

INSIDE THE CORRIDOR

Newsletter of the Kansas City Animal Health Corridor
FALL 2009



CORRIDOR CONVERSATIONS

A forum on trends and issues in the animal health industry

Reception and Forum

Thursday, December 17 | 4:30-6:00 p.m.

Stowers Institute for Medical Research | 1000 E. 50th Street, Kansas City, MO 64110

Topic

*“Addressing National Bioscience Challenges
in the KC Animal Health Corridor”*

Featuring



Tom Thornton,
President & CEO,
Kansas Bioscience Authority



Ron Trewyn,
Vice President of Research,
Kansas State University

For reservations,
please contact
Rochelle Butler at the
Greater Kansas City
Chamber of Commerce.
Call 816-374-5437, or email
butler@kcchamber.com.

SERGEANT'S PET CARE PRODUCTS INVESTS IN THE CORRIDOR

Sergeant's Pet Care Products recently announced that they will locate an 82,000-square-foot pet food production facility in Kansas City, Kansas. This \$9.2 million investment will create 36 jobs, including the retention of 25 positions through the purchase of the former MGP plant in Kansas City, Kansas. This is the company's first location in the KC Animal Health Corridor, and was chosen because the facility will allow the company to expand production of its line of pet treats.



NEW WEBSITE CAMPAIGN TO KEEP ANIMALS HEALTHY

The Animal Health Institute and its member companies have developed a campaign to educate the public on the disease-prevention continuum — by giving animals medicine, we can keep humans healthy, too.

Healthy People. Healthy Animals. Healthy Planet. is uniting stakeholders in the pet, agriculture, veterinary, and public health communities with the goal of eliminating diseases at the nexus of animal and human health.

Go to healthyanimals.org to check it out, and while you're there be sure to become a Facebook fan!



K-STATE BREAKS GROUND ON JOHNSON COUNTY INNOVATION CAMPUS

Kansas State University broke ground this month for the first building on the K-State Olathe Innovation Campus. This first building will be the National Institute for Animal Health and Food Safety. The \$28 million facility will house educational and lab spaces to support research, education, and technology commercialization in animal health and food safety. The approximately 108,000 square foot building is being designed and built by 360 Architecture and the Weitz Company, and should be complete by early 2011.

Speakers at the ceremony included Kirk Schulz, K-State President; Michael Copeland, Olathe Mayor; Ed Eilert, Chair of the Johnson County Education and Research Triangle Authority; and Jill Docking, Chair of the Kansas Board of Regents.

The building is part of the Johnson County Education and Research Triangle initiative and is financed by a portion of the one-eighth-cent sales tax approved by Johnson County voters in November 2008.



AGRI-INDUSTRY CAREER FAIR

K-State's Career & Employment Services and the College of Agriculture will be holding a Career Fair. This is a great way for businesses to talk with students regarding your internship and full-time employment opportunities.

Wednesday, January 27, 2010

11:00 am - 4:00 pm

K-State Union Ballroom

The College of Agriculture's undergraduate degree programs include:

- Agribusiness
- Agricultural Communications & Journalism
- Agricultural Economics
- Agricultural Education
- Agricultural Technology Management
- Agronomy
- Animal Sciences & Industry

- Bakery Science & Management
- Feed Science & Management
- Food Science & Industry
- Horticulture
- Milling Science & Management
- Park Management & Conservation
- Pre-Veterinary Medicine

HOW TO REGISTER:

Register on-line through your CES account, or go to the web link below for more details.

<http://www.k-state.edu/ces/students/cfagriculturenaturalresourcesfair.htm#Employers>

If you have any questions about the Agri-Industry Career Fair or the registration process, please contact Debbie Guillen at 785-532-3450 or debra3@ksu.edu.



2009 HOMECOMING DINNER

This year's KC Animal Health Homecoming Dinner attracted more than 750 representatives of the global animal health industry. Highlights included the honoring of Fintan Molloy as this year's Iron Paw Award recipient, and a keynote presentation by John Grogan, author of the *New York Times* bestseller, *Marley and Me*. The Corridor celebrated the attraction of 16 new or expanded companies, 1,249 new jobs, \$60 million in new payroll, and \$856 million in new capital investment over the past four years.



INTERNATIONAL KC ANIMAL HEALTH INVESTMENT FORUM

On September 1, several companies from across the U.S. and Australia presented their business plans to investors in the hopes of securing needed funding and support. Held in Kansas City, the forum was the first of its kind in the world – an investment forum exclusively for animal health companies. Venture capitalists, investors, and industry representatives heard the 17 presentations and had the opportunity to network with company principals.



KC ANIMAL HEALTH CORRIDOR STEPS CLOSER TO FEDERAL RECOGNITION AS NATIONAL CENTER OF ANIMAL HEALTH INDUSTRY

The Animal Health Corridor is one step closer to official recognition as the national center of the animal health industry. The U.S. House of Representatives passed a resolution this fall accomplishing this, and now it moves on to the Senate. In addition to designating the region from Manhattan, Kansas, to Columbia, Missouri, as the Kansas City Animal Health Corridor, the legislation also:

- *Recognizes the Kansas City Animal Health Corridor as the national center of the animal health industry based on the unmatched concentration of animal health and nutrition businesses and educational and research assets; and*
- *Expresses its commitment to establishing a favorable business environment and supporting animal health research to foster the continued growth of the animal health industry for the benefit of the economy, universities, businesses, and young people hoping to pursue an animal health career in the Kansas City Animal Health Corridor.*

House Resolution 317 was introduced by Representative Dennis Moore (KS-3) and co-sponsored by Representatives Lynn Jenkins (KS-2), Jerry Moran (KS-1), Emanuel Cleaver (MO-5), Sam Graves (MO-6), and Ike Skelton (MO-4).



Guilles Guillemette (Bayer), Bernadette Dunham (FDA-CVM), Bob Walker (Bayer), and Mark Lutschaunig (AVMA) participated in "Pet Night" in Washington, DC. The Animal Health Institute invited members of Congress and their staff to socialize and celebrate the positive impact of pets at its annual reception.



KCALSI AWARDS TWO COMPARATIVE MEDICINE GRANTS

The Kansas City Area Life Sciences Institute's Comparative Medicine grant program is designed to stimulate greater collaboration between animal health/nutrition companies and academic researchers. Funded by a WIRED grant through the US Department of Labor, proposals are invited for comparative medicine projects exhibiting a high probability for moving a product, process, and/or medical device toward commercialization. Awards are limited to \$50,000 for one year and must include a private sector company partner.

Two recent awards were announced to the following scientists:

"Refolding of Hookworm Vaccine for Mass Production"

Mark T. Fisher, PhD, Professor of Biochemistry and Molecular Biology, Kansas University Medical Center.
EdgeBio (Partner company), Gaithersburg, MD

"Dose Escalation Safety Study of Nanotax® in Dogs"

Kimberly A. Selting, DVM, MS, Assistant Professor of Veterinary Medicine and Surgery, University of Missouri.
CritiTech, Inc. (Partner company), Lawrence, KS

The hookworm vaccine Dr. Fisher is studying is the product of collaboration between George Washington University and the Sabin Vaccine Institute. Producing the vaccine on a large scale is hampered by a problem in re-folding protein components of the vaccine. Dr. Fisher plans to launch a protein folding service company in the region, based on his project results.

Dr. Selting's goal is to develop a commercially viable formulation of paclitaxel for treatment of canine cancers. CritiTech's existing formulation of fine-particle paclitaxel, Nanotax®, is a prime candidate to meet this goal. The proposed study is a pivotal phase I trial that will provide important dosing and pharmacokinetic data for a subsequent phase II study.

Four other Comparative Medicine grants have been awarded previously to these most recently named.



AFA ANNUAL LEADERS CONFERENCE IN KC IN NOVEMBER



Agriculture Future of America hosted its annual Leaders Conference for more than 525 collegiate men and women from around the country on November 5-8, 2009 in Kansas City, Missouri. AFA's mission is to create partnerships that identify, encourage and support outstanding college men and women preparing for careers in the agriculture and food industry.

The three-track program is designed to provide personal and professional development to participants in the areas of personal assessment, communication skills, and preparing to work in a global marketplace. A critical component of the Leaders Conference, the AFA Opportunity Fair, provides a unique environment for company representatives to communicate, advocate, and mentor AFA students about career-path opportunities available within the industry.

CEVA EXPANDS IN KC ANIMAL HEALTH CORRIDOR, CREATES 80 NEW JOBS

CEVA, a global leader in the animal health industry, recently announced it will invest \$15 million in its CEVA BIOMUNE campus in Lenexa, Kansas.

"CEVA's investment in the current Lenexa campus emphasizes our dedication to poultry vaccines," said Dr Arnaud Bourgeois, vice president of CEVA SANTE ANIMALE. "Thanks to KC Corridor's extended networking opportunities within the animal health industry, we will continue to invest in breakthrough technologies that will support our future growth. Several projects are already in the pipeline."

The new 53,000-square-foot poultry vaccine production operation will add 80 new jobs to the company's existing 150 local employees. The company plans for the facility be fully operational in mid-2010.

Currently, the Lenexa operation focuses on the development and production of poultry, cattle and swine vaccines. This decision will amplify its production capacity to meet increasing business demands and reflects the commitment of CEVA to the future. Lenexa competed with sites in Europe and Brazil for this project.

CEVA BIOMUNE is a U.S. manufacturer of live, inactivated, recombinant and autogenous vaccines for poultry, swine and cattle and has been a part of CEVA U.S. since July 2005. CEVA BIOMUNE focuses its research and development efforts on technological breakthroughs and new product introductions, such as vectored vaccines. CEVA BIOMUNE is part of CEVA SANTE ANIMALE, one of the fastest-growing global animal health companies.



CEVA SANTE ANIMALE SPOTLIGHT

The Animal Health Corridor asked CEVA Sante Animale to answer the following questions about their company for this member spotlight:

Headquarters and other locations:

- CEVA Sante Animale Headquartered in Libourne, France with U.S. operations located in Lenexa KS. Dr. Arnaud Bougeois, Vice President of CEVA Group, serves as President of U.S. operations.
- CEVA Biomune, located in Lenexa KS is one of the five Biological Centers within the CEVA group
- CEVA Animal Health Inc. (CAHI) in St. Louis, MO, provides companion animal sales & marketing activities for the U.S. market.

History:

CEVA Sante Animale is an international animal health company with a scope of global operations that includes 14 production sites, 7 R&D centers, and over 2,200 employees that is headquartered in Libourne France. CEVA is an independently owned company that begun its business 20 years ago. In this very short time the company has grown to be the 9th largest animal health company world wide.

Number of Employees:

We have 194 employees in the United States. This number includes our Lenexa-based employees, 17 regional salesmen, and 19 employees working for our St. Louis-based companion animal segment. Additionally, 80 more jobs will be created over five years at the new production facility in Lenexa, with the opening scheduled by end of 2010.

Main Product and /or Service:

CEVA Biomune - Poultry and livestock vaccines

CEVA Animal Health Inc. - companion animal behavior and health care products

CEVA Sante Animale spotlight continued on page 6



CEVA SANTE ANIMALE SPOTLIGHT, *continued from page 5*

Mission Statement:

CEVA BIOMUNE mission statement is to be the international leader in animal vaccine technology and disease prevention in poultry, and large animal segments. The company focuses its research and development efforts on technology breakthroughs and new product introductions such as vectored vaccines; and continue to produce a wide range of USDA licensed and customized vaccines for the poultry, cattle and swine industries.

Benefit of being in the Animal Health Corridor:

CEVA being a global company regionally headquartered within the “nerve center” of animal health, nutrition, research, innovation and production, enhances the achievement of our mission. For poultry, livestock and companion animal the Corridor provides a geographical logistics advantage, access to a trained and talented workforce, innovative research and development, and educational opportunities. It creates ready access to services of allied industries that we depend on in our daily operations. In a collective effort we help shape the future of our industry in serving our stakeholders as an anchor company within the Corridor.

What’s something people wouldn’t know about CEVA that they might find interesting?

CEVA is working to respond to three of the major environmental concerns of our time: user and consumer safety, protection of the environment and animal welfare. We believe that animal health and human welfare are inseparable. In vaccinating animals, CEVA helps guard against zoonotic infection between animal species and human populations. This is clearly evident in our vaccination programs against salmonella and avian influenza where CEVA vaccines are playing a key role in protecting animals and people.

How does CEVA stay on the cutting edge of the industry?

We believe that in today’s always changing world, it is essential to have a clear strategic vision that is based on profound convictions which corresponds to what CEVA’s vision. A major part of these convictions is staying close to our customers with high-quality products and services supported with sound science.

How do you recruit and retain talent?

We are a mid-size organization and our employees are involved in a variety of functions which allows them the opportunity to grow and develop professionally. The exposure to many different work environments enables our staff to accept new challenges every day along with the motivation to come up with ideas for change and improvement. CEVA works on rewarding its employees for suggesting new cost saving methods and also recognizes its staff’s outstanding work performance with an annual award. Our ultimate goal is to make our staff they are major assets of our business and they are instrumental to our long-term success.

What is your greatest workforce need?

We invest in our employees by our commitment of training and mentoring for career development. At our company hard work and contributions made by our employees are highly rewarded. Additionally, CEVA continues to develop a quality-minded workforce. This is currently one of the most important goals for the company’s future growth. CEVA has been recruiting mainly technical and R&D staff to make a difference in the animal health industry.