

# Poultry Fortune

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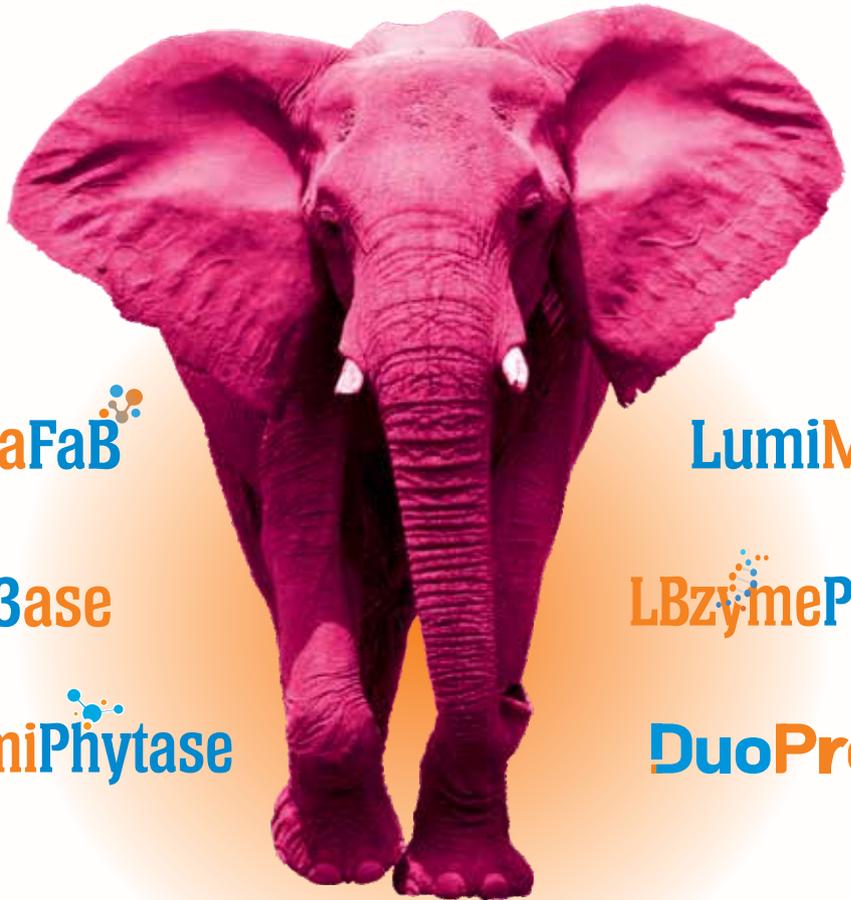
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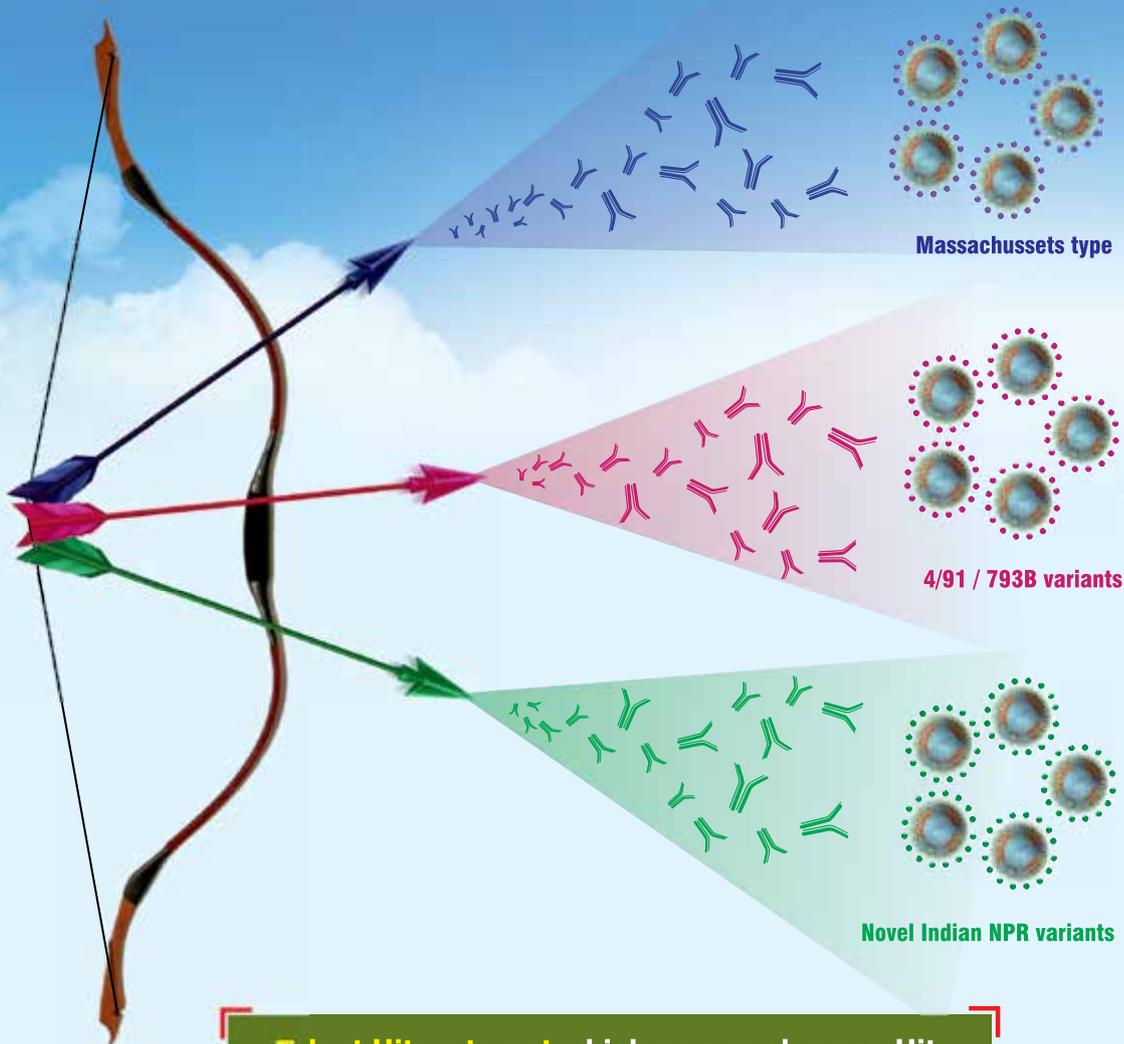
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**Northern Region**

<b>COMPANY:</b> Sampoorna Feeds  <b>FARMER NAME:</b> Mr. Jashandeep Singh Sidhu  	NOVEMBER-2025	Top #1
	Farm Type	Open House
	State	PUNJAB
	Chicks Placed	2509
	Mean Age	33.0
	Avg Body Wt	2460
	FCR	1.260
	cFCR	1.158
	Livability%	97.0
	Daily Gain	74.5
EPEF	573.9	

**Eastern Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Mr. Kamal Krishna Roy  	NOVEMBER-2025	Top #1
	Farm Type	Open House
	State	BENGAL
	Chicks Placed	1354
	Mean Age	36.0
	Avg Body Wt	2777
	FCR	1.468
	cFCR	1.295
	Livability%	95.6
	Daily Gain	77.1
EPEF	502.6	

**Central Region**

<b>COMPANY:</b> Japfa  <b>FARMER NAME:</b> Mr. Suhas Patil  	NOVEMBER-2025	Top #1
	Farm Type	EC House
	State	MAHARASHTRA
	Chicks Placed	5972
	Mean Age	33.4
	Avg Body Wt	2463
	FCR	1.369
	cFCR	1.266
	Livability%	97.1
	Daily Gain	73.8
EPEF	523.3	

**South Region**

<b>COMPANY:</b> IB Group  <b>FARM NAME:</b> K S Poultry Farms  	NOVEMBER-2025	Top #1
	Farm Type	EC House
	State	KARNATAKA
	Chicks Placed	25945
	Mean Age	36.0
	Avg Body Wt	2731
	FCR	1.483
	cFCR	1.321
	Livability%	97.1
	Daily Gain	75.9
EPEF	496.9	

**NOVEMBER-Top PERFORMANCE BY AREA**

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	12030	35.3	2631	1.370	1.230	97.2	74.5	528.3
North Open House	2509	33.0	2460	1.260	1.158	97.0	74.5	573.9
East EC House	6572	34.0	2357	1.427	1.348	97.2	69.3	472.2
East Open House	1354	36.0	2777	1.468	1.295	95.6	77.1	502.6
Central EC House	5972	33.4	2463	1.369	1.266	97.1	73.8	523.3
Central Open House	2793	32.3	2271	1.387	1.326	97.2	70.3	492.9
South EC House	25945	36.0	2731	1.483	1.321	97.1	75.9	496.9
South Open House	7616	36.0	2415	1.402	1.310	94.9	67.1	454.2

**NOVEMBER-Top 10 FIELD PERFORMANCE**

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN HOUSE	PUNJAB	2509	33.0	2460	1.260	1.158	97.0	74.5	573.9
Flock 2	OPEN HOUSE	PUNJAB	10390	33.0	2491	1.330	1.221	97.0	75.5	551.0
Flock 3	EC HOUSE	PUNJAB	12030	35.3	2631	1.370	1.230	97.2	74.5	528.3
Flock 4	OPEN HOUSE	PUNJAB	2505	32.1	2393	1.360	1.273	95.8	74.5	524.8
Flock 5	EC HOUSE	MAHARASHTRA	5972	33.4	2463	1.369	1.266	97.1	73.8	523.3
Flock 6	OPEN HOUSE	UTTAR PRADESH	9389	40.0	2960	1.347	1.134	95.1	74.0	522.3
Flock 7	OPEN HOUSE	PUNJAB	14630	32.0	2293	1.320	1.255	95.8	71.6	519.6
Flock 8	OPEN HOUSE	HARYANA	3775	29.0	1951	1.250	1.261	95.7	67.3	515.1
Flock 9	EC HOUSE	MAHARASHTRA	15489	32.6	2370	1.375	1.293	97.5	72.6	514.7
Flock 10	EC HOUSE	MAHARASHTRA	7875	35.0	2582	1.386	1.257	96.5	73.8	514.1



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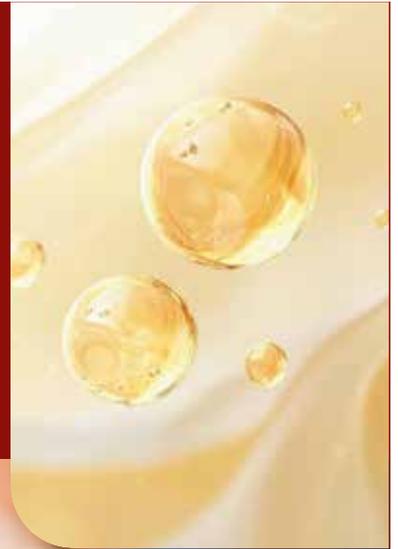
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# Poultry Fortune

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February 2026

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- Editor

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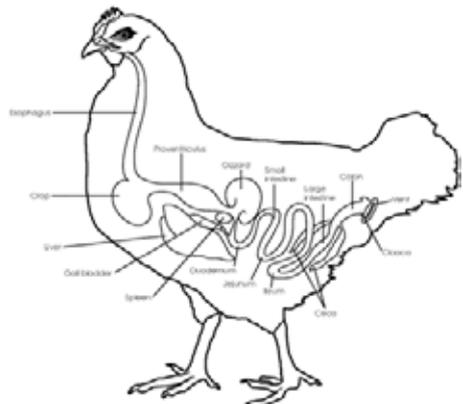
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# At What Price the Egg which is considered a good source of Protein is sold?

**Misinformation about hormone use in poultry industry, one of the most widespread misconceptions surrounding poultry meat and eggs is the belief that growth hormones are routinely used in poultry meat and egg industry to increase body weight, accelerate growth, or enhance egg production**



Dear Readers,  
The February 2026 issue of Poultry Fortune is in your hands. In the news section you may find news about...

**At What Price the Egg is sold?** Eggs are considered a good source

of protein. It's said that eggs are cheaper and provide more protein. Dairy products and pulses are more expensive when it comes to providing the same amount of protein as eggs. However, a major warning is emerging regarding poultry eggs. This warning has been issued by Credit Rating Information Services of India Limited (CRISIL). This organization provides information about companies' credit-worthiness as well as market analytics. The organization says that there are some reasons due to which the profitability of poultry eggs will be halved by the year 2025-26. This news is a major setback for the poultry sector. The sector is already grappling with numerous risks. Poultry experts fear that this will lead to double losses. Protein for the poor will become more expensive, and the poor will lose their jobs. This is happening at a time when the world's cheapest poultry eggs are being sold in India, and Indian poultry farmers are feeding their chickens the world's most expensive poultry feed. Profits may decrease by upto 50 percent. Suresh Chitturi, Chairman, International Egg Commission and MD, Srinivasa Group, told Kisan Tak that according to a CRISIL report, egg profit margins will be halved, or 50 percent, by 2025 - 2026. Poultry farmers are already selling eggs at a lower profit margin. This is because, since the 1980s, the prices of protein-rich foods like milk and pulses have risen significantly, but eggs have lagged behind in terms of price.

**Five new studies at IPSF 2026** show How Targeted Nutrition Helps Poultry Producers get more from feed, CHESTERFIELD, MO (January 20, 2026) – From variability at the feed mill to processing-level outcomes, five new studies from NOVUS and its research partners will be presented at the 2026 International Poultry Scientific Forum. The research demonstrates how targeted enzyme and trace mineral strategies support nutrient utilization, bird performance, and carcass and egg quality. Together, the research offers a comprehensive look at how intelligent nutrition can translate into measurable value across poultry production chain.

**NOVUS Releases Global Soybean Data, Highlights Risk Hidden in Poultry and Swine Diets**, CHESTERFIELD, MO (January 26, 2026) – Soybean meal is a mainstay of poultry and swine diets worldwide but variability in soybean quality creates hidden risks, both nutritionally for the animals and economically for producers. A new white paper from NOVUS draws on more than a decade's worth of data to explain why trypsin inhibitor in soybean meal is a persistent and often underestimated challenge in modern feed formulation. "Soybean meal is the greatest protein contributor in most diets, yet its nutritional value is often assumed rather than measured," says Rasha Qudsieh, NOVUS global enzymes and microbials senior manager. "Our data from more than 1,900 soybean meal samples globally shows that trypsin inhibitor levels are highly variable across regions, years, and processing methods, and even small increases in TI can negatively impact amino acid digestibility, feed efficiency, and animal performance.

**Private Agri-Tech University study on seeds** earns global praise, Researchers at Kaveri University, a private agritech university at Gowraram in Siddipet, have developed an advanced AI -based seed germination evaluation system

*Contd on next page*



## Poultry Fortune

### Our Mission

**Poultry Fortune** will strive to be the reliable source of information to poultry industry in India.

**PF** will give its opinion and suggest the industry what is needed in the interest of the stakeholders of the industry.

**PF** will strive to be The Forum to the Stakeholders of the industry for development and self-regulation.

**PF** will recognize the efforts and contribution of individuals, institutions and organizations for the development of poultry industry in the country through annual Awards presentation.

**PF** will strive to maintain quality and standards at all times.

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that enhances accuracy, speed and objectivity of quality testing in major crops such as paddy, maize and bajra, significantly. The innovative project titled “Automated Seed Germination and Variety The AI-based system has been tested on 62 seed varieties. Evaluation in Paddy, Maize and Bajra using a computer vision based germination system” integrates AI driven computer vision and deep learning models to overcome the limitations of conventional manual germination testing, which is often labour intensive, time consuming and subject to human variability, Vice Chancellor of the university V. Praveen Rao said recently. According to the VC, the research is being carried out by B. Koushik, a second year B.Sc. student, under the guidance of two faculty members of the Department of Genetics and Plant Breeding – D. Shivani and A. Kavitha Reddy.

#### **GLOCREST Cup 2026 unites poultry sector in Mysore.**

GLOCREST Pharmaceutical Pvt. Ltd. organised the GLOCREST Cup 2026 at Mysore on 24 and 25 January 2026, bringing together professionals from across the Indian poultry industry for two days of sporting excellence and industry camaraderie. The primary objective of the event was to create a common platform for stakeholders across the poultry value chain to connect, interact, and build stronger relationships beyond routine business engagements. Beyond the cricket field, the event provided ample opportunities for informal networking and exchange of ideas, reinforcing professional bonds in a relaxed and engaging setting. Participants appreciated the initiative as a refreshing and meaningful approach to industry engagement. The event concluded with a formal Award Ceremony held on the evening of 25th January 2026, where winning teams and individual performers were recognised for their outstanding performances.

**Poultry farmers of Warangal district** in Telangana paid tributes to late Pothkanuri Srivinas, Market Surveyor of NECC & Agrocortex who passed away on 10 January 2026. He was 58. Srivinas worked in NECC and Agrocortex for over 35 years in Warangal zone and earned reputation for his sincerity in delivering his duties and responsibilities. Recognising his commitment to the job, Warangal Poultry Farmers Association contributed Rs 100,000 to the bereaved family of Srinivas. Telangana Poultry Federation contributed Rs 50,000. P. Ranadheer, son of Srinivas is working as the Incharge, Telangana Poultry Federation at Hyderabad.

**In the Articles section**, Coccidiosis in Poultry by K. Sanjana, discussed that, Coccidiosis is one of the most prevalent diseases in poultry production. Despite the advancements in poultry industry, management, immunology, genetics, nutrition, coccidiosis remains most prevalent disease. Coccidiosis in poultry is caused by Eimeria species. Newly hatched chicks have high number of maternal antibodies and are not effected but when the maternal antibodies are depleted the young broilers are affected, mostly above 4 weeks. Cecal coccidiosis is caused by Eimeria tenella which is most pathogenic. Coccidiosis is first noticeable at 72 hours after infection. Mortality is highest between fourth and sixth days. Coccidiosis negatively impacts production by reducing growth rate, poor feed conversion efficiency and lower egg production. Poultry effected by coccidiosis shows off colored or bloody droppings, pale wattles and comb etc. It can be prevented by different programs such as shuttle and rotation programs, trickle immunization, praecox strain, different drugs

and vaccines.

Another Article titled, Metabolic Hepatitis in Poultry by S.K. Maini says that, the following group of poultry problems can be put together under one heading, the Metabolic Hepatitis, they are Inclusion Body Hepatitis, Fatty Liver and Kidney Syndrome and Fatty Liver Hemorrhagic Syndrome, as their symptoms and lesions are similar, overlapping and difficult to differentiate, they all show enlarged, pale, febrile, liver's, sometimes with hemorrhages and necrotic foci, swollen and enlarged kidneys, fluid in pericardial sac, hemorrhages on skeletal muscles etc. Metabolic Hepatitis is caused by a combination of several factors, like the presence (detectable and non detectable) of a variety of mycotoxins and their metabolites, cause inflammation and damage the GI Tract leading to leaky Gut, allowing unwanted nutrients, non nutrients, bacteria, viruses and fungi etc., to escape into the blood stream, reach the liver and disturb energy metabolism, interfere with the thyroid, its functioning and the growth hormones and the suppression of the immune system, inadequate bio-security procedures and practices, various stresses (avoidable and un-avoidable), certain medicines, chemicals and drugs and their in-compatibilities, certain management practices and the contamination of environment, feed and water.

Another Article titled, Understanding the Gastro Intestinal Tract of the Chicken by Dr S. K. Maini said, Gut health heavily depends on the maintenance of a delicate balance between the host, the intestinal microbiota, the intestinal environment, various stress, dietary nutrients and composition, presence of mycotoxins, anti nutrients and other antagonistic compounds. If this balance is disturbed, the birds suffer, their growth, health and performance are all compromised. The gastro-intestinal tract of a bird is a highly specialised tube, that starts at the beak and ends in the cloaca.

Another Article titled, Misinformation about hormone use in poultry industry by Dr Dibyendu Kumar Dey and Dr Nagesh Sonale said, one of the most widespread misconceptions surrounding poultry meat and eggs is the belief that growth hormones are routinely used in the poultry meat and egg industry to increase body weight, accelerate growth, or enhance egg production. This misconception persists despite enormous scientific evidence and strict regulatory bans across major poultry-producing countries. Consumer perception studies conducted in Asia and Europe report that 70–90% of respondents believe hormones are added to broiler chickens and laying hens, often associating poultry meat and eggs with health risks such as early puberty, hormonal imbalance, and cancer. Unfortunately, this misunderstanding is amplified by misleading media narratives and the misinterpretation of naturally occurring hormones present in all living organisms.

Readers are invited to send their views and comments on the news, special feature and articles published in the magazine which would be published under “Readers Column” in the magazine. Time to time, we shall try to update you on various aspects of Poultry sector. Keep reading the magazine Poultry Fortune regularly and update yourself. Wish you all fruitful results in your efforts.

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# At What Price the Egg is sold ?



Eggs are considered a good source of protein. It's said that eggs are cheaper and provide more protein. Dairy products and pulses are more expensive when it comes to providing the same amount of protein as eggs. However, a major warning is emerging regarding poultry eggs. This warning has been issued by Credit Rating Information Services of India Limited (CRISIL). This organization provides information about companies' creditworthiness as well as market analytics. The organization says that there are some reasons due to which the profitability of poultry eggs will be halved by the year 2025-26.

This news is a major setback for the poultry sector. The sector is already grappling with numerous risks. Poultry experts fear that this will lead to double losses. Protein for the poor will become more expensive, and the poor will lose their jobs. This is happening at a time

when the world's cheapest poultry eggs are being sold in India, and Indian poultry farmers are feeding their chickens the world's most expensive poultry feed.

## Profits may decrease by up to 50 percent

Suresh Chitturi, Chairman of the International Egg Commission and MD of the Srinivasa Group, told Kisan Tak that according to a CRISIL report, egg profit margins will be halved, or 50 percent, by 2025-26. Poultry farmers are already selling eggs at a lower profit margin. This is because, since the 1980s, the prices of protein-rich foods like milk and pulses have risen significantly, but eggs have lagged behind in terms of price.

Milk is selling for up to ₹70 per liter. Pulses have reached ₹150 to ₹200 per kg. Meat prices have also risen. This is the first time in December and January that eggs are retailing for ₹8. But for how long? Until February at the most. After that, the situation will

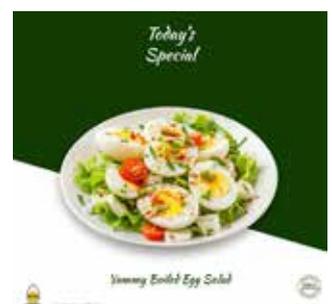
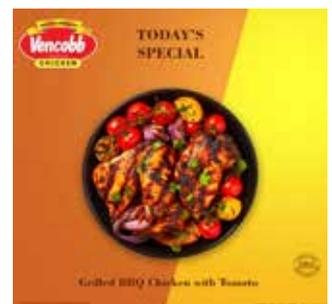
worsen, making it difficult for farmers to even recover their costs.

## Protein and employment will go hand in hand

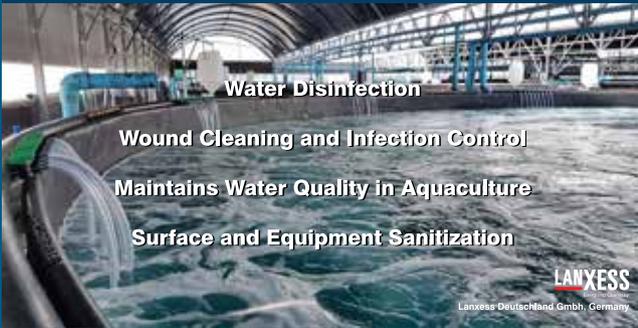
Suresh Chitturi explained that today, when eggs cost ₹8, they are the most cost-effective source of protein. Even today, the poor buy eggs for their protein needs. Meanwhile, small poultry farmers are already reducing their poultry flocks. Some are even closing their farms. This increases the risk that poultry egg production will become concentrated in the hands of a few large players. If this happens, eggs, the protein of the poor, will become more expensive, and rural employment opportunities will also be lost.

## It will not work without improving the feed

Suresh Chitturi says that unless improvements are made in poultry feed, the situation will not improve. The plight of maize used in feed is no secret. Feed prices are constantly rising due to the high availability of maize. The demand for maize for ethanol has further worsened the situation. Maize prices have increased by 14 percent since 2024. India still bans GM maize and GM soy for feed. The US and Brazil cultivate 90 percent of their area under GM conditions, resulting in 20 to 30 percent higher yields, which reduces costs.



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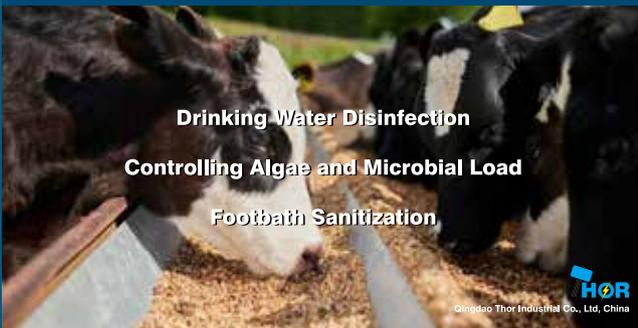


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# GLOCREST Cricket Cup 2026 unites Poultry stakeholders in Mysore



GLOCREST Pharmaceutical Pvt. Ltd. organised the **GLOCREST Cup 2026** at Mysore on **24 and 25 January 2026**, bringing together professionals from across the Indian poultry sector for two days of sporting excellence and industry camaraderie.

The primary objective of the event was to **create a common platform for stakeholders across the poultry value chain to connect, interact, and build stronger relationship beyond routine business engagements.** The GLOCREST Cup 2026 served as a unique initiative to promote unity, mutual understanding, and long-term collaboration within

the industry.

The tournament witnessed **active participation from teams representing poultry farmers, integrators, feed manufacturers veterinarians, and trade partners**, reflecting the diversity and scale of Indian poultry sector. The matches were played in a highly competitive yet disciplined spirit,

emphasising teamwork, leadership, and sportsmanship.

Beyond the cricket field, the event provided ample opportunities for informal networking and exchange of ideas, reinforcing professional bonds in a relaxed and engaging setting. Participants appreciated the initiative as a refreshing and meaningful approach to industry engagement.

The event concluded with a **formal Award Ceremony held on the evening of 25 January 2026**, where winning teams and individual performers were recognised for their outstanding performances. The ceremony marked a fitting culmination to the tournament, celebrating participation, excellence,

and collective achievement.

**Key takeaways from the GLOCREST Cup 2026 included:**

- Strengthening of professional relationships across the poultry industry
- Encouragement of collaboration and industry unity
- Promotion of teamwork, leadership, and healthy competition
- Creation of a positive and engaging platform for industry interaction

Through initiatives such as the **GLOCREST Cup 2026**, **GLOCREST Pharmaceutical Pvt. Ltd. reaffirmed its commitment to supporting a connected, progressive, and sustainable poultry sector in India.** The event was widely appreciated by participants and stands as an example of how sport can effectively bridge professional boundaries and foster industry growth.





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# Alltech South Asia hosts Poultry Nutrition Summit 2025



[COLOMBO, Sri Lanka] —Alltech, a global leader in animal health and nutrition, successfully hosted the South Asia Poultry Nutrition Summit 2025 from 16–18 December at Cinnamon Life, Colombo, Sri Lanka. Centred on the theme of “Smart Nutrition for Profitable and Sustainable Poultry Production,” the three-day summit brought together more than 85 senior industry delegates from across South Asia, including poultry nutrition experts, feed millers, integrators and industry leaders.

Poultry nutrition has evolved beyond production efficiency to embrace a more holistic approach encompassing biological performance, economic viability, sustainability, biosecurity, food safety and bird welfare. As the industry faces increasing pressure from volatile raw material prices, supply chain disruptions and rising production costs, the need for smart, science-backed nutritional strategies is

becoming more critical than ever.

The South Asia Poultry Nutrition Summit 2025 addressed these challenges by providing a knowledge-sharing platform focused on practical and innovative solutions that can help maintain economic balance without compromising bird performance. The summit agenda was curated to cover key industry themes such as future poultry trends, feed-mill-to-farm efficiency, gut health, precision feeding, feed formulation, meat yield optimization and sustainability-driven nutrition strategies.

The event featured a distinguished panel of global and regional experts, including Dr. Rick Kleyn, renowned poultry nutritionist and global consultant, who shared insights on advancing nutrition strategies aligned with current industry realities; Dr. Roy Brister, strategic poultry advisor at Alltech, who highlighted the importance

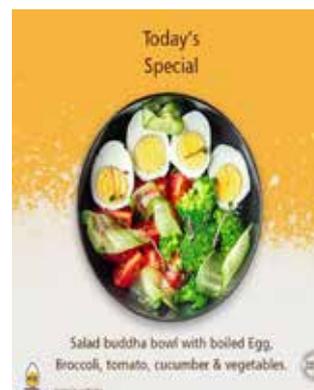
of data-driven decision-making and precision nutrition in improving poultry performance and profitability; and Mr. Dilsahn Weviwa, managing director of Pussalla Meat Producers Pvt. Ltd., who provided the audience with a comprehensive outlook on the Sri Lankan poultry industry, highlighting key opportunities and prevailing challenges.

Dr. Richard Murphy, Alltech Director of Research, delivered an insightful session on gut health management, while Dr. Lokesh Gupta, Alltech Technical Director - South Asia, highlighted Alltech’s innovative, science-backed solutions tailored to address the evolving needs of the industry. Further strengthening the knowledge exchange, the summit contributed through expert-led technical sessions, panel discussions and innovation briefings, enabling participants to gain actionable insights applicable to real-world

poultry operations.

“The South Asia Poultry Nutrition Summit 2025 was designed to empower poultry professionals with practical knowledge and strategic insights needed to improve efficiency, resilience and sustainability,” said Dr. Aman Sayed, Alltech managing director for India and regional director for South Asia. “Collaboration and continuous learning are essential as the industry navigates an increasingly complex market environment”, he added.

The Alltech South Asia Poultry Nutrition Summit 2025 provided a valuable platform for poultry professionals to connect, learn and explore the latest nutritional innovations shaping the future of poultry production. For more information, visit [www.alltech.com](http://www.alltech.com)





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## Five New Studies at IPSF 2026 Show How Targeted Nutrition Helps Poultry Producers Get More from Feed

**CHESTERFIELD, MO (January 20, 2026)** – From variability at the feed mill to processing-level outcomes, five new studies from NOVUS and its research partners will be presented at the 2026 International Poultry Scientific Forum (IPSF). The research demonstrates how targeted enzyme and trace mineral strategies support nutrient utilization, bird performance, and carcass and egg quality. Together, the research offers a comprehensive look at how intelligent nutrition can translate into measurable value across the poultry production chain.

"Producers are under constant pressure to get the most out of every ingredient they feed," says Rasha Qudsieh, global enzymes and microbials senior manager at NOVUS. "This research shows how thoughtful nutrition strategies, from enzyme selection to trace mineral source, can support how birds use nutrients across the entire production cycle, starting with feed formulation and extending through carcass and egg quality."

### NOVUS at IPSF Research Presentation Schedule

January 27, 2026 | Georgia World Congress Center in Atlanta, Georgia, U.S.

- Zn-Methionine Hy-

droxy-Analogue Chelate supplementation improves carcass quality in broilers under commercial conditions. **Presented by Ana Clara Polo Ferreira of Bello Alimentos** | 9:30 a.m., room B406

- Dietary protease mitigates the negative effects of trypsin inhibitors on digestive function and gut health in broilers beyond super-dose phytase - Performance. Presented by **Rasha Qudsieh of NOVUS** | 9:45 a.m., room B404
- Dietary protease mitigates the negative effects of trypsin inhibitors on digestive function and gut health in broilers beyond super-dose phytase – Jejunum and pancreas transcriptomics. **Presented by Luis Romero of BIOFRACTAL** | 10:00 a.m., room B404
- Gene expression explained the benefits of HMTBa-Chelates of Zinc and Manganese under different copper programs on broiler performance. **Presented by Hugo Romero of NOVUS** | 10:30 a.m., room B406
- Effects of inorganic, HMTBa-chelated trace mineral, or blended

sources of zinc, copper, and manganese on the egg quality of laying hens. **Poster presented by Ruth Wallace of Mississippi State University** as part of the Student Competition | 4:00-6:00 p.m., room B402

### Protease research focuses on soybean meal variability

A set of presentations evaluates the use of CIBENZA® DP100 Enzyme Feed Additive, a protease feed enzyme, in broiler diets formulated with varying levels of trypsin inhibitors from soybean meal. Trypsin inhibitors are naturally occurring compounds found in all soybeans that can limit protein utilization and negatively impact gut health and growth.

In a broiler study where birds were fed diets containing a high level of phytase, researchers observed that higher trypsin inhibitor levels were associated with lower body weight gain and less favorable feed conversion. When the protease from NOVUS was added to the ration, birds fed higher trypsin inhibitor diets experienced restored growth and carcass yield compared to birds that did not receive the protease.

Complementary transcriptomic research examined gene expression in the

jejunum and pancreas of broilers fed the same diets mentioned above. Results showed that elevated trypsin inhibitor levels were associated with suppressed digestive enzyme expression and increased cellular stress responses. Birds fed the NOVUS protease saw supported digestive and metabolic pathways and more robust indicators of intestinal function.

Together, these findings indicate protease inclusion can help strengthen nutrient utilization when soybean meal quality is compromised by trypsin inhibitors.

### Trace mineral research highlights the importance of source

Additional IPSF presentations focus on trace mineral nutrition with MINTREX® Bis-Chelated Trace Minerals. Several studies evaluate replacing higher levels of inorganic zinc (Zn), manganese (Mn), and copper (Cu) with lower inclusion rates of bis-chelated trace minerals from NOVUS.

In a broiler study evaluating different copper programs, birds fed MINTREX® Zn and Mn Bis-Chelated Trace Minerals experienced favorable growth and feed conversion responses compared with birds fed inorganic sources, regardless of copper source and amount.

"Analysis of gene expression showed that bis-chelated minerals supported

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metabolic pathways associated with protein accretion and energy utilization, while also demonstrating reduced tissue stress responses," says Romero, who will present the findings at IPSF. "This means the birds' bodies were better set up to use nutrients for growth and energy when they were fed MINTREX®. The genes that help turn feed into muscle and usable energy were more active, while genes linked to physical strain in tissues were less active. Together, this suggests the birds fed MINTREX® were using feed more efficiently and their bodies were under less internal stress as they grew."

In a Latin America-based trial, results from commercial field research in Brazil compared carcass quality outcomes in broilers fed lower levels of zinc supplied as MINTREX® Bis-Chelated Trace Minerals vs inorganic trace minerals. Birds receiving 40 ppm Zn as MINTREX® showed fewer carcass defects, including reductions in skin lesions and footpad issues, compared with birds fed 120 ppm zinc sulfate. These outcomes translated into fewer condemnations and more consistent carcass quality under commercial production conditions.

Lastly, layer research presented as part of the Student Competition at IPSF extends these findings to egg production. In a peak-phase laying hen

study, partial or complete replacement of inorganic trace minerals with MINTREX® Bis-Chelated Trace Minerals was associated with positive measurable differences in egg quality parameters, including egg and yolk weights, demonstrating the importance of mineral source for laying hens.

### Connecting research to practical nutrition decisions

"Across all of these studies, the common theme is efficiency," says Qudsieh. "Producers are asking how they can get more value from the ingredients they already use. This research shows that matching enzyme and mineral strategies to real-world conditions can help optimize performance and result in real benefits for the producer."

NOVUS poultry experts will be available throughout IPPE 2026 to discuss the research findings and their practical implications. Attendees are encouraged to visit the NOVUS booth (Hall A, booth 1833) or connect with their local NOVUS representative for more information.

NOVUS is the intelligent nutrition company combining global scientific research with local insights to develop innovative, advanced technology that helps producers around the world get more from their flocks and herds. For more information, visit [novusint.com](http://novusint.com).

## Lumis Enzymes at VIV MEA

Lumis Enzymes marked a successful presence at VIV MEA, presenting its latest high-performance feed enzyme solutions to industry professionals from the Middle East, Africa, and neighbouring countries. The team engaged with nutritionists, feed manufacturers, integrators, and technical experts, showcasing innovations designed to enhance nutrient utilization, improve feed efficiency, and support sustainable, cost-effective animal production.

At Lumis booth, visitors showed strong interest in the company's innovative enzyme solutions, recognized for their outstanding stability, superior manufacturing

technologies, and broad substrate effectiveness. These features position Lumis enzymes as a truly remarkable breakthrough for the feed industry, offering practical, reliable benefits across diverse raw materials and feeding systems. The team shared technical insights and highlighted how these innovations help producers address evolving nutritional and economic challenges with greater confidence.

Building on the positive response at VIV MEA, Lumis Enzymes remains committed to strengthening partnerships and delivering reliable, science-backed solutions that drive performance and sustainability across these key markets.

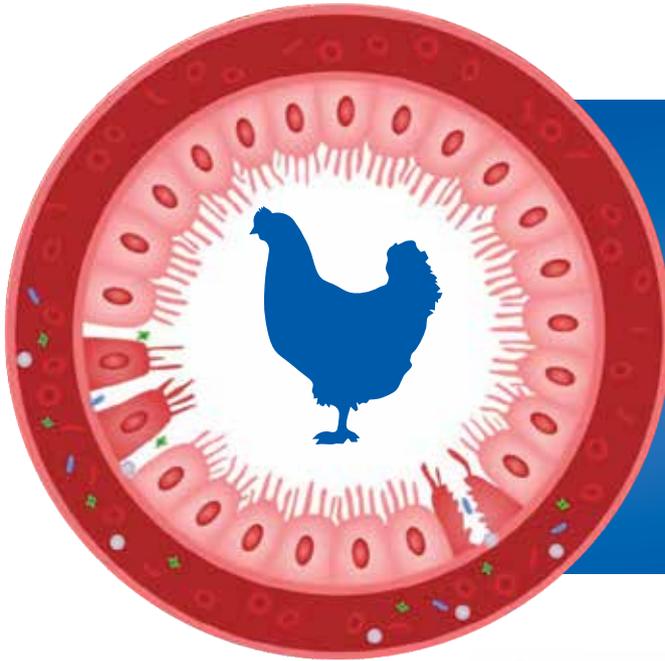




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## NOVUS Releases Global Soybean Data, Highlights Risk Hidden in Poultry and Swine Diets

CHESTERFIELD, MO (January 26, 2026) – Soybean meal is a mainstay of poultry and swine diets worldwide but variability in soybean quality creates hidden risks, both nutritionally for the animals and economically for producers.

A new white paper from NOVUS draws on more than a decade's worth of data to explain why trypsin inhibitor (TI) in soybean meal is a persistent and often underestimated challenge in modern feed formulation.

"Soybean meal is the greatest protein contributor in most diets, yet its nutritional value is often assumed rather than measured," says Rasha Qudsieh, NOVUS global enzymes and microbials senior manager. "Our data from more than 1,900 soybean meal samples globally shows that trypsin inhibitor levels are highly variable across regions, years, and processing methods, and even small increases in TI can negatively impact amino acid digestibility, feed efficiency, and animal performance."

Trypsin inhibitors are part of a plant's natural defenses that also interfere with protein digestion. While commonly associated with under-processed soy,

NOVUS research found that TI can persist even in commercially processed soybean meal with measurable effects on gut health and growth in both poultry and swine.

"We've analyzed hundreds of soybean meal samples globally, creating an extensive database on trypsin inhibitors. We've also invested years developing practical methods to measure TI accurately," says Paula Fisher, NOVUS analytical services senior manager. "This paper shares what we've learned and explains why routinely monitoring TI is becoming increasingly important for nutritionists who want consistency in animal performance and predictability in their financial returns."

The white paper called *Outsmarting Trypsin Inhibitors* includes information on why there is no "safe" level of TI where animal feed is concerned

How TI levels vary globally and across soybean products

Why heat processing alone does not eliminate risk

The documented impacts of TI on poultry and swine performance

Practical strategies for measuring and managing

TI-related risk

NOVUS plans to update the white paper annually to reflect new information collected in its Global Trypsin Inhibitor Database, providing the industry with an evolving view of soybean quality and TI trends.

The white paper is available for digital download

at [novusint.com/resources](http://novusint.com/resources).

NOVUS is the intelligent nutrition company combining global scientific research with local insights to develop innovative, advanced technology that helps producers around the world get more from their flocks and herds. For more information, visit [novusint.com](http://novusint.com).

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## Private Agri-Tech University study on seeds earns global praise



*The AI-based system has been tested on 62 seed varieties*

Researchers at Kaveri University, a private agritech university at Gowraram in Siddipet, have developed an advanced AI-based seed germination evaluation system that enhances accuracy, speed and objectivity of quality testing in major crops such as paddy, maize and bajra, significantly.

The innovative project titled “Automated Seed Germination and Variety

The AI-based system has been tested on 62 seed varieties.

Evaluation in Paddy, Maize and Bajra using a compute vision based germination system” integrates AI driven computer vision and deep learning models to overcome the limitations of conventional manual germination testing, which is often labour intensive, time consuming and subject to human variability, Vice Chancellor of the university V. Praveen Rao said on Saturday.

According to the VC, the research is being carried out by B. Koushik, a second-year B.Sc. student, under the guidance of two faculty members of the Department of Genetics and Plant Breeding — D. Shivani and

A. Kavitha Reddy.

The AI based system has been tested on 62 seed varieties including 32 paddy, 15 maize and 15 bajra varieties and has demonstrated an impressive accuracy of 99%, the university authorities claimed and said it generates automated germination reports and structured digital datasets, improving traceability and supporting data driven decision making in seed quality assessment and certification processes.

The study has received global recognition too with the Zurich based International Seed Testing Association (ISTA) shortlisting the study among the top 12 projects from more 280 international entries and invited the research team to showcase it at the ISTA Annual Meeting 2026 to be held at Calgary (Alberta) in Canada, from June 22 to 25.

The ISTA authorities offered to bear full expenses, including international travel, accommodation, local transportation and meeting related logistics, for a delegation of four from the university, according to a news published in The Hindu dated 1 February 2026.

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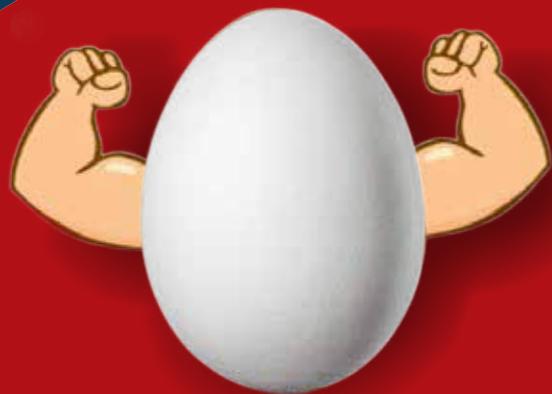
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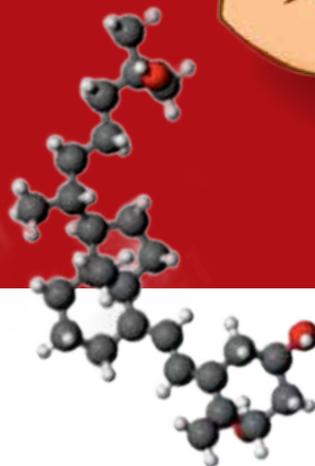
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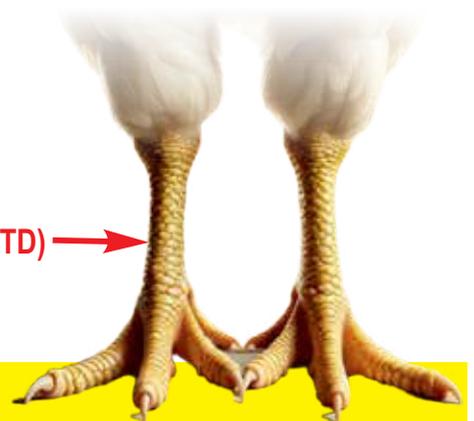


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## Eggs distributed to patients in maternity hospital at Hanumakonda



**Warangal, January 26:** On the occasion of B.V. Rao's 30th death anniversary, boiled eggs were distributed to patients at Hanumakonda Government Maternity Hospital in Telangana state under the leadership of National Egg Coordination Committee (NECC), Warangal Zonal Chairman, Errabelli Pradeep Rao and M. Dharma Rao. On the occasion, the leaders explained the nutritional value of eggs and said that eggs play a key role

in maintaining the health of patients. They said that such programs will be continued in the future with the aim of serving the society. Poultry farmers of the joint Warangal district Shyam Sundar Rao, Ramana Reddy, Ram Prasad, Avula Chandrayya, Kishan Rao, Rama Rao, Rajender, Srinivas Reddy, Karunakar, Pasha, Ravinder Rao, Rambabu, other poultry farmers and employees Suman, Vinay and others participated in this program.

## Farmers pay tributes to the Honesty of NECC Staff member

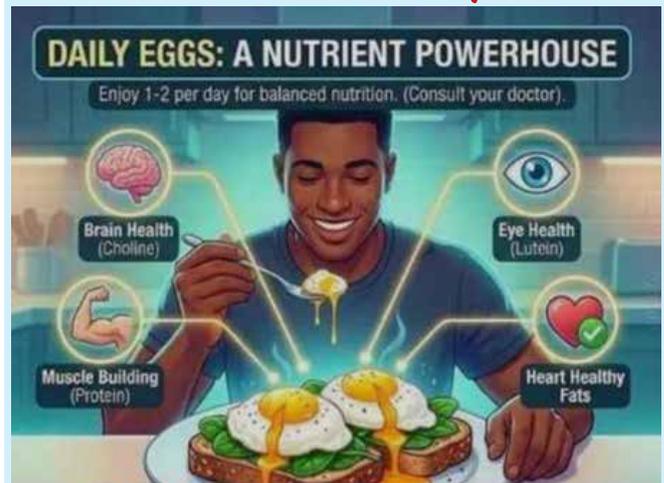


Pothkanuri Srivas

**Warangal:** Poultry farmers of Warangal district in Telangana paid tributes to late Pothkanuri Srivas, Market Surveyor of NECC & Agrocortex who passed away on 10 January 2026. He was 58 years. He left behind his wife, son P. Ranadheer and a daughter. Srivas worked in NECC and Agrocortex for over 35 years in Warangal zone and earned reputation for

his sincerity and honesty in delivering his duties and responsibilities. Recognising his commitment to the job, Warangal Poultry Farmers Association contributed Rs 100,000 to the bereaved family of Srivas. Telangana Poultry Federation contributed Rs 50,000 and three other farmers namely P. Satyanarayana Reddy, J. Ravinder Reddy and A. Mahender Reddy also helped individually the family of late Srivas. Mr P. Ranadheer, son of Srivas is working as the Incharge, Telangana Poultry Federation at Hyderabad.

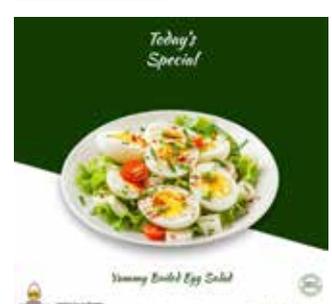
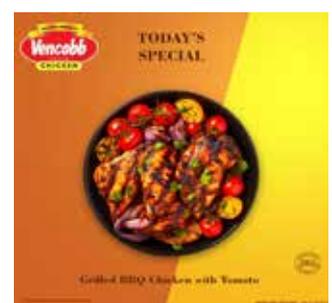
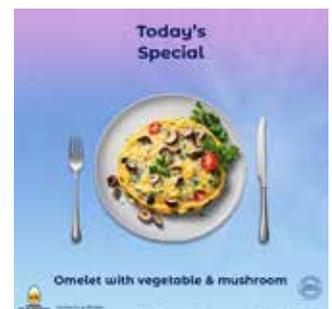
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# Coccidiosis in Poultry

## Highlights of the article

- Coccidiosis is one of the most prevalent diseases in poultry production.
- It is caused by *Eimeria* species.
- Cecal coccidiosis is caused by *Eimeria tenella* which is most pathogenic.
- Coccidiosis is first noticeable at 72 hours after infection.
- Mortality is highest between fourth and sixth days.
- Coccidiosis negatively impacts production by reducing growth rate, poor feed conversion efficiency, lower egg production.
- Poultry effected by coccidiosis shows off colored or bloody droppings, pale wattles and comb etc.
- It can be prevented by different programs such as shuttle and rotation programs, trickle immunization, praecox strain, different drugs and vaccines.

### Introduction:

Coccidiosis is one of the most prevalent diseases in poultry production. Despite the advancements in poultry industry, management, immunology, genetics, nutrition, coccidiosis remains most prevalent disease.

Coccidiosis in poultry is caused by *Eimeria* species. Newly hatched chicks have high number of maternal antibodies and are not effected but when the maternal antibodies are depleted the young broilers are effected, mostly above 4 weeks. Thus it is very important to control coccidiosis in poultry.

### Etiology:

*Eimeria* spp that effect poultry are, *Eimeria acervulina*, *Eimeria brunetti*, *Eimeria hagani*, *Eimeria maxima*, *Eimeria mitis*, *Eimeria mivati*, *Eimeria necatrix*, *Eimeria praecox*, *Eimeria tenella*.

Most pathogenic - *Eimeria tenella*, *Eimeria necatrix*

### Location:

All the *Eimeria* spp mostly effect intestine but,

*Eimeria tenella*- majorly effects caeca

*Eimeria brunetti*- majorly effects rectum

### Caecal Coccidiosis:

It is caused by *Eimeria tenella*.

### Pathogenesis:

On a flock basis, coccidiosis first becomes noticeable at about 72 hrs after infection. Chicken droop, cease feeding, huddle to keep warm and by 96 hrs blood appears in the droppings. The greatest haemorrhage occurs on the fifth or sixth day of infection, and by eighth or ninth day the bird is either dead or on

the way to recovery. Mortality is highest between the fourth and sixth days death sometimes occurs due to excessive blood loss. In birds recovered from acute disease, a chronic illness may develop as a result of a persistent cecal core, however, this is usually expelled about 14 days after infection.

### Pathological changes:

Pathological changes in Caecal coccidiosis:

4th day-haemorrhagic spots

5th or 6th day- caeca is dilated and contents contain unclotted blood and partially clotted blood, shizonts and merozoites

7th day-gametogenous stages found in mucosa and caecal content is caseous

8th day- caecous plug completely fills the caeca

10th day- caecal core detaches and shed in faeces

### Effect on production parameters:

The coccidiosis negatively impacts the production by reducing growth rate, poor feed conversion efficiency (FCR), causing decreased body weight and

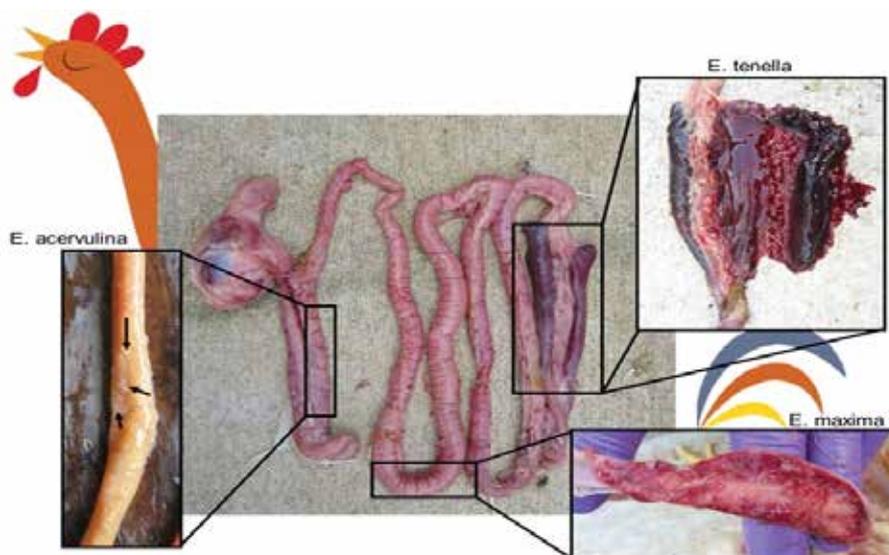
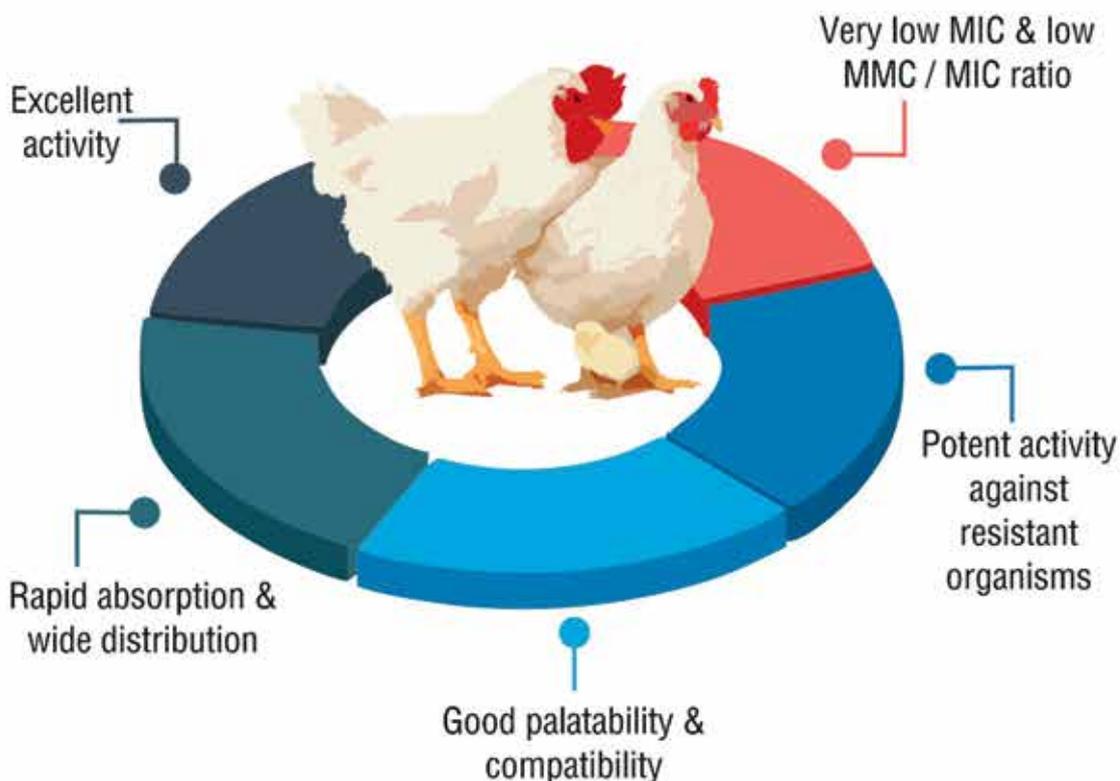


Figure 1: Pathological changes by different *Eimeria* species

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Figure 2: First 3 days- petechial haemorrhages

lowers egg production. As the disease damages intestinal lining, leading to poor nutrient absorption and increased nutrient expenditure for tissue repair, resulting in significant economic losses for the poultry industry.

#### Diagnosis:

Poultry effected by coccidiosis shows off coloured or bloody droppings, pale wattles and comb, chicken becomes inactive, eat and drink less, stand hunched up and ruffled feathers.(figure3)

#### Prevention and control:

shuttle and rotation programs:

This is a management program designed to prevent the development of resistance to anticoccidials thereby resulting in better gut health and feed utilization by birds.

**Shuttle** - The best drug is used for each phase of grow-out. Most suitable drug is used for starter, while another drug is used for grower and finisher.

**Rotation** - Rotation of drugs is made to change the drugs used at given time in future every four months. Rotation is only possible if drugs with different chemistry follow each other.

#### Trickle immunization:

It is a modern vaccination strategy in poultry where birds are repeatedly exposed to small doses of live coccidial vaccines over a period of time through feed, water etc.

#### Praecox strain:

It refers to strain of the poultry parasite *Eimeria praecox* that has

been specifically selected or naturally exists for precocious development trait, allowing for a reduced prepatent period.

**Example - Houghton strain-derived lines** : A clonal line derived from houghton strain was maintained for research and selected few lines which showed reduced pathogenicity and fecundity and they induced complete immunity to challenge with other strains (vaccine - HIPRACOX)

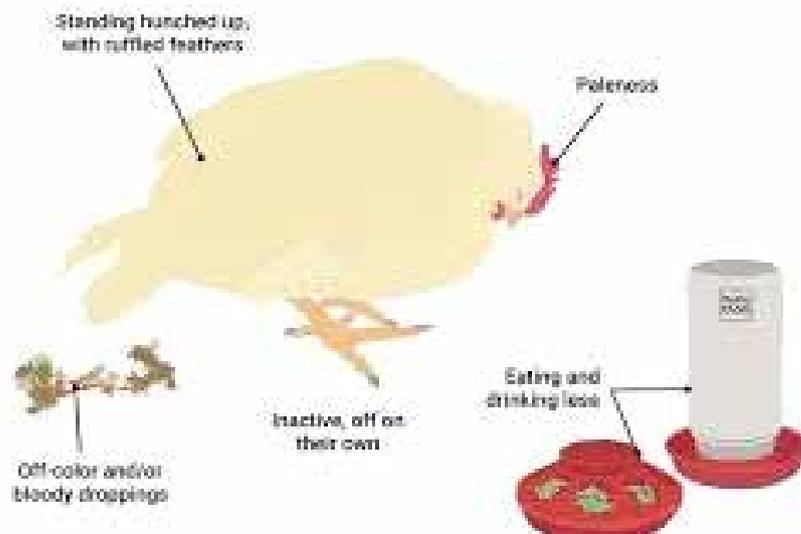


Figure 3

#### Drugs available for coccidiosis:

Nicarbazin, Robenidine, Amprolium, Ethopabate, Nitazoxanide, Quinolones (Decoquinolate, Buquinolate, Nequinat), clodiol, halofuginone, Ionophores (Monensin, Salinomycin, Semduramycin, Lasalocid, Narasin), Sulfanamides (Sulfaquinoxaline) (Ormetoprim-0.0075% + Sulfadimethoxine-0.0125% is specially used to prevent coccidiosis in broiler

chickens).

#### Vaccines available for coccidiosis:

Live attenuated vaccines- paracox, livacox lines, which differ in number of *Eimeria* species they contain.

- Evant- It can be spray applied.
- Endrex, Hipracox, CoxAbic vaccines- These are capable of transmitting maternally derived antibodies from breeders.
- Non attenuated vaccines- Advent, inovocox, immucoc, coccivac.

#### Conclusion:

Coccidiosis in poultry is very common disease and causes significant damage to poultry health including production parameters such as decreased FCR, egg production, body weight etc. As the disease is very prevalent in poultry industry, it is very important to prevent and control this disease by using appropriate control

programs like trickle immunization, shuttle program etc. there are many drugs and vaccines available in the market for these programs as mentioned above which can be used for better production.

#### References:

Veterinary parasitology at a glance – SC Mandal  
 Veterinary parasitology { 5th edition} - Wiley blackwell



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# Metabolic Hepatitis (MH) in Poultry

The following group of poultry problems can be put together under one heading, the **Metabolic Hepatitis (MH)**, they are Inclusion Body Hepatitis (IBH), Fatty Liver and Kidney Syndrome (FLKS) and Fatty Liver Hemorrhagic Syndrome (FLHS), as their symptoms and lesions are similar, overlapping and difficult to differentiate, they all show enlarged, pale, febrile, liver's, sometimes with hemorrhages and necrotic foci, swollen and enlarged kidneys, fluid in pericardial sac, hemorrhages on skeletal muscles etc.

**Metabolic Hepatitis (MH)** is caused by a combination of several factor's, like the presence (detectable and non detectable) of a variety of mycotoxins and their metabolites, cause inflammation and damage the G I Tract leading to leaky Gut, allowing unwanted nutrients, non-nutrients, bacteria, viruses and fungi etc., to escape into the blood stream, reach the liver and disturb energy metabolism, interfere with the thyroid, its functioning and the growth hormones and the suppression of the immune system, in-adequate bio-security procedures and practices, various stresses (avoidable and un-avoidable), certain medicines, chemicals and drugs and their in-compatibilities, certain management practices and the contamination of environment, feed and water.

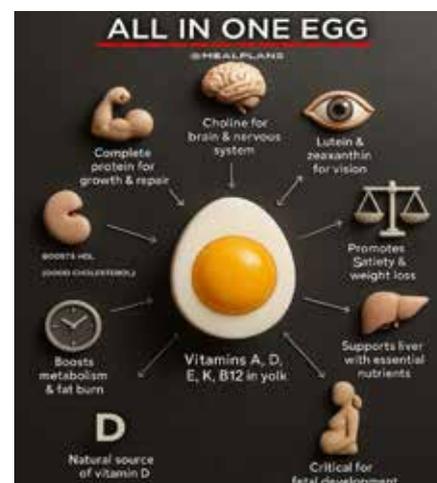
As the signs, symptoms and lesions of IBH, FLKS and FLHS are similar and overlapping, with in-adequate laboratory support for the confirmation of the diagnosis, guesswork and individual opinion's prevail, often followed by misdiagnosis and wrong treating, and recommending vaccines (required or

not) like the IBH, IBD, EDS and CIA or blaming the transmission as Vertical, from the parent stock breeders and the hatchery.

The demand for fast growth, low FCR and economical production, in minimum number of days to market, have pushed the nutritionist and feed manufacturing units to produce high protein high energy feeds to give the desirable results. Use of alternate feed ingredients and oils (fats) to provide energy, have further complicated the situation.

The sequence of events leading to the liver and kidney's damage through the high protein and high energy feeds is due to the stress created by the presence of multiple mycotoxins and their metabolites, certain anti nutrients, in-compatible drugs, chemicals and medicines, they first damage the G I tract, cause inflammation leading to leaky gut, allowing mycotoxins, their metabolites and anti-nutrients and a variety of damage causing micro-organisms (bacteria, viruses, fungus and parasites) to pass through and reach the livers, cause damage and interfere with and disturb the metabolic activity, interfere with the thyroid, its functioning and the growth hormones, simultaneously causing immune-suppression, due to the oxidative changes from the rancid oil, causing cellular and tissue damage and interfering with the fatty acid metabolism. The immune suppressed birds fail to mount sufficient immune response to the vaccines used (un-explainable partial vaccine failure), become prone to several bacterial and viral diseases, leading to poor health, poor FCR, increase in morbidity and mortality.

**Mitigation Strategies** should include, good quality feed ingredients at all the times, plan all programs for minimum possible stress to the birds, use of a combination of toxin binders ( as one binder can never prevent all types of mycotoxins and their metabolites), maintain G I tract integrity, minimize inflammation and damage, testing of the oil being used, for the free fatty acids and oxidative changes, use of anti-oxidants and regular use of probiotics, and immune system boosters, a suitable area related vaccination program and the use of proper and appropriate hygiene and sanitation practices.



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# Understanding the Gastro Intestinal Tract of the Chicken (Barrier functions and Structures)

Dr S. K.Maini, Consultant, Vesper Group, Bengaluru.

Gut health heavily depends on the maintenance of a delicate balance between the host, the intestinal microbiota, the intestinal environment, various stress, dietary nutrients and composition, presence of mycotoxins, anti nutrients and other antagonistic compounds. If this balance is disturbed, the birds suffer, their growth, health and performance are all compromised.

The gastro-intestinal tract of a bird is a highly specialised tube, that starts at the beak and ends in the cloaca. The primary function of the gastro-intestinal tract of the chicken is to digest and absorb the nutrients

contained in the feed being fed, to meet the metabolic demands for maintenance, growth, development, production and reproduction, and forms a barrier to prevent the entry of pathogens (Bacteria, Virus's, Fungus, Protozoa etc), biotoxins (mycotoxins, tannins, anti-nutrients, incompatible chemicals, medicines and drugs etc.), due to its barrier function, a state of desirable homeostasis exists, that is essential for the birds growth, immunity, health and performance .

### How the barrier function works:

**Selective Permeability:** Allows essential nutrients, water, and electrolytes to pass while restricting or stopping the harmful substances.

**Physical & Chemical Defense:** The mucus layer and antimicrobial peptides provide protection from harmful micro-organisms.

**Immune Surveillance:** Local immune cells monitor and respond to various types of microbial threats, entering through the contaminated drinking water or feed.

The Gastro-intestinal tract of the chicken like other animals, normally harbours and maintains a variety of microbiota consisting of bacteria, viruses, protozoa, fungi etc., which keep changing with the environment, season, weather conditions, various stresses, type of feed, its composition and the birds age, helping the digestion, absorption of nutrients and the immune functions of the birds and disease resistance, to ensure good overall performance.

### Factors Affecting/Damaging the Barrier Function:

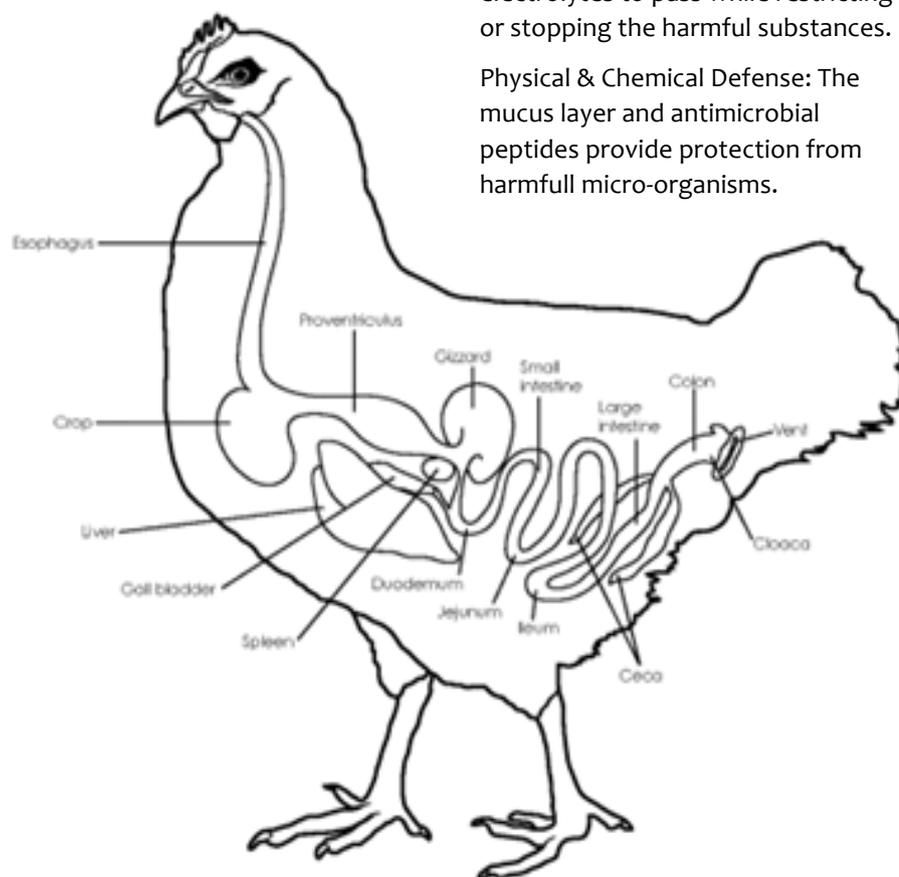
**Stress:** Can activate the HPA axis, leading to barrier dysfunction.

**Diet:** Amino acids (like arginine, glutamine, threonine) and supplements (like Chlorella vulgaris) can support barrier integrity, while poor nutrition weakens it.

**Infectious Agents:** Pathogens (e.g., Salmonella) and toxins directly damage the barrier.

**Microbiota Imbalance:** Dysbiosis increases susceptibility to disease.

This barrier function needs to be maintained in good working conditions at all the times, to ensure, there is no inflammation, physical damage, and the gut integrity is adequately maintained to ensure proper absorption of nutrients, their utilisation and metabolism for



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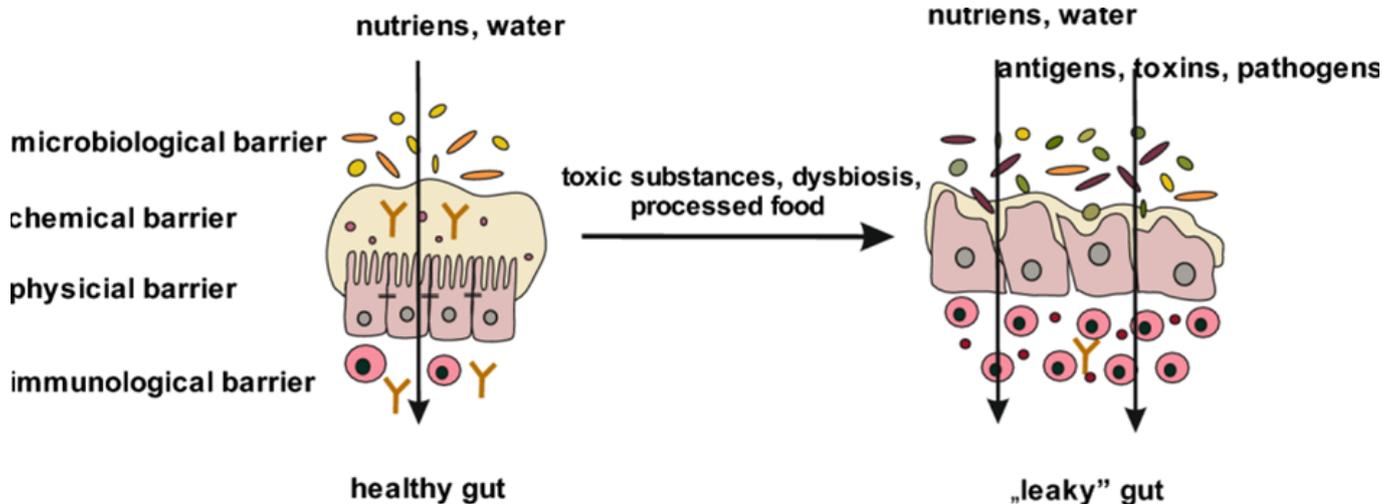
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the birds requirements, to ensure performance as per its genetic potential.

The intestinal barrier consists of 4 layers: microbiological, chemical, physical and immunological. Under the influence of exogenous or endogenous factors, the intestinal barrier is damaged, leading to a phenomenon called "leaky gut".

The barrier function in the chicken intestine is a crucial defence system, acting as a selective filter using a single cell layer (epithelium) with tight junctions, mucus, and immune cells to absorb nutrients while blocking pathogens, toxins, and antigens from entering the bloodstream, with its integrity essential for health and performance, maintained by specialized cells and influenced by diet and microbiota.

**Epithelial Cells:** A single layer of cells forms the primary physical barrier, connected by junctions. Intercellular Junctions: Tight junctions (TJs), adherens junctions, and desmosomes seal the spaces between cells, controlling paracellular (between cells) transport of the required nutrients and preventing leakage of unwanted materials into the blood stream out of the intestinal lumen.

**Mucus Layer:** Secreted by goblet cells, this thick layer separates microbes from the epithelium,

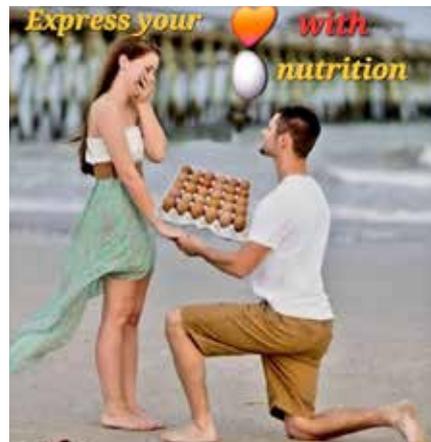
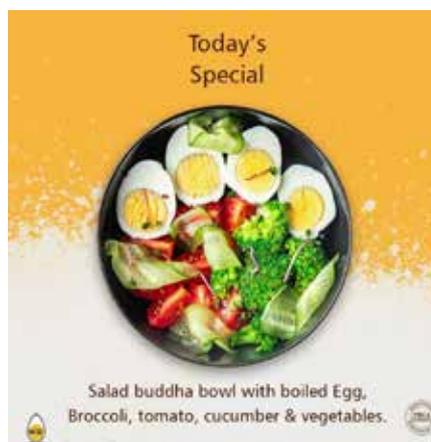
housing antimicrobial peptides and maintaining microbial balance.

**Microbiota:** A balanced gut flora contributes to barrier integrity and competes with pathogens.

**Immune Cells:** Located in the lamina propria, these cells provide immune defense against invaders.

**Specialized Cells:** Goblet cells (mucus), Paneth cells (antimicrobial), tuft cells, and enteroendocrine cells support barrier function and nutrient absorption.

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# Misinformation about hormone use in the poultry industry: scientific facts vs myths

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## Introduction: origin and persistence of the hormone myth

One of the most widespread misconceptions surrounding poultry meat and eggs is the belief that growth hormones are routinely used in the poultry meat and egg industry to increase body weight, accelerate growth, or enhance egg production. This misconception persists despite enormous scientific evidence and strict regulatory bans across major poultry-producing countries. Consumer perception studies conducted in Asia and Europe report that 70–90% of respondents believe hormones are added to broiler chickens and laying hens, often associating poultry meat and eggs with health risks such as early puberty, hormonal imbalance, and cancer (Karasu & Öztürk, 2021; Verbeke et al., 2010). Unfortunately, this misunderstanding is amplified by misleading media narratives and the misinterpretation of naturally occurring hormones present in all living organisms. Both chicken meat and eggs naturally contain trace levels of endogenous hormones, but these are produced by the birds themselves and are not the result of external hormone administration (Courtheyn et al., 2002).

This misinformation negatively impacts consumer trust, poultry farmers, and allied industries while diverting attention from genuine food safety issues such as nutrition, sustainability, and antimicrobial resistance. International authorities including the FAO, WHO, FDA, and European Commission have repeatedly clarified

that neither broiler chickens nor laying hens are given growth or production hormones (FAO/WHO, 2011; FDA, 2023). Addressing this myth with evidence-based communication is essential for informed consumer choice and public confidence in the poultry meat & eggs.

## Scientific reality: hormones are not used in poultry meat or egg production

From a biological, practical, and economic standpoint, the use of hormones in poultry meat or egg production is neither effective nor feasible. Comprehensive scientific reviews confirm that no hormone products are approved or used in broiler chickens or commercial laying hens (Esquivel-Hernández et al., 2016). Unlike cattle, poultry have a very short production cycle, and their endocrine systems respond poorly to externally administered growth hormones. Experimental studies evaluating somatotropin and steroid hormone in chickens have consistently shown no significant improvement in growth rate, feed efficiency, or egg production (Scanes, 2009). In laying hens, egg production is regulated by tightly controlled physiological mechanisms involving the hypothalamic–pituitary–gonadal axis, which cannot be manipulated safely or effectively through exogenous hormone supplementation (Johnson, 2015).

In this all controversy, even if protein-based hormones were administered, they would be degraded during digestion, making oral de-

livery ineffective, while injection is impractical in commercial systems housing thousands of birds (Esquivel-Hernández et al., 2016). Moreover, hormone compounds are expensive and incompatible with the low-margin economics of poultry and egg production. As a result, no scientifically rational or commercially viable pathway exists for hormone use in poultry sector.

## Regulatory Prohibition of Hormone Use in Poultry Production

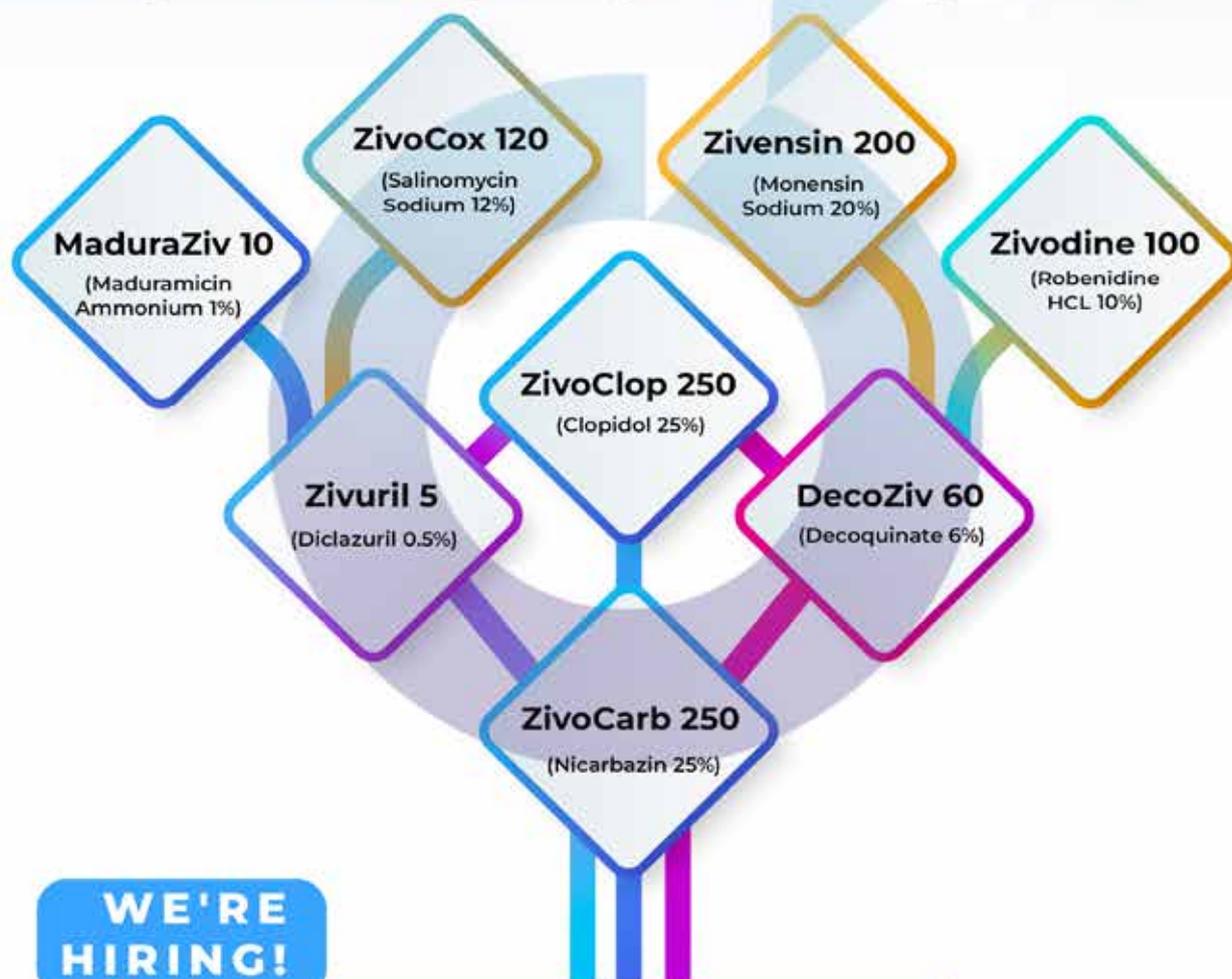
Regulatory agencies reinforce this reality. The U.S. FDA explicitly states that hormones are not permitted in poultry or egg production, and no hormone-based drugs are approved for laying hens (FDA, 2023). Similarly, the European Union banned growth hormones in food animals decades ago, with strict monitoring programs ensuring compliance (European Commission, 2018). These regulations apply equally to meat- and egg-producing birds.

## Genetics, nutrition, and management: the true drivers of broiler growth and egg production

The enhanced productivity of today's broilers and laying hens is the result of decades of systematic genetic selection, supported by precision-based nutrition and advanced management practices, rather than hormone use. Early evidence for this genetic progress was demonstrated by Havenstein et al. (2003), who showed that modern broilers reach market weight nearly twice as fast as-

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birds from the 1950s when fed the same diets, clearly confirming that genetics, not hormones driven growth improvements. Over successive generations, selective breeding programs have focused on birds with superior growth potential and efficient feed conversion ratio (FCR), enabling higher body weight gain from less feed consumption. Continued genetic selection has subsequently enhanced muscle fibre deposition efficiency, particularly in the breast muscle, leading to higher lean meat yield. These improvements are achieved using selection indices that integrate growth, efficiency, health, and welfare traits, ensuring sustainable productivity without compromising biological integrity (Havenstein et al., 2003; Zuidhof et al., 2014; Scanes, 2009).

Similarly, long-term genetic selection has improved egg number, shell quality, and feed efficiency in laying hens, allowing modern layers to produce over 300 eggs per year without compromising health (Hunton, 2005). These genetic gains are supported by precision-based nutrition, with carefully balanced diets optimizing growth, reproduction, and egg production (Leeson & Summers, 2001; Pattison et al., 2008). In parallel, advancements in housing systems, automation, biosecurity, and environmental management have further enhanced bird welfare and productivity, collectively explaining modern poultry performance without the use of hormones.

### Hormones in poultry meat and eggs: scientific context and safety

All animals, including poultry and humans, naturally produce hormones such as oestrogen, progesterone, and testosterone as part of normal physiology. Consequently, trace amounts of these hormones are naturally present in chicken meat and eggs, but they are not added externally (Stephany, 2010). These levels are extremely low and biologically insignificant when consumed. The FAO/WHO Joint Expert Committee on Food Additives (JECFA), during its evaluations of resi-

dues in foods of animal origin, concluded that naturally occurring hormone residues pose no health risk to consumers, including children and adolescents (FAO/WHO, 2011). Therefore, claims linking poultry meat or eggs to hormonal disorders lack scientific validity. Misleading marketing terms such as “hormone-free chicken/eggs” can unintentionally reinforce public fear by implying that hormones are normally used, when in fact they are legally prohibited (Verbeke et al., 2010). Clear, science-based communication is essential to correct this misunderstanding.

### Role of social media in misinformation influencing consumers psyche and its impact on poultry industry

In recent years, the rapid growth of social media has enabled the spread of unverified and misleading information, often driven by poorly informed influencers or non-expert online sources seeking digital attention through fear-based and sensational claims. Many people are aware that anabolic steroids are used by humans for bodybuilding or rapid muscle growth, and this awareness has led some influencers to wrongly associate various steroid use with the fast growth of broiler chickens. This misinformation has significantly influenced consumers especially household women and mothers who are responsible for family meals and concerned about their children's and family health, resulting in reduced broiler chicken consumption. In reality, broiler chickens are not grown using hormones or steroids. Their rapid growth is the result of decades of genetic selection, balanced and precise nutrition, and improved farm management practices. Thus, broiler growth is natural within genetic potential, not artificial or hormone-driven, underscoring the urgent need for science-based communication and digital literacy.

### Conclusion:

The belief that hormones are used in the poultry meat or egg industry

is scientifically incorrect, biologically implausible, and legally prohibited. Modern poultry and egg production rely on genetics (Selective Breeding), precision nutrition, health management, and environmental control to avoid artificial hormones. Regulatory agencies worldwide strictly enforce these standards, ensuring food safety and consumer protection (FDA, 2023; European Commission, 2018). Continuing to spread hormone-related myths distracts from real challenges such as antimicrobial resistance, climate resilience, and sustainable production systems (WHO, 2017). Scientists, veterinarians, medics, poultry industry allied professional and media professionals have a shared responsibility to communicate evidence-based facts clearly, responsibly and aware to public about rumours and misconceptions. By communicating accurate, evidence-based information, stakeholders can first ensure that consumers are properly informed, which in turn builds trust and credibility for producers. Consequently, dismissing hormone-related myths across the poultry meat and egg industries is essential for protecting public health, strengthening food security, and maintaining confidence on poultry industry.

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more references can be given on request

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- A key consideration is the presence of mycotoxins even at low levels – they disrupt protein synthesis resulting in compromised body function including immune and barrier integrity. This can impair vaccine response and increase susceptibility of pathogenic bacteria entering the circulation causing disease and reproductive and productive challenges.
- Not all mycotoxins are the same. Most poultry feed is contaminated with more than one mycotoxin, leading to synergistic and or additive effects on bird performance.

## How to maximize the potential?

- Consider mycotoxins as part of differential diagnosis for health and nutritional challenges.
- Manage risks associated with mycotoxins in the feed, even at low levels, by including a multi-pronged solution with the ability to adsorb and biotransform different types of mycotoxins while using biological compounds to protect the liver and vital organs from the negative effects of mycotoxins.

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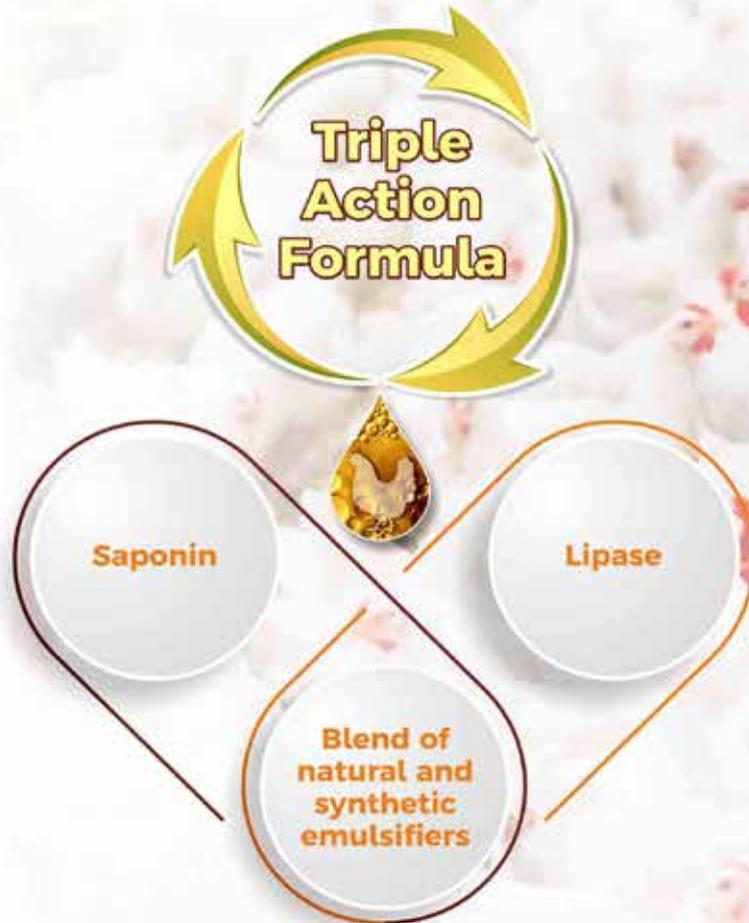
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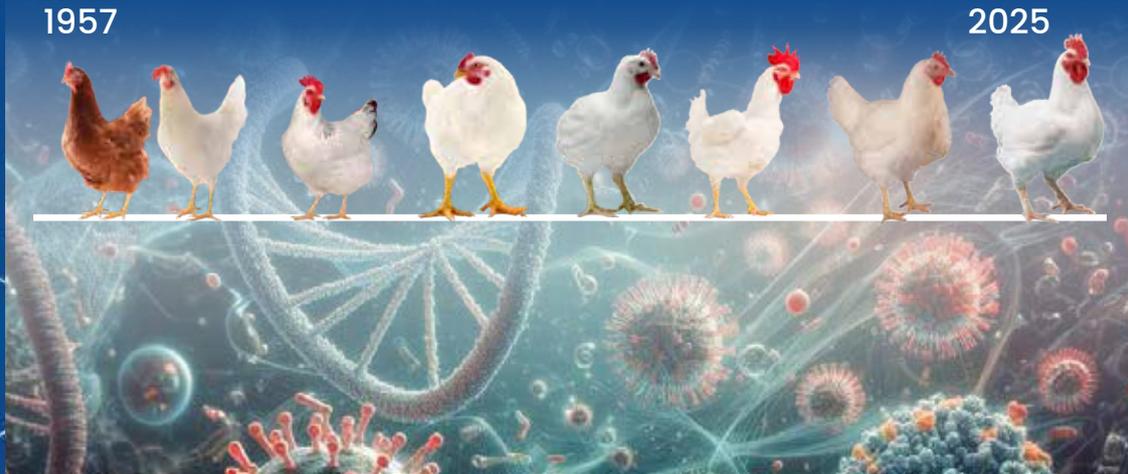
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	Control	0/10	0	<2	<2	0	0	0

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