

THE Agricultural Business Council of Kansas City

September 21, 2012

In This Issue

[Bayer to Acquire Teva](#)

[KBC to Partner](#)

[NAFB Harvest Dinner](#)

[MO Farm Bureau](#)

[Aratana Makes Changes](#)

[KSU Study](#)

[FDA Announces User Fees](#)

[American Royal](#)

BI Changes Swine Group Lineup

Boehringer Ingelheim Vetmedica (BIVI) has restructured its swine team leadership. Lara Sheeley is the new senior associate director of marketing. Previously, Sheeley was on the BIVI companion animal marketing team. Edgar Diaz is the new senior associate director of technical managers and the PRRS area regional control team. Diaz has been serving in that role on an interim basis. Eduardo Fano is the new BIVI Americas technical manager. Fano is a University of Minnesota graduate and formerly worked for Pig Improvement Company.

Pfizer To Spin Off Animal Health Business

Pfizer Animal Health will be known as Zoetis, Inc. when parent Pfizer, Inc. completes a split of its animal health holdings through a stock offering to the newly formed and named subsidiary in the early part of 2013.

Zoetis will be a major player in the animal health business with

Bayer To Acquire Teva's Animal Health Business

Bayer's Animal Health North America group in Shawnee, Kansas, have agreed to purchase the animal health business of Israel-based Teva Pharmaceutical in a deal worth around \$145 million. The acquisition involves Teva's 300-employee plant facilities in St. Joseph, Missouri, and allows Bayer to expand its companion and food animal product lines in the U.S.



Teva's St. Joseph plant where its line of animal health products are made will remain operational at that location, and its staff will become Bayer employees.

"Bayer's acquisition of Teva Animal Health will further strengthen and broaden our U.S. range of animal care solutions so that together with our customers we can continue to protect, cure and care for animals across America," said Ian Spinks, President and General Manager of Bayer Animal Health.

Teva Pharmaceutical recently broke ground in Overland Park, Kansas, for its 350-employee Teva North American headquarters. Teva officials said the sale of its animal health unit will allow it to concentrate on its human health businesses.



Bob Marcusse, President and CEO of the Kansas City Area Development Council noted the transaction between the two companies retains all of Teva's animal health care assets within the Kansas City Animal Health Corridor.

KBC Partnering with Boulevard, Price Chopper

For the fourth consecutive year the Kansas Beef Council (KBC) will partner with 49 Kansas City-area Price Chopper stores and Boulevard Brewing Company in a beef promotion to wrap up the summer grilling season. In-store point-of-sale materials will be posted from September 5-25 in both the meat and beer sections of all Price Chopper stores.

Signage will feature a beer and steak pairing recipe consumers can take home. All shoppers using a Chopper Shopper loyalty card will receive \$2 off each Certified Angus Beef® grilling steak purchased during the three-week special offer.

about 3,400 employees and 300 product lines sold to livestock producers and veterinarians. As Pfizer Animal Health, the company earned revenues of \$4.2 billion in 2011, and earlier had bought Kansas City-based Synbiotics Corporation and acquired Fort Dodge Animal Health which had a large operation in Overland Park, Kansas.

Nexvet Biopharma Secures First Contract

Less than a year after it sought \$6 million at the KC Animal Health Corridor's 2011 investment forum to establish proof-of-concept for its biologics Petization platform, Australian company Nexvet Biopharma has signed its first contract. Nexvet, however, claims its Petization approach can convert existing human biologics into animal species-specific versions in a single, rapid step.

Japanese animal health company Meiji Seika has acquired regional and distribution rights to use Nexvet biologics in treating canine inflammatory disorders. No details of the agreement with Meiji Seika were released apart from confirmation that Nexvet receives an upfront fee and sales royalties.

Nexvet was formed in 2010 to bring the benefits of biologics already experienced in human health to companion animals. Biologics are derived from mammalian proteins and then engineered to assist human and animal immune systems. Working with such complex molecules are usually considered difficult undertakings for R&D and manufacturing teams.

2012 Officers & Directors

Russ Weathers
Chairman
Agriculture Future of America

Mike Johanning
Vice Chair
John Deere

Bill Brooks
Secretary/Treasurer
INTL FCStone, LLC

2012 Board of Directors

Cliff Becker
Farm Journal Media

Bruce Brinkmeyer

The promotion will be highlighted through all KBC digital outreach tools; Kansas City-area radio station web sites and email blasts to loyal listener clubs; and on the Price Chopper website. This is the fourth year for this partnership.

NAFB Serves Up Harvest Dinner

The National Association of Farm Broadcasting hosted its first Harvest Dinner to celebrate "the diversified success in agriculture." The event took place Thursday evening September 13 at The Barn at Schwinn Produce Farm on the Sante Fe Trail outside of Leavenworth, Kansas. As part of the evening's activities, the NAFB showcased several area wineries (Jowler Creek Vineyard & Winery; Windy Wine Company) as well as the products and services of local dairy and farm producers (Shatto Milk, Rabbit Creek Products; Louisburg Cider Mill and the Wabash Junction Restaurant which catered the meal).



NAFB 2012 President Tom Steever of Brownfield Ag News serving as master of ceremonies introduced guest speaker Gene Hall from the Texas Farm Bureau.

Mr. Hall gave an overview of how agriculture is "Changing the American Conversation on Food, Fiber and Fuel Issues." He made the point that it was more important for agriculture to engage consumers rather than

educate them strictly speaking; and he added the marketplace for users of farm products comprised customers not consumers. Hall further suggested those in agriculture stop referring to it as the agriculture industry. "We are farmers and rancher," he emphasized, "we grow crops, not commodities."

Hall also commended the United States Farmers and Ranchers Alliance (USFRA), saying "it got it right" in advancing the dialogue and understanding between 'farmers' and 'customers'.

Missouri Farm Bureau Fundraising Event

Nationally known political analyst Michael Barone will be the featured speaker at the Missouri Farm Bureau Foundation for Agriculture's inaugural fundraising event in Jefferson City on October 29 at the Capitol Plaza Hotel.

Mr. Barone is the senior political analyst for the Washington Examiner and a contributor to the Fox News Channel. He is also the principal coauthor of the Almanac of American Politics. "With eight days left before the November Election," say the event's organizers, "Mr. Barone will have one of the best insights into the races that will capture national attention."

The event gets underway at 5:30 p.m. with a social hour and silent auction. Dinner is served at 6:30 p.m. For information about the dinner, sponsorships and overnight accommodations, please contact

the Missouri Farm Bureau, 573-893-1402 or 1405.

Aratana Therapeutics Makes Changes At The Top

Aratana Therapeutics, the Kansas City, Kansas, animal health company developing innovative medicines for companion animals, announced last week that company co-founder Steven St. Peter, M.D., was appointed President and Chief Executive Officer of Aratana Therapeutics. Linda Rhodes, V.M.D., Ph.D., Aratana's founding CEO,

Bayer Animal Health

Wyatt Brummer
The Scoular Company

Frank Bryant
SES, Inc.

Tim Daugherty
Land O'Lakes

Jim Gray
*Heartland Plant Innovation
Center*

J.J. Jones
Kansas Dept of Agriculture

Steve Lightstone
CC Capital Advisors

Damon New
First State Bank & Trust

Don Nikodim
Missouri Pork Association

Diane Olson
Missouri Farm Bureau Federation

Kristen Parman
Livestock Marketing Association

John Shostak
Kansas Farm Bureau

Amber Spafford
Osborn Barr Communications

Steve Taylor
Missouri Agribusiness Assoc.

Tracy Thomas
U.S. Premium Beef

Bob Thompson
Bryan Cave LLP

Jere White
Kansas Corn Growers Association

Shrene White
Cargill/Horizon Milling

Loyd Wilson
Missouri Dept. of Agriculture

Ex Officio Members

Mike Beam
Kansas Livestock Association

Gina Bowman
CVR Energy

Elvin Hollon
Dairy Farmers of America

Staff

Bob Petersen
Executive Director
bob.petersen@agbizkc.com

Dennis McLaughlin
Contributing Editor
dmclaughlin54441@everestkc.net

will remain on the board of directors and lead the company's drug development efforts in the newly created role of Chief Scientific Officer.

This management restructuring serves to position the company for accelerated growth, said Aratana officials. The company recently advanced its clinical development programs into client-owned companion animals and is aggressively looking to in-license additional products.



"Aratana is at an important inflection point, and I am pleased to take on additional responsibilities at this exciting stage in the Company's evolution," said Steven St. Peter, M.D., President and Chief Executive Officer of Aratana Therapeutics. "Our goal is to address significant therapeutic needs for pets, while at the same time presenting the global animal health industry with an attractive opportunity to bridge the 'innovation gap' and build a robust pipeline of high value animal therapeutics."

K-State Researchers Find Improved Ways For Developing, Testing Cancer Therapies

After ABC News' Good Morning America aired a report on July 11 citing a Canadian study that indicated a link between the E. coli and poultry products, the poultry industry pushed back. Experts in poultry science and veterinary and food-safety fields affirmed the safety of chicken, and questioned claims made by the report. They were also skeptical about the research behind the report. A group of Kansas State University researchers has made valuable findings in the search for cancer's cure. While researching ways to improve animal health, the scientists -- Raymond "Bob" Rowland, a virologist and professor of diagnostic medicine and pathobiology, and Deryl Troyer, professor of anatomy and physiology -- have made two important discoveries that can also improve human health. Not only have they found pigs with severe combined immunodeficiency, or SCID, but they are also the first to discover the connection with human cancer, particularly melanomas and pancreatic cancers.

The researchers call it a scientific achievement with huge potential to improve surgeries and drug development involved with cancer. "This could be a game-changer," Troyer said.

[Continued...](#)

FDA Announces FY 2013 Animal Drug User Fee Rates

The Food and Drug Administration (FDA) announced rates and payment procedures for fiscal year FY 2013 animal drug user fees in a notice published in August in the Federal Register. The Animal Drug User Fee Amendments of 2008 (ADUFA II) reauthorizes FDA to collect user fees for certain animal drug applications, products, establishments, sponsors and investigational animal drug submissions.

For FY 2013, the fee is \$435,200 per application for an animal drug application and \$217,600 for a supplemental animal drug application which requires safety or effectiveness data. The annual product fee is \$8,640, the annual establishment fee is \$104,600, and the annual sponsor fee is \$87,700. FDA will issue invoices for FY 2013 product, establishment, and sponsor fees by December 31, 2012. Payment will be due 30 days from the date of the invoice. FDA will not accept an application for filing unless the sponsor has paid all fees required.

The notice also provides procedures to animal drug sponsors for

Erica Venancio
Director of Membership Services
erica.venancio@agbizkc.com

Abigail Hiles
Director of Communications
abigail.hiles@agbizkc.com



www.agbizkc.com
816-569-4020 phone
P.O. Box 26426
Kansas City, MO 64196

paying FY 2013 fees. The application fee rates are effective for applications received by FDA's Center for Veterinary Medicine (CVM) from October 1, 2012, until September 30, 2013. For more information, contact Lisa Kable, CVM (HFV-10), FDA, 7529 Standish Place, Rockville, MD 20855, 240-276-9718. General inquiries can be sent to cvmadufa@fda.hhs.gov.

American Royal Season is here! Mark your calendars!

- **September 28-30: [Pro Rodeo](#)**
- **September 29: [Parade and Season Kick-Off](#)**
- **October 5-7: [World Series of Barbeque](#)**

