

# Animal Health Product Sales Top \$3 Billion

ALEXANDRIA, Va.—Total sales of U.S. animal health products were estimated to be \$3.1 billion in 1994, representing a 10 percent increase from the 1993 figure of \$2.8 billion. These figures were projected by the Animal Health Institute as part of its 1994 Domestic Net Sales Survey.

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 products categories—pharmaceuticals, feed additives, and biologicals.

Sales totals for the United States are based on projections made by AHI's Market Research

Committee using sales data AHI collected from its member companies. Sales are for products priced at the manufacturer's level.

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

•**Pharmaceuticals:** Pharmaceutical sales increased by 11 percent in 1994. Projected sales in this category for 1994 were \$1,936.5 million and the 1993 total was \$1,738 million. This product category covers the sales of dosage form medicines and other pharmaceutical preparations used in disease prevention and treatment programs for both food-producing animals and pets.

•**Feed Additives:** Feed additive sales increased approximately 12.5 percent in 1994, with projected sales of \$667.7 million. 1993 sales were \$593.3 million.

This category includes sales for all feed additives—with the exception of nutritional—used in livestock and poultry production, including those used to control or prevent disease, enhance growth, or improve feed efficiency.

•**Biologicals:** Sales in this category increased approximately 1.5 percent in 1994, with projected sales of \$466.5 million. In 1993, this figure was \$458.9 million. This product category covers the sales of products used to create immunity to disease in both livestock and pets. Biologicals include vaccines, bacterins, and antitoxins licensed by the U.S. Department of Agriculture's Animal and Plant Health Inspection Service.

In collecting data for the 1994 Domestic Net Sales Survey, it was necessary for AHI to revise previously published 1993 survey data to more accurately reflect the 1993 market.

# Pork Prose

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## Junior Grange Receives Grant

HARRISBURG (Dauphin Co.)—Agriculture Secretary Charles C. Brosius announced the Pennsylvania State Junior Grange of Harrisburg, Dauphin County has been awarded a \$2,500 direct grant through the department's Agriculture and Rural Youth Organization Grant Program.

The grant will be used to prepare and implement rural-urban family organization workshops addressing agricultural issues statewide throughout the year.

The objective of the program is to help more than 800 junior Grangers

between 5 and 14 years old develop an awareness of the issues facing the agricultural and rural communities.

The program is intended to make the next generation more aware of environmental issues, to help them develop cooperation and concern for others, and to give them a better understanding of agriculture's scope in the world.

Under the Agriculture and Rural Youth Organization Grant Program, youth organizations such as 4-H and FFA apply for direct grants of up to \$2,500 and matching grants of up to \$15,000.



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