announce Market Research Joint Venture

Greensboro and High Point, NC — Brakke Consulting, a leading consulting firm serving the animal health and nutrition industries, and Trone Research and Consulting, a premier market research firm specializing in veterinary and retail pet care, announced today the strategic combination of their market research businesses, effective August 22, 2025. The new joint venture will operate under the name **Trone Research and Consulting (TRC)**.

Brakke Consulting, founded 40 years ago by Ron Brakke, will continue to offer consulting, transactions, and recruiting services with its team of industry veterans. Trone Research and Consulting originated from Trone, a full-service marketing agency with a 40-year history, including 20 years in animal health. Due to the growing demand for strategic guidance and expertise in veterinary and retail pet care market research, TRC has been operating independently for nearly a decade.

“Brakke Consulting and TRC have each built strong reputations over decades of dedicated service — the two companies have more than 50 combined years of animal health consulting and market research expertise,” stated Bob Jones, President, Brakke Consulting. Doug Barton, CEO, TRC, commented, “The decision to align was driven by a shared commitment to strengthen existing capabilities, expand into new market research areas, and enhance client engagement and satisfaction. This will deliver enhanced insights into animal health, nutrition, and veterinary trends, better supporting the growth of pharmaceutical, vaccine, pet food, and nutrition companies.”

Brakke Consulting and TRC have maintained a partnership for a decade beginning with the groundbreaking Pet Pharmaceuticals Market Shift Study in 2015. The new alliance will continue to offer both custom and multi-client market research studies. TRC's strengths in worldwide custom research and advanced analytics will expand Brakke's well-regarded multi-client studies. This joint venture will combine proprietary veterinary panels effectively offering their clients access to the largest veterinary panel in the United States.

For more information, visit:

www.troneresearch.com

www.brakkeconsulting.com

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