

Product Sales Show Nearly 12 Percent Growth

ALEXANDRIA, Va. — Total sales of U.S. animal health products were reported at more than \$2.2 billion in 1991, representing an approximate 12 percent increase from the 1990 figure of \$2.0 billion. These figures represent the results of the Animal Health Institute's 1991 Domestic Net Sales Survey.

This year, these U.S. totals have been adjusted to reflect the removal of nutritional sales from the feed additive category, and also from total U.S. sales. The nutritional category was removed because AHI members' sales represent only a fraction of the total U.S. sales in this category, making completely accurate projections to the U.S. universe increasingly difficult.

AHI represents manufacturers of animal health products - the pharmaceuticals, vaccines, and feed additives used in modern food production, and the medicines that keep pets healthy. AHI conducts its sales survey annually. Sales are reported in three major product categories - pharmaceuticals, biologicals, and feed additives. Each of these is broken down into several subcategories.

Sales totals for the United States are based on projections made by AHI's Market Research Committee using sales data collected from the association's member companies by independent accountant Pauline Pollick. Sales are for products priced at the manufacturer's level.

A summary of the sales data in the three major product categories follows:

• **FEED ADDITIVES:** This category includes sales for all feed additives -- with the exception of nutritionals -- used in livestock and poultry production, including those used to control or prevent disease, and enhance growth or improve feed efficiency. This category is broken out into two subcategories: antibacterials and "all other."

Feed additive sales increased approximately 13 percent in 1991 with projected sales of more than \$595.4 million. 1990 sales were projected at \$528.6 million. Sales in the antibacterials subcategory were up 13 percent while the increase in the "all other" subcategory was approximately 11 percent.

• **PHARMACEUTICALS:** This product category covers the sales of dosage from medicines used in disease prevention and treatment programs for both food-producing animals and pets. In the AHI survey, pharmaceuticals are broken out in two subcategories: antimicrobials and "all other."

The antimicrobials subcategory covers those pharmaceuticals which include an antibacterial alone or in combination with other drugs.

Pharmaceuticals sales increased by nearly 11 percent in 1991. Projected sales in this category for 1991 were nearly \$1.3 billion and the 1990 projection was \$1.2 billion. Sales in the antimicrobials subcategory increased approximately 7 percent while an increase of approximately 12 percent was projected in the "all others"

subcategory.

• **BIOLOGICALS:** This product category covers the sales of products used to create immunity to disease in both livestock and pets. Biologicals include vaccines, bacterins and AHI antitoxins licensed by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service. This category

is divided into five subcategories which reflect a product's use: livestock; poultry; small animals; equine; and rabies.

Sales in this category increased approximately 12 percent in 1991 with projected sales of nearly \$347 million. In 1990, this projection was \$310 million. Changes in each subcategory are as follows:

Livestock: Increased by approximately 16 percent

Poultry: Increased by approximately 4 percent

Small Animals: Increased by approximately 7 percent

Rabies: Increased by approximately 21 percent

Equine: Increased by approximately 9 percent

Field Day For Tree Fruit Growers

UNIVERSITY PARK (Centre Co.) — Tree fruit growers in Pennsylvania and neighboring states are invited to a field day July 23 from 8:30 a.m. to 3:45 p.m. at Penn State's Fruit Research Laboratory in Biglerville, Pa.

Visitors will tour orchard research plots and hear presentations highlighting new research and extension programs.

The entomology program will include information on integrated pest management research, which aims to improve pest control and reduce pesticide use.

The ecology and biology of the tufted apple bud moth and controls such as new biological agents and pheromone-mediated mating disruption also will be presented.

The horticulture production program will inform participants

about apple and peach rootstock evaluation and growth control strategies for established apple trees.

Presentations on nematology and virology, postharvest research, and fungal and bacterial diseases also will be offered. The Penn State computerized expert system for managing apples will be demonstrated, with emphasis on the new fireblight module and

an improved record-keeping system.

The 180-acre Fruit Research Laboratory is located at 290 University Drive, just off Route 234 west of Biglerville in Adams County. Parking and admission are free. Lunch will be offered at \$6.00 per person. Meal reservations must be made by July 17.

For more information, call (717) 677-6116.



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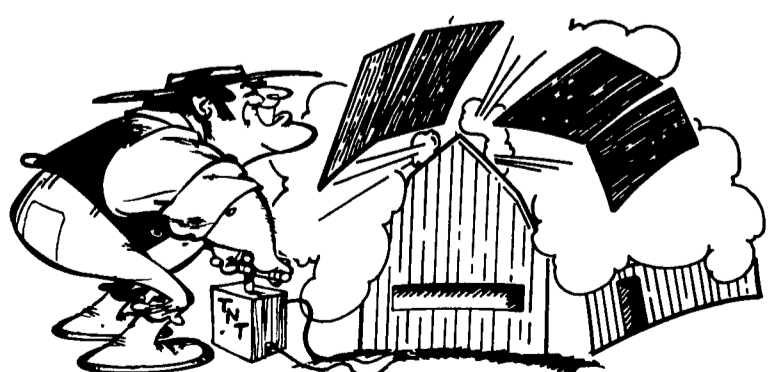
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