

# Poultry Fortune

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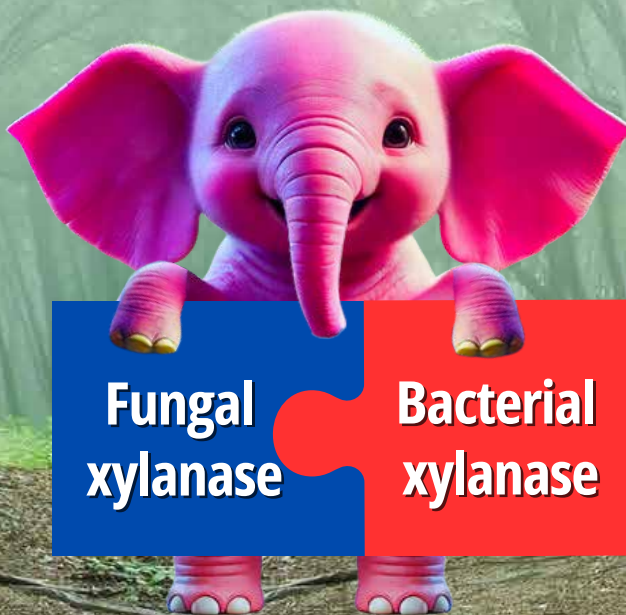
**The Co-Existence of Humans and Pets in Society**



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**Northern Region**

| <b>COMPANY:</b><br>Sampoorna feeds<br><br><b>FARMER NAME:</b><br>Mr. Bhagwan Dass Pol | AUGUST-2025   | Top #1     |
|---------------------------------------------------------------------------------------|---------------|------------|
|                                                                                       | Farm Type     | OPEN HOUSE |
|                                                                                       | State         | Haryana    |
|                                                                                       | Chicks Placed | 15820      |
|                                                                                       | Mean Age      | 32         |
|                                                                                       | Avg Body Wt   | 2226       |
|                                                                                       | FCR           | 1.248      |
|                                                                                       | cFCR          | 1.198      |
|                                                                                       | Livability%   | 97.3       |
|                                                                                       | Daily Gain    | 69.6       |
|                                                                                       | EPEF          | 542.3      |


**Eastern Region**

| <b>COMPANY:</b><br>IB Group<br><br><b>FARMER NAME:</b><br>Mr. Sanjeet Sena | AUGUST-2025   | Top #1   |
|----------------------------------------------------------------------------|---------------|----------|
|                                                                            | Farm Type     | EC HOUSE |
|                                                                            | State         | Odisha   |
|                                                                            | Chicks Placed | 5088     |
|                                                                            | Mean Age      | 37       |
|                                                                            | Avg Body Wt   | 2781     |
|                                                                            | FCR           | 1.541    |
|                                                                            | cFCR          | 1.367    |
|                                                                            | Livability%   | 94.1     |
|                                                                            | Daily Gain    | 75.2     |
|                                                                            | EPEF          | 458.8    |


**Central Region**

| <b>COMPANY:</b><br>Jafpa<br><br><b>FARMER NAME:</b><br>Mr. Ravaji Laxman B | AUGUST-2025   | Top #1     |
|----------------------------------------------------------------------------|---------------|------------|
|                                                                            | Farm Type     | EC HOUSE   |
|                                                                            | State         | Maharastra |
|                                                                            | Chicks Placed | 7275       |
|                                                                            | Mean Age      | 31.7       |
|                                                                            | Avg Body Wt   | 2284       |
|                                                                            | FCR           | 1.303      |
|                                                                            | cFCR          | 1.240      |
|                                                                            | Livability%   | 95.9       |
|                                                                            | Daily Gain    | 72.0       |
|                                                                            | EPEF          | 530        |


**South Region**

| <b>COMPANY:</b><br>SKM feeds<br><br><b>FARMER NAME:</b><br>Mr. Sivaperumal E | AUGUST-2025   | Top #1     |
|------------------------------------------------------------------------------|---------------|------------|
|                                                                              | Farm Type     | OPEN HOUSE |
|                                                                              | State         | Tamil Nadu |
|                                                                              | Chicks Placed | 5931       |
|                                                                              | Mean Age      | 35.8       |
|                                                                              | Avg Body Wt   | 2550       |
|                                                                              | FCR           | 1.440      |
|                                                                              | cFCR          | 1.318      |
|                                                                              | Livability%   | 96.2       |
|                                                                              | Daily Gain    | 71.3       |
|                                                                              | EPEF          | 476.3      |


**AUGUST-Top PERFORMANCE BY AREA**

| Area               | Chicks Placed | Mean Age | BW   | FCR   | cFCR(2Kg) | Livability% | Daygain | EPEF  |
|--------------------|---------------|----------|------|-------|-----------|-------------|---------|-------|
| North EC house     | 7305          | 31.9     | 2158 | 1.336 | 1.300     | 95.4        | 67.7    | 484.1 |
| North Open house   | 15820         | 32.0     | 2226 | 1.248 | 1.198     | 97.3        | 69.6    | 542.3 |
| East EC house      | 5088          | 37.0     | 2781 | 1.541 | 1.367     | 94.1        | 75.2    | 458.8 |
| East Open house    | 3254          | 40.0     | 2663 | 1.493 | 1.346     | 96.0        | 66.6    | 428.3 |
| Central EC house   | 7275          | 31.7     | 2284 | 1.303 | 1.240     | 95.9        | 72.0    | 530.0 |
| Central Open house | 8067          | 34.4     | 2436 | 1.374 | 1.277     | 98.0        | 70.8    | 505.4 |
| South EC house     | 22416         | 37.0     | 2675 | 1.464 | 1.314     | 95.7        | 72.3    | 472.5 |
| South Open house   | 5931          | 35.8     | 2550 | 1.440 | 1.318     | 96.2        | 71.3    | 476.3 |

**AUGUST-Top 10 FIELD PERFORMANCE**

| Flock    | Farm Type  | State      | Chicks Placed | Mean Age | BW   | FCR   | cFCR  | Livability% | Day Gain | EPEF  |
|----------|------------|------------|---------------|----------|------|-------|-------|-------------|----------|-------|
| Flock 1  | Open House | Haryana    | 15820         | 32.0     | 2226 | 1.248 | 1.198 | 97.3        | 69.6     | 542.3 |
| Flock 2  | EC House   | Maharastra | 7275          | 31.7     | 2284 | 1.303 | 1.240 | 95.9        | 72.0     | 530.0 |
| Flock 3  | EC House   | Maharastra | 13675         | 32.9     | 2424 | 1.356 | 1.262 | 97.1        | 73.6     | 527.0 |
| Flock 4  | EC House   | Maharastra | 10978         | 33.9     | 2459 | 1.357 | 1.255 | 97.0        | 72.6     | 519.0 |
| Flock 5  | EC House   | Maharastra | 7583          | 34.7     | 2534 | 1.365 | 1.246 | 95.7        | 73.1     | 513.0 |
| Flock 6  | EC House   | Maharastra | 9529          | 31.8     | 2246 | 1.340 | 1.285 | 97.1        | 70.6     | 512.1 |
| Flock 7  | EC House   | Maharastra | 9490          | 32.3     | 2320 | 1.345 | 1.274 | 95.6        | 71.9     | 510.6 |
| Flock 8  | Open House | Maharastra | 8067          | 34.4     | 2436 | 1.374 | 1.277 | 98.0        | 70.8     | 505.4 |
| Flock 9  | Open House | Haryana    | 13051         | 35.0     | 2514 | 1.382 | 1.268 | 97.1        | 71.9     | 505.0 |
| Flock 10 | EC House   | Maharasta  | 5856          | 36.0     | 2557 | 1.360 | 1.237 | 96.5        | 71.1     | 504.3 |



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# CLFMA says Poultry industry growing at 8% annually

*Reduce Antibiotic use in Poultry Farms, focus on prevention through enhanced biosecurity, stringent hygiene and proper farm management, including quality chicks, environmental control and vaccination programs. Supplement these with high-quality nutrition, alternative feed additives like probiotics, prebiotics, organic acids and essential oils, and implement responsible, veterinarian guided antibiotic use only when necessary for diagnosed diseases.*



The October 2025 issue of Poultry Fortune is in your hands. In the news section you may find news about...

## The Compound Livestock Feed Manufacturers Association (CLFMA)

of India held its 58 Annual General Meeting and 66 National Symposium on 22 & 23 August 2025 at Hyderabad. Themed "Animal Agriculture in India – The Way Forward", the two days event brought together policy makers, industry leaders, sector experts and stakeholders to shape a unified roadmap for India's animal agriculture sector with a strong emphasis on boosting agriculture exports. The symposium highlighted the immense potential of India's poultry and aquaculture sectors with the poultry industry growing at an impressive 8% annually, making it both one of the most affordable sources of protein and a vital contributor to rural income. Export opportunities in markets such as the UAE, Maldives, Bhutan and Bahrain, along with 65% vertical integration, are enabling cleaner, healthier products and stronger global competitiveness. At the same time, challenges like avian influenza and rising kidney infections in states such as West Bengal, Assam and Telangana pointed to the urgent need for better vaccination, stronger biosecurity and greater R&D investments. Aquaculture discussions underlined the huge untapped domestic opportunity with 76% of India's 1.4 billion population consuming non-vegetarian food and over 80% not meeting daily protein requirements, positioning the sector as critical for nutrition and economic growth. While rising US tariffs on shrimp exports pose challenges, they were reframed as opportunities to boost

domestic demand, enhance farmer returns, and create value-added products for Indian consumers. With government support through schemes like FIDF and PM-MKSSY, and by fostering stronger industry-government partnerships, both poultry and aquaculture are set to become more resilient, competitive and future ready.

## Aviagen India Strengthens Customer Support

Innovation Leveraging a diverse local and global team to deliver long-term value across India's poultry industry. Aviagen India is deepening its support for local producers through expanded expertise and continued investment in poultry health, performance and innovation. Led by Business Manager Dr. Ramakrishna Balasubramanian, the local team is dedicated to helping customers achieve optimal performance from their Ross 308 AP flocks. By combining local insight with Aviagen's global expertise, the team delivers practical, results driven support to meet the unique needs of India's poultry producers. Aviagen India says, Global expertise strengthens Aviagen India team as part of their ongoing focus on customer support and growth, we've strengthened the India team with broad expertise from their Global Technical Operations.

**Reduce Antibiotic use in Poultry Farms**, focus on prevention through enhanced biosecurity, stringent hygiene and proper farm management, including quality chicks, environmental control and vaccination programs. Supplement these with high-quality nutrition, alternative feed additives like probiotics, prebiotics, organic acids and essential oils, and implement responsible, veterinarian guided antibiotic use only when necessary for diagnosed diseases. As a part of improving farm management biosecurity: Prevent disease introduction by controlling visitors,

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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disinfecting vehicles, using bird-proof fences, and managing rodents and pets. With regard to Hygiene: Thoroughly clean and disinfect houses between flocks and ensure litter is treated to prevent disease carry-over. About Flock Quality: Source high quality, healthy chicks from disease-free parent flocks. With regard to Environmental Control: Maintain ideal conditions for ventilation, feeding, drinking spaces, and lighting to promote comfort and prevent stress. to enhance disease prevention vaccination program: Implement timely and effective vaccination programs to prevent high impact diseases.

In the Articles section, **The Co-Existence of Humans and Pets in Society** by Dr Dibyendu Kumar Dey, Executive Director and Mr Sarwar Ali, Vice President, Immeureka Animal Health Pvt Ltd says the bond between humans and pets has been a cornerstone of human society for millennia, evolving from utilitarian partnerships to deep emotional connections. Today, pets are integral to our communities, shaping social dynamics, influencing mental and physical health and raising important questions about how we coexist in shared spaces. The co-existence of humans and pets in society reflects a delicate balance of mutual benefits, responsibilities and challenges, creating a richer, more compassionate world when approached thoughtfully. Pets whether dogs, cats, birds or more exotic companions offer profound emotional and psychological benefits. Studies consistently show that pet ownership reduces stress, anxiety and depression. The simple act of stroking a dog or listening to a cat's purr can lower cortisol levels and boost serotonin, fostering a sense of calm. For many, pets provide companionship that combats loneliness, particularly for the elderly or those living alone. In urban societies where isolation is increasingly common, pets serve as social catalysts, sparking interactions among neighbours during walks or at dog parks. These moments of connection strengthen community ties, proving that pets are not just individual companions but contributors to societal cohesion.

Another Article titled, **Poultry Gut Health Troubleshooters** by Dr Chandramohan, Chief Technical Officer, Neotle Global Pvt Ltd stated that Gut health in poultry is crucial for their overall health, productivity and ability to resist diseases. When gut health is compromised, poultry can face reduced growth rates, lower feed efficiency and an increased risk of infections. Here are some key factors and predisposing factors for common gut health issues in poultry. Dysbacteriosis is an imbalance in the gut microbiota, where harmful bacteria outnumber beneficial ones and produce some toxins. Impact: It can lead to poor digestion, nutrient malabsorption, inflammation and vulnerability to infections like *Escherichia coli*, *Staphylococcus* sp, *Salmonella* sp and *Clostridium perfringens*. Prevention: Molecules with effective anti-microbial activity against gut pathogens can help maintain a balanced microbiota. Coccidiosis: Caused by the *Eimeria* species, coccidiosis damages the gut lining and disrupts its structural integrity that allows entry of pathogens into the body system and also leads to diarrhoea and reduced nutrient absorption.

Another Article titled, **Building Flock Resilience: Trow Nutrition's Systemic Approach to Gut Health and Antibiotic Reduction** by Dr J.Pothanna, Technical Manager, Trow

Nutrition South Asia said that the poultry industry is steadily shifting towards antibiotic free production, driven by growing concerns over antibiotic resistance, consumer demand and regulatory changes. As a result, many farms are exploring how to maintain bird health and performance without the conventional use of antibiotic growth promoters. As the poultry industry moves toward antibiotic free production to tackle antimicrobial resistance, natural alternatives often called natural growth promoters are becoming essential. Acidifiers help keep the gut environment unfriendly to harmful bacteria, improving digestion and feed efficiency. Probiotics, prebiotics and synbiotics support the growth of good microbes and strengthen birds' natural defenses. Plant-based additives and essential oils from herbs provide antimicrobial and antioxidant benefits and can make feed more appealing. By unlocking nutrients in feed, enzymes help birds absorb more and reduce undigested material that fuels bad bacteria. Newer tools, like immune-boosting compounds and bacteriophages (viruses that target specific pathogens), offer precise and sustainable ways to control disease. Together along with good management these options help maintain flock health and performance without relying on antibiotics.

Another Article titled, **Liver Damage in Poultry** by Dr S.K. Maini, Consultant, Vesper Group, the Liver of every type of poultry (Breeders, Broilers, Layers, Turkeys, Quails, Ducks etc.) of any age, breed, sex, at any stage of production, are constantly under threat from the mycotoxins, micro-organisms (pathogens), endotoxins, anti-nutrients, poisons, medicines, chemicals etc. The liver is an important accessory organ of the digestive system and the largest gland of the body, is located in the body cavity, adjacent to the heart, gizzard, spleen, gall bladder and the duodenal loop of the intestine. It is divided into two lobes, the right (larger in size) and the left lobes, joined cranially at the midline. In the chicken and turkey's, the left lobe is subdivided into the dorsal and ventral parts. Visceral peritoneum covers the liver and closely adheres to its surface.

Another Article titled, **Sapodo - Going beyond Yucca for ammonia management by Avitech Nutrition** says that PhyGeno, the plant-based feed ingredient division of Avitech Nutrition is dedicated to enhancing the safety and nutritive value of animals through plant-based innovations. Drawing on its legacy of working with animals and combining ancient Ayurvedic knowledge with modern evaluation and manufacturing techniques, PhyGeno offers solutions that lead to healthier products for human consumption and minimal environmental impact. Sapodo, apolyherbal formulation is rapidly emerging as a natural choice to address critical ammonia challenges in poultry farming.

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". 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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# Aviagen India Strengthens Customer Support, Innovation

**Leveraging a diverse local and global team to deliver long-term value across India's poultry industry**

**Sept. 12, 2025 – Udumalpet, India.** – Aviagen India is deepening its support for local producers through expanded expertise and continued investment in poultry health, performance and innovation.

Led by Business Manager Dr Ramakrishna Balasubramanian, the local team is dedicated to helping customers achieve optimal performance from their Ross 308 AP flocks. By combining local insight with Aviagen's global expertise, the team delivers practical, results-driven support to meet the unique needs of India's poultry producers. As part of our ongoing focus on customer support and growth, we have strengthened the India team with broad expertise from our Global Technical Operations including:

**Karthik Kesavan, Poultry Nutrition Specialist** – Based in Melbourne and originally from Chennai, Karthik advises customers across Asia Pacific and India on nutrition strategies.

**Dr Peter Chrystal, Regional Nutrition Manager APAC** – Peter helps producers and feed millers overcome practical and economic challenges while building long-term customer relationships.

**Dr Ruben Kriseldi, Poultry**

**Nutrition Specialist** – With advanced degrees from Auburn and Arkansas, Ruben develops nutritional programs to optimize broiler and breeder performance.

**Dr Scott Dawson, Regional Technical Veterinarian** – A highly experienced poultry veterinarian, Scott supports producers across Asia in advancing bird performance health, and welfare. His international background includes work in the UK with Aviagen Ltd in Scotland – home to one of only two of the company's global pedigree operations.

**Jason Cormick, Incubation Specialist** – Jason brings decades of hands-on expertise in incubation and chick quality. After working in numerous areas of production, quality assurance, animal welfare and others his passion is still optimizing hatchery performance to produce quality chicks.

**Seasoned team members continue to support India:**

**Greg Hitt, Regional Technical Manager, Asia** – Since 2012, Greg has led Aviagen's largest customer service team in Asia, spanning India and the wider region.

**Mike Block, Technical Service Manager** – Based in New Zealand, Mike

provides hands-on broiler expertise and uses remote service and data tools to reach more customers.

**Dr Shantanawar, Senior Technical Service Manager**

– With 26 years of experience, he delivers training and on-farm support to improve breeder and grandparent performance.

**Dr Sivakumar, Senior Technical Service Manager**

– A veterinarian with 25 years experience, he advises on disease prevention, biosecurity and health management across all generations.

**Mr S. Sivakumar, Technical Service Manager**

– Bringing over 15 years of expertise in breeder and parent stock management, he helps customers optimize ventilation and chick start-up.

**Mr Eswaran, Senior Hatchery Manager**

– With 21 years experience, including 13 at Aviagen India, Eswaran provides practical solutions to improve hatchery results and chick quality.

Together, this expanded team of dedicated professionals combine global know-how with local insight to provide Indian poultry producers with practical, science-based support at every stage of production. Their

work builds on a strong foundation of progress. Learn more about these inspiring, dedicated professionals by visiting Aviagen India.

## **Breeding success in India since 2009**

Aviagen began operations in India in 2009 and from 2016 onwards the Ross® 308 AP broiler breeder has played a key role in advancing the local poultry industry. To further strengthen the supply chain, Aviagen India recently upgraded all 14 breeder production houses with advanced air filtration systems — reinforcing biosecurity and ensuring a secure, continuous supply of quality breeding stock.

Dr Ramakrishna Balasubramanian, Business Manager for Aviagen India, explains: “We’re constantly working to improve bird health and performance through global research and development. The Ross 308 AP’s continually improving livability, feed conversion, and adaptability are essential to our customers’ success and to providing families across India with healthy, affordable chicken.”

Dr Balasubramanian emphasized that Aviagen India is dedicated to supporting customers throughout every stage of production—from site visits to on-farm troubleshooting, from tailored workshops to one-on-one consultations.

“We’re planning a new series of training programs,



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- 25ml for 100 breeder for 7 days

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01

Improves immune status of bird

04

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07

Improves performance under heat stress

02

Improves vaccination titer against ND & IBD

05

Improves hatchability in breeders

08

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03

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so stay tuned for more details,” he shared. “These will include both multi-customer workshops on topics important to our local growers, as well as customized knowledge sharing sessions designed for individual needs.

Whether customers are raising birds in open-sided houses or navigating hot and humid conditions or feed form and nutritional challenges, we’re here to help improve both bird welfare and business outcomes.”

### Looking ahead to Poultry India Expo

The Aviagen India team looks forward to meeting producers at **Poultry India Expo 2025** this November in Hyderabad to discuss how the Ross 308 AP can bring value to their operations

— and how Aviagen can support success at every stage of production. Reach out to the Aviagen India team to set up a meeting by visiting the website Info Center Aviagen.

According to a note from Aviagen.

## Brazilian Pilot Project for Feed Plant Receives €100,000 from VICTAM Foundation



The VICTAM Foundation, a non-profit organization associated with VICTAM Corporation The VICTAM Foundation is dedicated to supporting research and training projects in the animal nutrition and grain processing sectors. After announcing the first call, VICTAM Foundation received 35 research proposals from different countries all over the world. Of those 35, seven selected projects were rewarded within its global funding program.

On the first day of VICTAM LatAm 2025, the award ceremony took place. VICTAM LatAm is the largest event for animal nutrition and grain processing in Latin America, which runs until Thursday (September 18) at Expo Center Norte in

São Paulo.

A total of €600,000 was allocated, of which €100,000 (around R\$ 600,000) will go towards establishing a pilot feed plant at the Feed Technology Institute (FTI/UFPR) in Brazil. The project foresees the installation of an experimental factory with a production capacity of 3 tons per hour, in a public-private partnership with the Federal University of Paraná. According to Marco Lara, Business Director of Animal Nutrition at Evonik and Director of the Feed Technology Institute (FTI), the factory will serve as a training tool for feed producers and as a hub for developing processes adapted to the Latin American reality.

“This project is the result of nearly a decade of discussions on the need for Brazil and Latin America to have a reference in feed technology and production processes. Until now, our main benchmarks were in Europe or the United States. With the support of the VICTAM Foundation, we will now establish an experimental factory tailored to our reality, taking an important step to bring science and industry closer together,” said Lara.

The president of the VICTAM Foundation, Leo den Hartog, emphasized that the selection also included initiatives from countries in almost every continent. “We’ve received diverse proposals, ranging from the use of agricultural residues to new technologies for extracting bioactive compounds. The Brazilian initiative stood out for its local impact and its ability to address regional challenges,” he stated.

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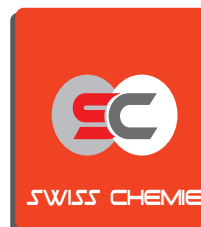
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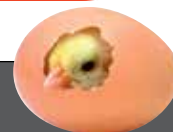
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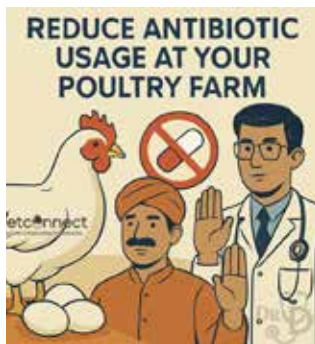
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## Reduce Antibiotic use in Poultry Farms



**To reduce antibiotic use in poultry farms,** focus on prevention through enhanced biosecurity, stringent hygiene, and proper farm management, including quality chicks, environmental control, and vaccination programs. Supplement these with high-quality nutrition, alternative feed additives like probiotics, prebiotics, organic acids, and essential oils, and implement responsible, veterinarian-guided antibiotic use only when necessary for

diagnosed diseases.

### **Improve Farm Management**

**Biosecurity:** Prevent disease introduction by controlling visitors, disinfecting vehicles, using bird-proof fences, and managing rodents and pets.

**Hygiene:** Thoroughly clean and disinfect houses between flocks and ensure litter is treated to prevent disease carry-over.

**Flock Quality:** Source high-quality, healthy chicks from disease-free parent flocks.

### **Environmental Control:**

Maintain ideal conditions for ventilation, feeding, drinking spaces, and lighting to promote comfort and prevent stress.

### **Enhance Disease**

### **Prevention**

#### **Vaccination Programs:**

Implement timely and effective vaccination programs to prevent high-impact diseases.

#### **Disease Surveillance:**

Conduct daily inspections of poultry for any changes in health or behavior to detect and address problems early.

#### **Nutritional Support:**

Provide a high-quality diet to improve overall flock health and strengthen their immune systems.

### **Explore Alternatives to Antibiotics**

#### • **Feed Additives:**

Incorporate prebiotics, probiotics, organic acids (like fatty acids), essential oils, and enzymes that can improve gut health and

boost immunity.

#### • **Herbal Remedies:**

Use substances like turmeric, which has anti-inflammatory and immunomodulatory properties, to support immune function.

### **Practice Responsible Antibiotic Use**

#### **Veterinary Guidance:**

Administer antibiotics only under veterinary supervision and according to professional guidance.

**Targeted Treatment:** Treat only sick birds and their immediate contacts, rather than the entire farm, to minimize overall use.

#### **Water v/s Feed:** If

administering, it's often better to mix antibiotics in water for better control and distribution compared to mixing in feed.

## RR Animal Health Care hosts Seminar on Mitigating Emerging Diseases in Broiler Breeders

**Jind, Haryana:** RR Animal Health Care Ltd organized a Technical Seminar on Mitigating Emerging Diseases in Broiler Breeders at Hotel Lakshya Inn, Jind. The gathering brought together leading poultry farmers, experienced consultants, and prominent channel partners & poultry media houses from across Haryana, all united by a shared commitment to tackling health challenges in poultry.

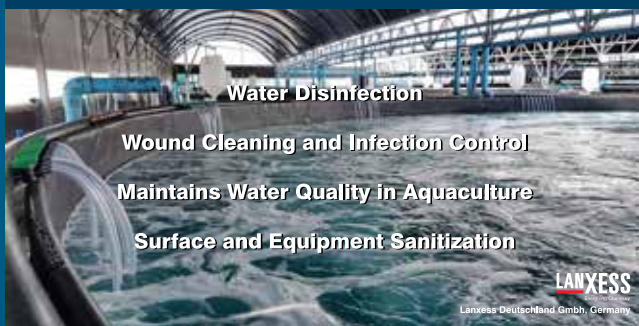
The session was set in motion with an insightful keynote by Dr Jayaraman Krishnarajan, a renowned poultry consultant, who shared in-depth perspectives on current disease trends and strategies for early mitigation. Brief yet impactful talks were delivered by Dr N. K. Mahajan, Poultry Consultant, Former HOD, Dept of Veterinary Public Health & Epidemiology,

LUVAS, Hisar focusing on practical solutions and the role of innovation in modern poultry care. Dr Mukesh Mahala, Cardiologist MBBS, MD (Gold Medalis) graced the occasion with speeches on how to mitigate sudden health issues pertaining to heart for saving lives. The attendees contributed to dynamic discussions, highlighting field-level experiences and collaborative approaches

to disease control.

From RR Team, Dr Debashis Dutta, Managing Director, shared the company's forward-looking plans to expand its portfolio of eco-friendly & scientifically robust solutions for poultry health. His remarks emphasized RR's commitment to innovation, farmer-centric outreach, and sustainable growth. Dr Rajeeb Kumar Roy, Technical Head, introduced Newtrophyl Z+, the product designed to address specific health challenges in broiler breeders. The formulation, developed

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| Energy Sources                    | Propylene glycol, Palmitic acid, Creatine monohydrate                                                                                                                                                                                                                                                                                                                                                                                                            |
| Preservatives                     | 4-Hydroxybenzoic acid, Calcium propionate, Ethyl lauroyl arginate, Phenoxyethanol, Sodium formate, Caprylic acid, Capric acid, Dodecyl guanidine hydrochloride, Fumaric acid, Palmitic acid, Lactose, Sodium percarbonate, Paraformaldehyde 91%                                                                                                                                                                                                                  |
| Disinfectants                     | Paraformaldehyde 91%, Butyl diglycol Sodium dichloroisocyanurate 60% (SDIC), Trichloroisocyanuric acid 90% (TCCA), Tetraacetylenediamine (TAED), 2,4-Dichloro-3,5-Dimethylphenol, 4-Chloro-3,5-Dimethylphenol, Benzalkonium chloride, Dioctyl dimethyl ammonium chloride 80%, Glutaraldehyde 50%, Propylene carbonate, Octyl decyl dimethyl ammonium chloride 80%, Potassium permanganate, Sodium percarbonate, Phenoxyethanol, Dimethylaminopropylamine, Oxone™ |
| Veterinary Medicine Intermediates | Dibasic ester, Taurine, Capric acid, Lactose, Dimethyl sulfoxide (DMSO), L-Arginine, Palmitic acid, Propylene carbonate, Bio Yucca, Ascorbic acid, Propylene glycol, Sodium percarbonate, Phenoxyethanol, Caprylic acid, L-Cysteine HCl mono                                                                                                                                                                                                                     |
| Flavor Enhancers                  | Aspartame, Mono sodium glutamate, Lactose                                                                                                                                                                                                                                                                                                                                                                                                                        |



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through rigorous R&D, promises to enhance health & performance aligning with RR's eco-conscious values. The seminar was actively supported by Mr Anil, Mr Vinod Mishra, and by Dr Shimanta M Sharma from the RR team. Their interactions with attendees underscored the company's collaborative and field-driven approach, fostering meaningful dialogue and reinforcing RR's commitment to ground-level engagement. The seminar marked

a critical step in strengthening disease management practices for broiler breeders in Haryana. With a focus on proactive solutions and knowledge exchange, the event reinforced RR Animal Health Care Ltd's commitment in supporting sustainable and healthy farming.

Moments from the event, including expert sessions and networking exchanges were captured in photographs, echoing the seminar's energetic and

purposeful atmosphere.

RR Animal Health Care Ltd extends heartfelt appreciation to all attendees for their enthusiastic participation and reaffirms ongoing commitment to excellence in animal health care and eco-conscious innovation

#### **About RR Animal Health Care Ltd:**

RR Animal Health Care Ltd is a company with diversified interest in Animal and Human Health & Nutrition segment. With over 12 years of legacy, this

company has established itself with unique solutions for Human, Poultry, Aqua and Livestock management in India. With 3 manufacturing facilities in India, the company is committed to deliver value to its customers across diversified species & segments. Pioneer in farm biosecurity segment with new concepts, the company is well recognized as a 'Unique Solution Provider' across industries, said a release from RR Animal Health Care.

## **BAADER Showcases Innovative Protein Processing Solutions at World Food India 2025**

**Lübeck / New Delhi, 25 September 2025:** BAADER, a global leader in food processing technology, participated in World Food India 2025 at Bharat Mandapam, India's flagship event for the food and agribusiness sector, held from 25 - 28 September in New Delhi.

With more than a century of innovation, BAADER partners with processors worldwide to serve the growing demand for safe, sustainable, and efficient protein supply. At World Food India, BAADER will highlight its comprehensive portfolio in poultry, refining, fish, and digitalisation – underscoring its commitment to supporting India's dynamic food industry.

#### **Trusted partnerships in India**

BAADER has established long-standing relationships with Indian food producers such as Venky's and the Allana Group. Most recently, BAADER and Allana are shaping the future of poultry processing with a greenfield facility in Kishanganj, North India. Fully automated and scalable, the plant delivers maximum efficiency and hygiene, setting new industry standards and inspiring the next generation of food production in the region.

#### **End-to-end processing expertise**

BAADER offers machines and complete processing solutions across the entire

processing value chain:

- **Poultry:** Complete solutions from live bird handling, slaughtering, deboning to grading and batching with strong emphasis on automation, flexibility, hygiene and quality.
- **Refiner:** Mechanical separation technology that maximizes protein recovery from poultry, fish, and meat, contributing to resource efficiency and sustainability.
- **Fish:** Advanced solutions across species, including pelagic processing and surimi production using the BAADER Refiner.
- **Digitalisation:** Intelligent data capture, powered by AI combined with

real-time monitoring of processing performance to support ongoing optimization of yield and product quality.

#### **Sustainable innovation for the future**

"India's food industry is at an exciting stage of growth. With our experience in greenfield projects and focus on long-term customer partnerships, we see strong opportunities to contribute to the country's sustainable protein supply," said BAADER CEO Petra Baader, who was at the BAADER booth D19 in Hall 11.

World Food India, organized by the Ministry of Food Processing Industries, brings together global industry leaders, policymakers, and innovators to accelerate India's position as a global food hub.



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## Ventri Biologicals conducts Technical Seminar on Key Strategies to Control Century-Old Diseases of Poultry



Ventri Biologicals conducted **Technical Seminar** on 21 August 2025 in Gorakhpur, Uttar Pradesh, with enthusiastic participation from poultry professionals, veterinarians, and industry stakeholders. The central theme of the meeting was “**Key Strategies to Control Century-Old Diseases of Poultry**”, reflecting Venworld’s commitment to addressing persistent poultry health challenges through updated science, practical experience, and innovative approaches.

The session was led by **Dr Prakash Reddy, DGM**, who provided an in-depth analysis of the **overall poultry health scenario** in the region. He highlighted the ongoing threats posed by long-standing diseases, while also drawing attention to the challenges from emerging and re-emerging pathogens in both broiler and layer flocks.

Dr Prakash Reddy emphasized that constant vigilance against LPAI,

coupled with early detection, timely diagnosis, and strict biosecurity, is vital to minimize losses. **He highlighted farm level biosecurity, disinfection, all-in / all-out systems, controlled movement, and proper litter management—as the foundation of poultry health, further supported by good management practices such as ventilation, stocking density, and nutrition.** The discussion also covered major viral threats, with NDV (Genotype XIII) persisting as a serious challenge in India and IBV’s diverse variants complicating protection, underscoring the need for regional surveillance and updated vaccination strategies.

The interactive session allowed participants to raise practical, field-level questions on **vaccination errors, IBV management, NDV outbreaks, and diagnostic challenges.** The discussion reinforced that sustainable disease control

requires a **combination of vaccination, diagnostics, and biosecurity**, supported by continuous farmer education.

The program concluded with a vote of thanks by Dr Rakesh Yadav, who appreciated the delegates’ active participation and Dr Prakash Reddy’s scientific insights. He reiterated Venworld’s commitment to empowering the

poultry sector with science-based solutions, innovative vaccines, and strong technical support. The Gorakhpur meeting underscored that persistent challenges like ND and IBV require **proactive strategies—awareness on LPAI, robust vaccination, and strict biosecurity—to ensure healthier flocks and sustainable production in Northern India.** **Venworld extended heartfelt thanks to all participants for their active involvement and support in making the meeting a success.**



*A view of participants in the seminar*



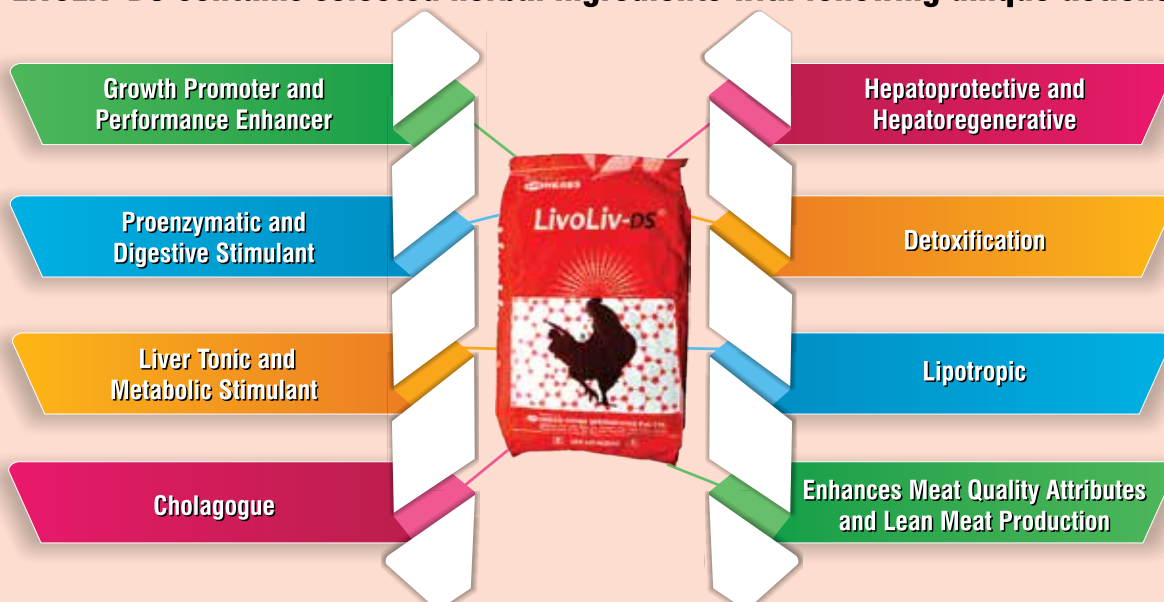


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## NOVUS Event: Feed Quality and Digestibility at 2025 PSA Pacific Rim

**CHESTERFIELD, MO (September 23, 2025)** – NOVUS is presenting a symposia titled: "Managing Raw Material Quality, Variability and Digestibility for Optimum Broiler Performance and Gut Health" during the 2025 Poultry Science Association (PSA) Pacific Rim Scientific Conference, to be held on October 13-16 in China.

Chaired by Hugo Romero, Ph.D., NOVUS global poultry technology executive manager and adjunct professor at North Carolina State University, and Anna Fe Perino, NOVUS poultry solutions manager for Asia, the session brings together global experts to address critical nutritional challenges faced by poultry nutritionists and producers today.

"We're seeing increasingly complex feed ingredient landscapes due to cost, availability, and quality issues," says Dr Romero. "This symposia will provide science-backed solutions to help poultry producers optimize performance through better management of ingredient variability and by supporting digestibility and gut health."

The session will feature presentations from industry and academic leaders:

**Budi Tangendjaja, Ph.D** (Technical Consultant,

Indonesia)  
*"Evaluation of Raw Material Quality and Its Impact on Broiler Performance"*

**Sonia Liu, Ph.D.** (University of Sydney, Australia)  
*"Optimizing Feed Quality and Nutrient Utilization: Enzyme Solutions to Synchronize Digestive Dynamics"*

**Hugo Romero, Ph.D.** (NOVUS / North Carolina State University)  
*"Understanding Ingredient Evaluation and Alternative Ingredients"*

**Miriam Temptra, Ph.D.** (Vetworks)  
*"Formulation Techniques to Maximize Nutrient Digestibility for Broiler Performance and Gut Health"*

The symposia culminates in a panel Q&A session to foster regional collaboration across Asia Pacific's poultry production community.

Perino says this event comes at a time when the demand for precise nutrient delivery and cost-effective feed formulations is having nutritionists turn to alternative raw materials like canola meal, palm kernel meal, and meat and bone meal. She warns these ingredients pose risks due to digestibility challenges and anti-nutritional factors.

"This symposium is about enabling integrators and

nutritionists to make informed, science-driven decisions," says Perino. "We'll share strategies—including intelligent nutrition solutions—to unlock more value from every ration while maintaining gut health and bird performance."

NOVUS is proud to sponsor the symposia as part of its commitment to intelligent nutrition and its role in shaping the future of poultry production in Asia Pacific. The event, which is open to all PSA attendees, is scheduled for 1:00 p.m. local time, on October 14 at the Mayfair Ballroom at the

conference site.

For more information and to register for the PSA Pacific Rim Scientific Conference, visit <https://www.poultryscience.org/opportunities/conferences/pacific-rim-conference/pacific-rim-conference-page/pac-rim-symposia>

NOVUS is the intelligent nutrition company combining global scientific research with local insights to develop innovative, advanced technology that helps poultry farmers get more from their birds. NOVUS solutions provide animals, producers, feed mills, and nutritionists with more than is typically expected from feed additives.

### The Battery Cage Man of India Nissar Ahmed passes away

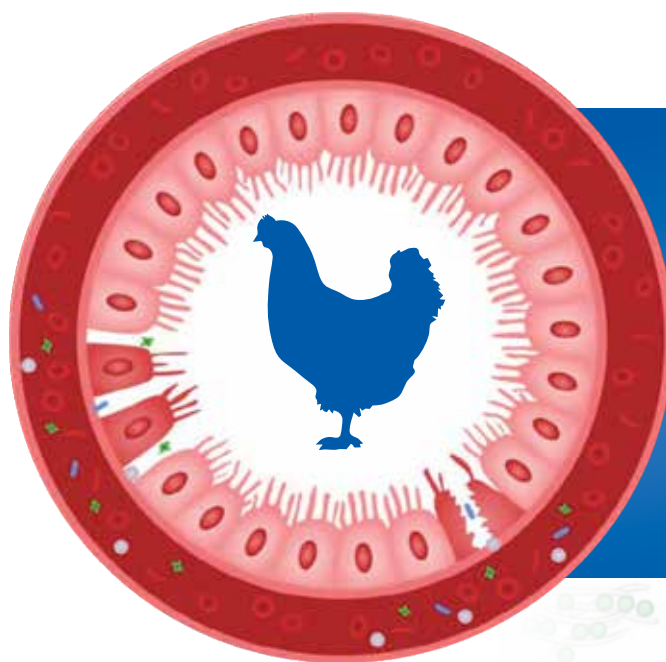


**Bangalore:** Mr Nissar Ahmed, Managing Partner, Azra's Poultry Equipment, Bangalore, passed away at the age of 80 years on 17 September 2025.

Known as **The Battery Cage Man of India**, Nissar Ahmed was a pioneer in poultry equipment manufacturing in India and was known for his innovations in poultry equipment manufacturing in the country. He not only mastered the technique of welded mesh manufacturing, but also demonstrated his remarkable skill by designing and building his own weld mesh machines. He was in the profession of poultry equipment manufacturing for over 50 years.

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## CLFMA sets Agri-Export Agenda at 58<sup>th</sup> AGM & 66<sup>th</sup> National Symposium

Industry leaders unite to shape the roadmap for animal agriculture in India with a strong focus on agriculture exports

Two-day power meet in Hyderabad puts agri-exports, rural livelihoods, and global leadership on centre stage



Hyderabad, 23 August 2025: The Compound Livestock Feed Manufacturers Association (CLFMA) of India concluded its 58<sup>th</sup> Annual General Meeting (AGM) and 66<sup>th</sup> National Symposium on 22 & 23 August 2025 at the Taj Deccan, Banjara Hills, Hyderabad. Themed “Animal Agriculture in India – The Way Forward”, the two-day event brought together **policymakers, industry leaders, sector experts, and stakeholders** to shape a unified roadmap for India’s animal agriculture sector,

with a strong emphasis on boosting agriculture exports.

The symposium highlighted the immense potential of India’s poultry and aquaculture sectors, with the poultry industry growing at an impressive 8% annually, making it both one of the most affordable sources of protein and a vital contributor to rural income. Export opportunities in markets such as the UAE, Maldives, Bhutan, and Bahrain, along with 65% vertical integration, are enabling cleaner, healthier products and stronger global

competitiveness. At the same time, challenges like avian influenza and rising kidney infections in states such as West Bengal, Assam, and Telangana pointed to the urgent need for better vaccination, stronger biosecurity, and greater R&D investments.

Aquaculture discussions underlined the huge untapped domestic opportunity, with 76% of India’s 1.4 billion population consuming non-vegetarian food and over 80% not meeting daily protein requirements, positioning the sector as critical for nutrition and economic growth. While rising US tariffs on shrimp exports pose challenges, they were reframed as opportunities to boost domestic demand, enhance farmer returns, and create value-added products for Indian consumers. With government support

through schemes like FIDF and PM-MKSSY, and by fostering stronger industry-government partnerships, both poultry and aquaculture are set to become more resilient, competitive, and future-ready.

While there are challenges, there’s also an incredible amount of **potential waiting to be unlocked**. Whether it’s **poultry, dairy, fisheries, or aquaculture**, the way forward lies in **collaboration, innovation, and sustained effort**. It lies in coming together — as farmers, industry leaders, policymakers, and academia — and working towards solutions that are practical, scalable, and sustainable.

**Mr Divya Kumar Gulati, Chairman at CLFMA of India**, said, “India is home to the world’s largest livestock population and accounts for 13% of global milk production. The sector contributes 30.23% to agricultural GVA and 5.5% to the national economy, making it a corner stone of national growth, rural prosperity, and nutritional security. Yet, this is only the beginning of our growth story. With the







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right policies, stronger cold-chain and processing infrastructure, and faster adoption of innovation, we can evolve from being the world's largest producer to one of its most influential exporters. CLFMA remains committed to working with all stakeholders to turn this vision into reality.”

“We have also proposed the establishment of:

- Export Oriented Zones (EOZs)
- Livestock Export & Domestic Development Authority

These strategic bodies will significantly enhance ease of doing business and boost the global competitiveness of the Indian poultry sector by ensuring:

- Access to raw materials at global price parity.
- A simplified regulatory framework for domestic and international trade.
- Market creation and diversification through government-to-government collaboration and coordinated branding strategies through FTA.”

The symposium was graced by eminent dignitaries, including **Prof. S. P. Singh Baghel**, Minister of State for Fisheries, Animal Husbandry & Dairying and Ministry of Panchayati Raj, Government of India; **Vakiti Srihari**, Minister for Animal Husbandry, Dairy Development & Fisheries, Sports and Youth Services; **Sabyasachi Ghosh**, IAS, Special Chief Secretary, Government of Telangana; and **Dr. Muthukumaraswamy B.**, Joint Secretary (NLM), Department of Animal Husbandry & Dairying.

#### The CLFMA delegation included:

- DY. Chairman Mr Sumit Sureka
- DY. Chairman Mr Naveen Pasuparthi
- DY. Chairman Mr Abhay Parnerkar
- DY. Chairman Mr Abhay Shah
- Hon. Secretary Mr Nissar F. Mohammed
- Treasurer Mr R. Ramkutty
- Convenor, Mr Vijay Bhandare

A special highlight of the event was the launch of the CLFMA Souvenir, encapsulating the association's achievements, sector insights, and future vision. The programme concluded with a networking dinner, live performance, and the felicitation of sponsors, media representatives, guests, and invitees, marking a celebratory end to two days of engaging discussions and knowledge exchange.

#### About CLFMA of India:

Founded in June 1967 as The Compound Livestock Feed Manufacturers Association, CLFMA of India is the apex body for the country's livestock sector. It represents over 250 members across various sub-sectors, including feed manufacturing, poultry, dairy, aquaculture, animal nutrition, and veterinary services. CLFMA is recognised by Central and State Governments, livestock farmers, government agencies, agricultural universities, veterinary colleges, and national research institutes. As the voice of the Indian

livestock industry, CLFMA advocates for sustainable growth, industry standards, and policy development, contributing significantly to the advancement of the animal protein value chain in India and internationally. The theme “Animal Agriculture in India – The Way Forward” aims to highlight the path towards a future-ready livestock sector — one that embraces innovation, technology adoption, policy support, and responsible practices. This includes:

Strengthening value chains across dairy, poultry, fisheries, and small ruminants.

Adoption of digital tools, genomics, precision nutrition, and climate-smart practices.

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## Zamira Australia hosts Veterinarians Conference at Namakkal



Dr Vorachai Leetho Chawalit

Namakkal, Tamil Nadu – 18 August 2025: Zamira Australia hosted a Veterinarians Meet at Namakkal, bringing together over 45 experienced veterinarians from across Tamil Nadu for a day of collaborative learning, technical exchange and networking.

The event was enriched by the presence of distinguished Experts from veterinary practice, academia and poultry consultancy. Eminent participants included Dr



D. Chandrasekar, (Retired professor, VCRI, Namakkal), Broiler consultant Dr Rajendran, Coimbatore, Dr V. Gowthaman, Associate Professor, VCRI, Salem, Dr K. Sukumar, Professor, VCRI, Namakkal, Dr A. Balasubramaniam, Professor, VCRI, Namakkal, Dr Sasi Kumar renowned Layer consultant. Their participation and contributions inspired attendees and added immense value to the

technical discussions.

The evening commenced with a warm welcome from Dr Shaveta Sood, Director, South Asia, Zamira Australia, who set the stage for an engaging technical program.

*“At Zamira, our focus is on bridging science with field practice. This event was about empowering veterinarians with tools and knowledge that support poultry health and farmer success,”* remarked Dr Shaveta in her opening address.



The highlight of the conference was a knowledge-sharing presentation by Dr Vorachai Leetho-chawalit, internationally renowned consultant from Bangkok, Thailand, who brings over 42 years of field expertise in poultry health and nutrition. In his presentation, titled *“From Shell to Skeleton – Calcium’s Overlooked Story in Layers”*, Dr Vorachai emphasised the crucial role of calcium in shell strength and skeletal health of layer birds.

*“Strong shells begin with strong skeletons. By improving medullary bone health with highly bioavailable calcium, we can extend the productive*



Dr Shaveta Sood

*laying cycle and reduce lameness, creating benefits that reach right through to farm profitability,”* said Dr Vorachai.

Dr Vorachai also introduced Zamira’s latest innovation for the Indian market—ZamiBoost Shell Strength. This product contains plant-based marine calcium combined with a mineral complex of 72 trace minerals, designed to enhance shell quality, improve laying percentage, and maintain performance during extended laying periods. By improving shell strength and skeletal health, ZamiBoost Shell Strength delivers practical benefits for producers, including more saleable eggs, reduced incidence of lameness, and higher value from spent hens.

The program continued with insights from Mr Vikas Gour, Country Manager for Zamira partner, Celtic Sea Minerals, who shared details on the development and introduction of

ZamiBoost Shell Strength for the Indian poultry sector, followed by a comprehensive overview of Zamira’s product range presented by Dr Shailaja Rajyam, Product and Marketing Manager, Zamira Australia, and Dr Sandhanu J, Techno-Commercial Manager, Zamira Australia.

The formal proceedings concluded with words of appreciation from Mr Sekhar Amman, Proprietor, Amman Enterprises, Coimbatore, Zamira’s valued channel partner, followed by Mr Murugesan Sengottuvelu, Regional Sales Manager, Zamira, who extended gratitude to the participants for their enthusiastic engagement and support.

The evening then continued with a networking dinner, providing a relaxed setting for veterinarians, consultants, and industry leaders to strengthen professional bonds and exchange ideas for the future of poultry health and productivity.

With its strong focus on technical knowledge, practical solutions, and industry collaboration, this successful conference reinforced Zamira’s commitment to supporting India’s poultry sector with science-driven innovations and trusted partnerships, said a note from the company.



A view of participants in the Conference

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## Vets In Poultry holds its 7th AGM Technical GT at Pune

**Pune, September 14, 2025:**

The Vets In Poultry (VIP) association marked a significant milestone with the completion of its **7th Annual General Meeting and Technical Group Talk (GT)** in Pune with **theme: Navigating Poultry Sector Through Odds, Views of Next Gen**. The event reflected the association's ongoing commitment to strengthening the Indian poultry sector through collaboration, innovation, and knowledge sharing.

The day commenced with the **ceremonial lamp lighting** by esteemed dignitaries, including: **Dr Ajay Deshpande, Dr C.B. Pathak, Dr Ajit Ranade, Dr Ravindra Reddy, Dr Santosh Ire, Prof. P. K. Shukla, Dr Prakash Babu, Dr R. D. Patil, and Dr Shirish Nigam**.

### AGM Proceedings

The AGM was chaired by **Dr Ajay Deshpande**, President of VIP, **Dr Santosh Ire**, Secretary of VIP, presented the **annual report**, reflecting on the achievements and progress made over the past year. This was followed by the **financial report**, presented by **Dr Jeevan Sonawane**, and the formal **conclusion of the 7th AGM** with president **Dr Ajay Deshpande's** speech who set the tone for the day with a visionary address.

### Technical GT Highlights

The **Technical Group Talk**

began with an insightful presentation by **Prof. P. K. Shukla** on **"Role of Poultry Associations in development of Poultry Sector,"** offering thoughtful perspectives and strategic recommendations.

### Panel Discussion: "Navigating Challenges, Shaping Solutions"

This dynamic session featured a diverse panel of regional experts who shared ground-level insights, challenges, and actionable solutions from across India.

### Panelists:

Dr Vishal Singh Rawat, Dr Shaitan Singh Rathore, Dr Anirvid Sarkar, Dr Rais Rajpura, Dr Sunil Kalaskar, Dr Sachin Ingewar, Dr Raja Dudhabale, Dr Sushant Labh, Dr Ravinder Reddy, Dr Subradeep Paul, Dr Mahen Singh, Dr Anbumoney, Dr Rahul Kulkarni.

**Moderator:** Dr Jeevan Sonawane

### Panel Discussion 2: "Expert Perspectives: Challenges and the Way Forward"

A masterclass session with senior experts who shared deep insights, future trends, and strategic direction for the poultry sector.

### Panelists:

Dr Pankaj Shukla, Dr Anil Phadke, Dr Gunasekaran, Dr Ajay Chalikwar, Dr Shirish Nigam, Dr Gopal Reddy.

**Moderators:** Dr C. B. Pathak and Dr B. A. Pawar.

The entire technical sessions were smoothly moderated by **Dr P. N. Vaidya**.

### Lifetime Achievement Award

A highlight of the event was the **Lifetime Achievement Award** presented to **Dr R. D. Patil**, a visionary veterinarian and stalwart in the poultry. His acceptance speech, reflecting on his journey and offering valuable guidance to the younger generation, was both moving and inspirational.

### Other Recognitions & Felicitations

VIP President **Dr Ajay Deshpande** and Vice President **Dr C. B. Pathak** felicitated **Dr Ravinder Reddy** on his election as Secretary of the Telangana Breeders Association.

This was followed by the felicitation of **New Veterinary Entrepreneurs** and new **Life Time Members of VIP**.

We also take this opportunity to acknowledge and honour our supporters and sponsors for their valuable contributions, with due respect and gratitude.

### Conclusion and Acknowledgements

The event concluded with **vote of thanks** by **Dr Ruturaj Patil**, who acknowledged the

generous support of **sponsors**, the dedication of **VIP committee members**, and the enthusiasm of **stakeholders and attendees**.

This AGM once again demonstrated VIP's unwavering commitment to its mission of fostering a strong, sustainable, and progressive poultry industry. With renewed energy and shared purpose, members departed with a collective goal: to contribute meaningfully to the delivery of safe, high-quality protein to the nation.







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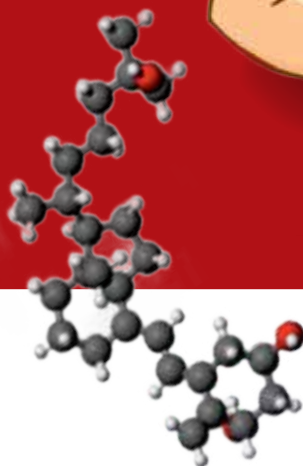
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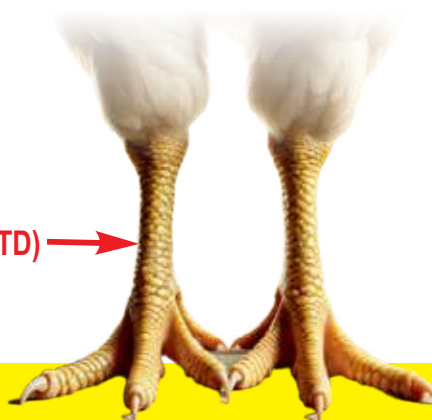


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## ImmunoWall Shines at the Immune Connection Workshop



*Immune Connection Workshop - 2025*

The serene shores of Goa became a hub of veterinary excellence on 14 September 2025, as leading poultry veterinarians and industry experts from across India gathered for the Immune Connection Workshop organized by Noble VetScience in association with ICC Animal Nutrition, Brazil. The spotlight of the event was ImmunoWall, a pioneering solution advancing poultry health and immunity for both layers and broilers.

The workshop began with a ceremonial lamp lighting and a rendition of the Ganesh Vandana, performed by Dr Jagjit Singh, Dr Natrajan, Dr Shivaji Bidgar, Mr Sachin Nanda, and Dr C.S. Saraf, marking an auspicious start. Held at Radisson Goa,



*Event started as per Indian Tradition with Lamp Lighting*



*Dr C.S. Saraf Felicitated and welcomed the guest speaker*



*Dr Jyoti Nandhardhane and Dr Ankur Hazorika hosted the event*

Candolim, the workshop brought together 60 participants, including veterinarians and poultry industry experts, fostering scientific discussion and



*Dr Nitin Kurkure delivered session on Immunosuppression*

collaborative learning. Dr Jyoti Nandardhane and Dr Ankur Hazorika anchored the proceedings, ensuring a smooth and engaging flow throughout.

To honor the guest speakers, Dr Nitin Kurkure was welcomed by Dr C.S. Saraf, Dr Ssu by Mr Rohan



*Dr Ssu emphasized on the immunonutrition in poultry*

Sovani and Dr Fernando by Mr Mahajan, introducing national and international expertise.

The technical sessions



*Participants enjoying the session*



*Dr Fernando briefing about ICC Animal Nutrition, Brazil*

began with Dr Nitin Kurkure, who emphasized the challenges faced by layers and broilers, including immunosuppression caused by pathogens, nutritional deficiencies, mycotoxins, vaccination reactions, and environmental stress. He discussed key diseases such as CIA, IBD, MD, and Mycotoxicosis and highlighted the economic losses associated with weakened immunity. He stressed the urgent need to strengthen immunity to maintain egg quality, growth rates, and overall flock productivity.

Dr Ssu presented “ImmunoWall – A Key to Immunonutrition” explaining how MOS and  $\beta$ -glucan enhance immune responses and gut health in both layers and broilers. He emphasized ImmunoWall’s ability to reduce antibiotic reliance, protect flocks from pathogens, and ensure



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*Event was full of discussion and questions from the participants*

consistent performance.

Dr Fernando showcased ICC's global expertise, highlighting how the singularity of ethanol yeast and specialized technologies make ImmunoWall a safe, reliable, and sustainable solution for all poultry.

Using a yeast demo kit, participants assessed particle size, homogeneity, and solubility, clearly distinguishing ImmunoWall's superior quality, including its highest insoluble fraction.

At the core, ImmunoWall strengthens the gut barrier, supports innate immunity, and enhances resilience in layers and broilers alike, improving egg quality, growth performance, flock health, and profitability.

Mr Rohan Sovani delivered vote of thanks. As Immune Connection Goa concluded, one message resonated: poultry immunity is the industry's top priority, and with ImmunoWall producers are equipped to ensure healthy, productive, and resilient flocks.



*Participants engrossed in the technical session*



*Yeast singularity Demonstration*

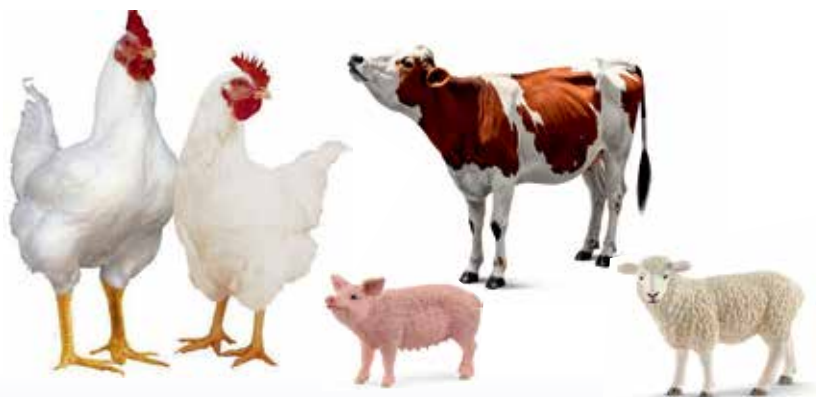


*Noble and ICC in collaboration for IMMUNE CONNECTION*



*Veterinarians, decision makers across India made the event truly successful*





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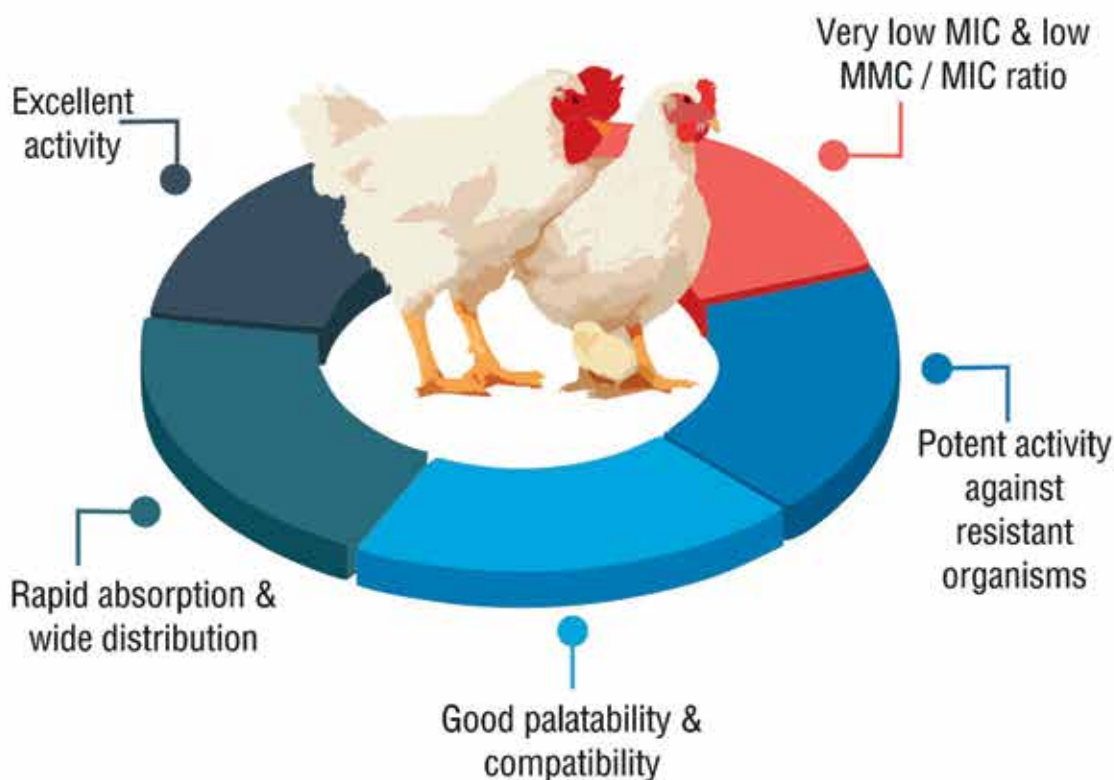
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# The Co-Existence of Humans and Pets in Society

The bond between humans and pets has been a cornerstone of human society for millennia, evolving from utilitarian partnerships to deep emotional connections. Today, pets are integral to our communities, shaping social dynamics, influencing mental and physical health, and raising important questions about how we coexist in shared spaces. The co-existence of humans and pets in society reflects a delicate balance of mutual benefits, responsibilities, and challenges, creating a richer, more compassionate world when approached thoughtfully.

Pets whether dogs, cats, birds, or more exotic companions offer profound emotional and psychological benefits. Studies consistently show that pet ownership reduces stress, anxiety, and depression. The simple act of stroking a dog or listening to a cat's purr can lower cortisol levels and boost serotonin, fostering a sense of calm. For many, pets provide companionship that combats loneliness, particularly for the elderly or those living alone. In urban societies where isolation is increasingly common, pets serve as social catalysts, sparking interactions among neighbours during walks or at dog parks. These moments of connection strengthen community ties, proving that pets are not just individual companions but contributors to societal cohesion.

Beyond emotional benefits, pets encourage healthier lifestyles. Dog owners, for instance, are more likely to meet daily physical activity recommendations through regular walks. This not only improves human health but also fosters a culture of outdoor engagement, making neighbourhoods more vibrant. Pets also teach responsibility and empathy, particularly in children, who learn to



**Dr. Dibyendu Kumar Dey,**  
Executive Director,  
[Immeureka Animal Health Pvt Ltd](#)



**Mr. Sarwar Ali,**  
Vice President,  
[Immeureka Animal Health Pvt Ltd](#)

care for another living being. These lessons translate into broader societal values, promoting kindness and accountability.

However, the integration of pets into society is not without challenges. Urban environments, with their dense populations and limited spaces, often strain human-pet co-existence. Issues like pet waste, noise, and aggressive behaviour can spark conflicts among neighbours. For example, uncollected dog waste in public parks or barking that disturbs the peace can erode community goodwill. To address this, many cities have implemented regulations, such as leash laws and waste disposal mandates, to ensure responsible pet ownership. These rules highlight the need for mutual respect—pet owners must consider their neighbours, while non-owners should recognize the value pets bring to shared spaces.

Another challenge is ensuring equitable access to pet-friendly environments. Many rental properties restrict pets, limiting who can enjoy their benefits. This disproportionately affects lower-income individuals, who may lack access to pet-friendly housing or the resources to cover pet-related costs. Advocacy for inclusive policies, such as pet-friendly housing initiatives or subsidized veterinary care, is crucial to making pet ownership accessible and sustainable

across socioeconomic lines.

Animal welfare is a critical aspect of this co-existence. Society must balance the desire for pets with ethical considerations, such as preventing overbreeding and ensuring proper care. Shelters are often overwhelmed with abandoned animals, a reminder

that pet ownership is a long-term commitment. Adoption campaigns and spay/neuter programs are vital steps toward reducing stray populations and promoting responsible ownership. Education also plays a role—teaching owners about proper nutrition, training, and healthcare ensures pets thrive, which in turn enhances their positive impact on society. The co-existence of humans and pets also extends to public policy and innovation.

Service animals, for instance, highlight the remarkable ways pets support humans, aiding those with disabilities and performing roles in therapy and law enforcement. Meanwhile, advancements like pet-friendly workplaces and pet insurance reflect society's growing recognition of pets as family members. These developments signal a shift toward a more inclusive, empathetic society where the needs of both humans and animals are considered. Ultimately, the co-existence of humans and pets is a testament to our capacity for connection and care. By fostering responsible ownership, inclusive policies, and mutual respect, society can ensure that this relationship continues to enrich lives. Pets remind us of our shared humanity, teaching us to nurture, connect, and coexist in harmony—a lesson that resonates far beyond the human-pet bond.



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# Liver Damage in Poultry

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

The Liver of every type of poultry ( Breeders, Broilers, Layers, Turkeys, Quails, Ducks etc.) of any age, breed, sex, at any stage of production, are constantly under threat from the mycotoxins, micro-organisms (pathogens), endotoxins, anti-nutrients, poisons, medicines, chemicals etc., The liver is an important accessory organ of the digestive system and the largest gland of the body, is located in the body cavity, adjacent to the heart, gizzard, spleen, gall bladder and the duodenal loop of the intestine. It is divided into two lobes, the right (larger in size) and the left lobes, joined cranially at the midline. In the chicken and turkey's, the left lobe is subdivided into the dorsal and ventral parts. Visceral peritoneum covers the liver and closely adheres to its surface.

Liver damage is a multifactorial mild and progressive metabolic disorder characterized by identifiable etiological factors, causing excessive fat accumulation in the liver and abdominal cavity, leading to poor performance, liver rupture, haemorrhage and sudden deaths.

The understanding of predisposing and complicating factors like the various stressor's, certain vitamins and trace mineral deficiencies, nutritional imbalance and disturbances, hormonal factors, certain managerial and environmental influences, use of poor quality and alternative ingredients containing inhibitory components in feed formulation, and farm history can significantly enhance diagnostic accuracy, treatment efficacy and quick recovery.



Liver damage may be classified as (1). Direct Liver Damage and (2) In-Direct Liver Damage.

**Direct Liver Damage:** Due to ingestion of mycotoxins, adulterants like heavy metals, poisons, chemical toxicities, anti-nutrients, tannins and the interfering components from the feed ingredients being used, certain drugs, medicines, their metabolites and incompatibilities.

**In-Direct Liver Damage:** Metabolic disturbance that result from the stressor's causing hormonal interference.

Decrease in production, deficiency or failure to synthesise, transport and use an enzyme's and co-enzymes.

Due to maturity, start and rapid increase of egg production in layers and breeders, sudden changes in their dietary requirements, stress related to the egg production, onset of lights, hormonal changes in the body related to ovulation and egg production, increase in feed consumption, sudden increase in the

requirement of calcium, phosphorus and vit D3, handling of birds for artificial insemination in breeders etc.

Metabolic disorders that result from high nutrient intake, rapid growth, high metabolic rate, pulmonary or systemic hypertension, and high egg production.

Other conditions that could be classed as metabolic disorders like lack of exercise, disease's and their treatments, Heat Stress, Insecticide and Pesticide sprays used to control pests.

Liver Damage in the field can be seen alone, or in combination with other conditions/organs, It may be seen as fatty liver, hemorrhagic fatty livers, fatty liver and kidney syndrome etc.

## Causes of Liver Damage :

**High-Energy Diets:** Diets high in carbohydrates and fats can lead to excessive fat accumulation in the liver.

**Nutrient Imbalances:** Feed be well balanced with respect to Energy, Proteins, Vitamins and trace minerals and other essential additives. Deficiencies of essential nutrients like choline, biotin, selenium, and methionine can cause impaired fat metabolism.

**Mycotoxins:** Contaminated feed containing single or a combination of mycotoxins and their metabolites, cause mild to severe liver damage.

**Environmental Factors:** Heat Stress, poor ventilation and high temperatures can stress birds and contribute to the fatty liver condition.

**Lack of Exercise:** Limited movement in cages, birds density in the deep



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- L-Valine
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# Sapodo – Going beyond Yucca for ammonia management

PhyGeno, the plant-based feed ingredient division of Avitech Nutrition is dedicated to enhancing the safety and nutritive value of animals through plant-based innovations. Drawing on its legacy of working with animals and combining ancient Ayurvedic knowledge with modern evaluation and manufacturing techniques, PhyGeno offers solutions that lead to healthier products for human consumption and minimal environmental impact. **Sapodo**, apolyherbal formulation is rapidly emerging as a natural choice to address critical ammonia challenges in poultry farming.

## Understanding the Impact of Ammonia in Poultry Production

Ammonia, a natural byproduct of animal waste and decomposition, poses significant threats in poultry farms when present at high concentrations. Elevated ammonia levels are **harmful to both animal health and the environment**,

leading to a cascade of negative effects on poultry production. These include **reduced body weight gain, impaired feed conversion, decreased survivability, and a weakened immune response**. Furthermore, high ammonia can cause respiratory illness, eye irritation, increased susceptibility to pathogens, and compromised immune responses in birds, ultimately impacting overall performance and profitability for farmers. Effectively controlling ammonia is therefore crucial for fostering healthy living conditions and improving bird performance.

## Sapodo: A Comprehensive Strategy for Ammonia Management

Sapodo is a **natural phytogenic feed additive** specifically formulated for efficient ammonia control. It is a polyherbal formulation containing saponins and glycosides, among other bioactive compounds, which collectively enable a multi-pronged

approach to ammonia management. Sapodo's strategy involves two key mechanisms:

- **Direct Binding:** Sapodo contains **bioactive compounds that directly bind lower gut and environmental ammonia levels**. This immediate action helps to neutralize existing ammonia, reducing its toxic effects on animals and improving air quality within the farm.
- **Urease Inhibition:** Beyond direct binding, Sapodo's bioactive compounds also **control ammonia production by inhibiting the urease enzyme**. Urease is responsible for converting urea into ammonia, so by inhibiting this enzyme, Sapodo addresses the root cause of ammonia generation, providing a more sustainable and long-term solution.

This dual-action approach ensures

*Contd. from page no.42*

litter shed for broilers, can contribute to obesity and fat accumulation in the liver and abdomen.

**Infectious Diseases:** Some viral and bacterial diseases, such as Marek's disease, Lymphoid leucosis, avian hepatitis, and fowl cholera, can directly infect and damage the liver.

**Drugs, Chemicals and Medicines :** Excessive use of drugs (antibiotics, growth-promoting antibiotics, coccidiostats, etc.) in diets formulated for commercial poultry, as they have a negative influence on the liver function, since most of these chemicals are metabolized in the liver, causing an increase in energy

expenditure that will deteriorate the productive performance of the birds.

Mostly it is seen as reversible damage, correctable and treatable with timely intervention with mitigation strategies. Prolonged damage will lead to irreversible damage like cirrhosis or fibrosis, not treatable.

Early detection, dietary corrections, use of good quality feed ingredients, prevention of stress, mycotoxins, infections, timely and appropriate supportive care are some of the critical components in promoting hepatic repair, regeneration and recovery of the affected birds.

**Mitigation Strategies:** The following need to be added regularly per ton of the finished feed, avoid use of poor quality and mouldy feed ingredients, alternate feed ingredients be kept to minimum levels.

**Choline Chloride @ 1 Kg/ton** (this takes care of fat mobilisation from the liver to keep it fit and fine).

**Toxin Binders @ 1 Kg/ton** ( at least two different types of binders is suggested, so together they target maximum number of mycotoxins).

**Toxol @ 1 Kg/ton** (to ensure proper GI tract, liver and kidneys health, condition and functioning).





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a **comprehensive reduction of ammonia** in the poultry environment, creating a healthier and more productive setting for animals.

#### **Unlocking Superior Ammonia Management: Sapodo's Proven Advantage Over Yucca Schidigera Products**

#### **Comparative Efficacy: Sapodo's Demonstrated Superiority**

To validate Sapodo's effectiveness, comprehensive in-vitro evaluations were conducted at the Avitech Centre for Nutrition Science (ACNS), comparing its ammonia binding capability against a commercially available Yucca product. The results **unequivocally demonstrate Sapodo's superior performance.**

#### **Study 1: Quantitative Evaluation (B50 Value)**

The first trial focused on estimating the B50 value, a key indicator quantifying the amount of an ammonia-binding substance needed to reduce ammonia concentration in an aqueous solution by 50%. A lower B50 value signifies a stronger ability of the product to bind ammonia.

#### **Methodology:**

The ammonia control agent was weighed, mixed with phosphate EDTA buffer, stirred for 10 minutes, and centrifuged. The supernatant was then used to prepare aliquots for B50 estimation. Samples were treated with ammonium sulfate solution, nitroprusside, and hypochlorite, followed by incubation, and optical density measurement at 630 nm to determine the percentage of free ammonia.

#### **Results:**

The study revealed that **only 3.6 mg of Sapodo was required to achieve a 50% reduction in ammonia** in the solution, compared to **5.4 mg of Yucca**. This critical finding indicates that **Sapodo is 50% more effective in binding ammonia than Yucca.**

#### **Study 2: Qualitative Evaluation**

#### **(Colorimetric Study)**

The second trial employed a colorimetric study, utilizing the salicylate method based on the Berthelot reaction, to visually assess ammonia binding efficiency at different dosages.

#### **Methodology:**

Stock ammonia solution was prepared. A reaction mixture was used to assess ammonium concentration with varying levels of ammonia binder (25 mg, 50 mg, 100 mg, and 150 mg). The color variation was then compared against an ammonia color chart.

#### **Results:**

- At **25 mg and 50 mg dosages**, Sapodo-containing test tubes exhibited a **light-yellow hue**, indicating a significant decrease in ammonia levels, whereas Yucca tubes showed a light green hue.
- More strikingly, at **100 mg and 150 mg dosages**, the Sapodo test tubes demonstrated a **complete reduction of ammonia concentration**, evidenced by a dark yellow color. In contrast, Yucca only showed a slight reduction, presenting a light-yellow hue at these higher concentrations.

The color variation clearly shows that **Sapodo is more effective as an ammonia control agent** compared to Yucca at different concentrations, demonstrating a **superior performance** in reducing ammonia production.

#### **Beyond Binding: The Multifaceted Benefits of Sapodo for Poultry Productivity**

Sapodo's superior ammonia control translates into a multitude of benefits for poultry farmers, directly impacting productivity and animal welfare:

- **Improved Nutrition:** Optimizes feed intake and ensures better nutrient utilization.

- **Enhanced Health:** Reduces susceptibility to respiratory infections and decreases the incidence of Ascites. Sapodo addresses issues more effectively than Yucca, improving bird performance.
- **Increased Productivity:** Improves overall performance and efficiency, leading to enhanced growth and productivity.
- **Farm Hygiene:** Significantly improves air quality and reduces offensive odor generated by manure.

Furthermore, Sapodo is **100% natural and safe, cost-effective, and compatible for inclusion in premixes or complete feeds**, demonstrating excellent stability through pelleting and extrusion processes.

#### **Conclusion: A Cleaner, Healthier Future with Sapodo**

Sapodo's **proven superior efficacy in binding and inhibiting ammonia**, as demonstrated by rigorous in-vitro trials, positions it as the premier plant-based solution for ammonia management in poultry farming. By effectively addressing ammonia-related challenges, Sapodo not only safeguards animal health and the environment but also significantly **boosts farm productivity and profitability.**



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# Poultry Gut Health Troubleshooters

Dr Chandramohan, Chief Technical Officer, Neotle Global Pvt Ltd

## Imbalance in Gut Microbiota (Dysbacteriosis):

Dysbacteriosis is an imbalance in the gut microbiota, where harmful bacteria outnumber beneficial ones and produce some toxins.

**Impact:** It can lead to poor digestion, nutrient malabsorption, inflammation and vulnerability to infections like *Escherichia coli*, *Staphylococcus sp*, *Salmonella sp* and *Clostridium perfringens*.

**Prevention:** Molecules with effective anti-microbial activity against gut pathogens can help maintain a balanced microbiota.

## Coccidiosis:

Caused by the *Eimeria* species, coccidiosis damages the gut lining and disrupts its structural integrity that allows entry of pathogens in to the body system and also leads to diarrhoea and reduced nutrient absorption.

**Impact:** Decreased growth rates, dehydration, secondary infections, and sometimes mortality.

**Prevention:** Ionophores, chemical coccidiostats and vaccination can help prevent and control outbreaks.

## Necrotic Enteritis:

### Stress and Environmental Factors:

A bacterial infection primarily caused by *Clostridium perfringens*, often

## Clinical signs of gut health issues

**Gut health in poultry is crucial for their overall health, productivity, and ability to resist diseases.**

**When gut health is compromised, poultry can face reduced growth rates, lower feed efficiency, and an increased risk of infections. Here are some key factors and predisposing factors for common gut health issues in poultry**

secondary to intestinal coccidiosis.

**Impact:** Damages the intestines, leading to reduced feed intake, poor growth, increased mortality in heavy birds and carcass downgrading.

**Prevention:** Good hygiene, reducing dietary protein levels, and using effective anti-microbial products can help prevent outbreaks. Poor housing conditions, overcrowding, and temperature extremes can increase stress, negatively affecting gut health.

**Impact:** Stress can disrupt the gut microbiota balance, reduce immunity,

and make birds more susceptible to diseases.

**Prevention:** Providing optimal housing, controlling temperature, ensuring adequate ventilation, minimizing overcrowding, and reducing/handling stress.

## Enteritis from Bacterial Infections:

Pathogens like *Escherichia coli* and *Salmonella* can cause enteritis, leading to inflammation and damage to the gut lining.

**Impact:** Can reduce nutrient absorption, increase morbidity and mortality, and impact growth rate in broilers and egg production in layers.

**Prevention:** Ensuring biosecurity, controlling contamination, and using Effective strategies to control pathogenic bacterial load and to reduce risks.

## Nutritional Imbalances:

Deficiencies or excesses in certain nutrients can affect gut health. High protein diets can predispose birds to bacterial overgrowth.

**Impact:** Nutritional imbalances can lead to malabsorption, weakened immunity, promote growth of harmful bacteria with increased mortality and reduced growth rates.

**Prevention:** Formulating balanced diets and ensuring optimal levels of nutrients and minerals like zinc, copper, and vitamins.

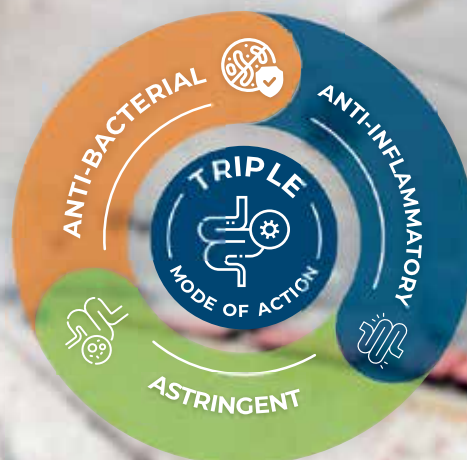
## Clinical signs of gut health issues

Gut health issues in poultry can manifest through a variety of clinical signs. Since the gastrointestinal tract is essential for nutrient absorption



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and immune function, any imbalance or disease in the gut can lead to both digestive and systemic symptoms. Here are some common clinical signs indicating gut health issues in poultry:

#### **Wet Droppings:**

Loose, watery droppings are a common sign of gut health problems like dysbacteriosis, coccidiosis, or bacterial infections (e.g., E.coli, Salmonella and Clostridium).

**Implications:** Diarrhoea can lead to dehydration, reduced nutrient absorption, and potential electrolyte imbalances. Wet droppings also make litter management more difficult and can increase ammonia levels in the air, leading to respiratory problems.

#### **Poor Growth and Weight Gain:**

Birds with compromised gut health often have stunted growth or fail to reach expected weight targets, as seen in conditions like necrotic enteritis and coccidiosis.

**Implications:** Slow or inconsistent growth rates reduce productivity and can indicate issues with nutrient absorption due to gut damage or inflammation.

#### **Changes in Feed Conversion Ratio (FCR):**

Affected birds require more feed to gain the same amount of weight due to inefficient digestion and absorption. An elevated FCR (more feed per unit of weight gain) often signals gut health issues.

**Implications:** Poor FCR increases production costs, especially if widespread in the flock. This can result from conditions such as dysbacteriosis or mycotoxin damage.



#### **Feathering and Skin Quality Issues:**

Birds with gut health issues may have poor feathering and dull, scruffy feathers, as well as skin lesions in some cases.

**Implications:** These signs can indicate malnutrition, as nutrients are not properly absorbed, or they may be secondary to high ammonia levels from wet droppings in the litter.

#### **Lethargy and Leg Weak Issues:**

Birds with gut health issues will be recumbent ventrally and will have bumble foot and hock burn issues due to poor litter quality. This is often seen in birds with infections or significant inflammation in the gut.

**Implications:** Lethargy and recumbent reduces feed and water intake which affects overall productivity and result. Leg weak issues deteriorate the market value of the birds which affects overall profit.

#### **Pasty Vent (Vent Gleet):**



A vent covered with pasty droppings can be a sign of digestive upset, often due to coccidiosis, bacterial overgrowth, or mycotoxicosis.

**Implications:** Pasty vents indicate gastrointestinal distress and, if



severe, may require intervention to prevent further issues, including cloacal blockage.

#### **Unusual or Foul Odour from Droppings:**

Gut infections, especially with pathogens like Clostridium perfringens (associated with necrotic enteritis), can produce foul-smelling droppings.

**Implications:** A strong, foul odour is often a sign of gut dysbacteriosis or infection, requiring attention to prevent further flock contamination. Gut health issues in poultry can have significant economic impacts on the poultry industry. Compromised gut health not only affects the growth and productivity of the birds but also increases the production cost due to higher feed requirements, healthcare costs, and losses from mortality or culling.

#### **Reduced Feed Conversion Efficiency:**

Here's a closer look at the main economic impacts:

**Impact:** Gut health issues, such as dysbacteriosis and infections, reduce nutrient absorption, meaning birds need more feed to achieve the same growth. Feed accounts for up to 70% of the total cost of poultry production, so poor feed conversion can drastically increase production costs.

**Economic Effect:** Increased feed costs per unit of weight gain or egg production, reducing profitability.

#### **Changes in Egg Production (Layers):**

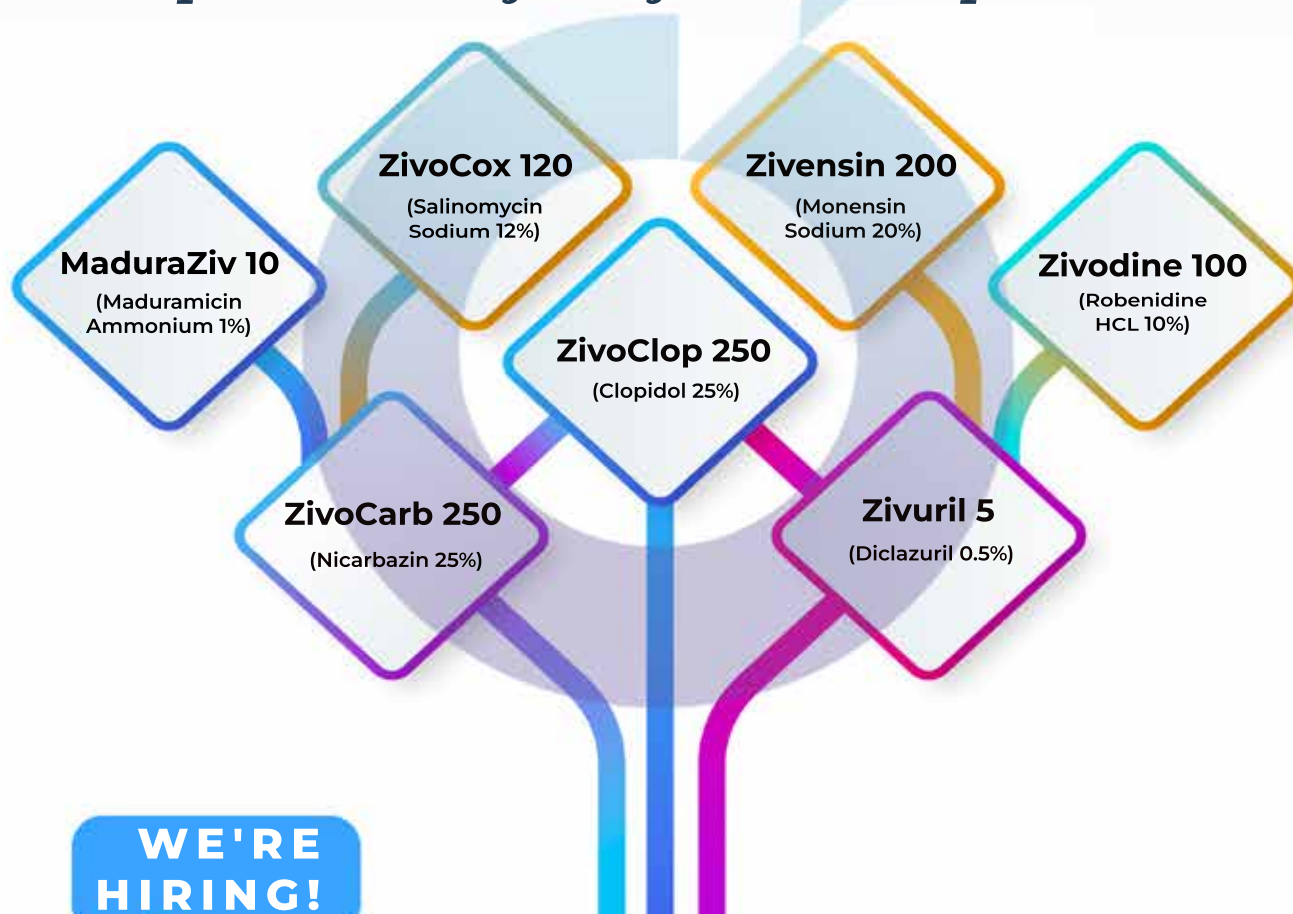
Layers with gut health issues may show a decrease in egg production, poor shell quality, or more number of dirty eggs.

**Implications:** This can result from malnutrition due to poor absorption of nutrients or from stress and inflammation associated with gut infections.



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**Weight Loss or Emaciation:**

Severe or chronic gut health issues can lead to weight loss and a “wasting” appearance due to prolonged malnutrition and poor feed efficiency.

**Implications:** Emaciation is a serious sign, often indicating long-standing digestive or absorptive issues. This may be seen in cases of chronic coccidiosis, necrotic enteritis, or mycotoxin exposure.

**High shrinkage loss and transit mortality:**

Gut issues impair the health of the birds, cause diarrhoea, increase stress and affected birds upon transport to market areas suffer higher level of loss in body weight and high transit



mortality.

**Implications:** Higher shrinkage loss and transit mortality levels impact profitability to the integrators and may lead to carcass downgrading also.

**Economic impacts due to gut health issues Slower Growth Rates:**

**Impact:** Poor gut health hinders

growth and delays the time it takes for broilers to reach market weight. In laying hens, it may delay the onset of lay or reduce egg production rates.

**Economic Effect:** A longer production cycle results in higher overhead and feeding costs, reducing the return on investment for each batch of birds.

**Increased Mortality and Culling Rates:**

**Impact:** Severe gut health issues like coccidiosis and necrotic enteritis can increase mortality rates and necessitate the culling of affected birds to prevent the spread of disease.

**Economic Effect:** Loss of potential revenue from deceased or culled birds and increased costs associated with managing and disposing of carcasses.

**Higher Veterinary and Healthcare Costs:**

**Impact:** Infected or compromised birds often require medications, vaccinations, and other treatments, particularly in operations that do not use antibiotic growth promoters (AGPs).

**Economic Effect:** Increased cost of healthcare and medication, as well as labour expenses associated with administering treatments and managing sick birds.

**Quality Issues in End Products:**

**Impact:** Gut health problems can lead to quality issues in both meat and eggs. For example, Clostridium infections or mycotoxin contamination can result in meat rejection, downgrading, or eggs that are unsuitable for sale.

**Economic Effect:** Reduced revenue from lower-quality products and potential losses from products that must be discarded or downgraded.

**Increased Risk of Food borne Pathogens:**

**Impact:** Gut health issues increase the risk of food borne pathogens like Salmonella and Campylobacter, which

can spread through the flock and enter the food supply.

**Economic Effect:** Higher costs for testing, monitoring, and implementing biosecurity to prevent contamination. Additionally, outbreaks can lead to product recalls, damage brand reputation, and reduce market demand, leading to revenue losses.

**Management and Prevention Strategies:**

Maintaining a healthy gut in poultry is vital for growth, performance, and disease resistance. This can be achieved through strict biosecurity measures such as proper sanitation of feed, water, equipment, and visitor handling; providing balanced nutrition with essential vitamins, minerals, enzymes, proteins, and fiber; and using additives like probiotics, prebiotics, and organic acids to support gut health.



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# Optima sets a new benchmark in poultry gut health

## Upgraded with BV-OLS1101 – A Proprietary Strain for Proven Performance

**Dr Kalyani Sarode**, Senior Product Manager, Optima Life Sciences Private Limited, Pune

The poultry industry today is at a crossroads. On one hand, the demand for high-quality protein is rising rapidly; on the other, global concerns over antimicrobial resistance (AMR) are driving the shift away from antibiotic growth promoters (AGPs). This transition calls for solutions that are not only effective but also sustainable, safe, and scientifically validated.

At Optima Life Sciences, innovation is the cornerstone of our mission. In line with our commitment to developing next-generation non-AGP interventions, we are proud to introduce a significant advancement—ButyEster Pro3 upgraded with our proprietary registered strain, *Bacillus velezensis* BV-OLS1101.

A newly characterized *Bacillus velezensis* strain (BV-OLS1101), taxonomically identified via 16S rRNA sequencing, demonstrates robust probiotic attributes and a unique ability to secrete the serine protease subtilisin.

BV-OLS1101 exhibited thermotolerance (89% survival at 80 °C), strong acid and bile resistance, broad-spectrum antibiotic susceptibility, and in vitro antagonism against *Clostridium perfringens* (CP). Subtilisin production was validated through protease activity assays, PMSF inhibition, and SDS-PAGE analysis.

In a 42-day broiler trial, supplementation with BV-OLS1101 (250 or 500 mg/kg feed) under CP challenge improved feed conversion ratio (FCR) by up to 7.9% ( $P = 0.01$ ), reduced cecal and ileal lesion scores, and significantly modulated mucosal immunity. Specifically, BV-OLS1101 downregulated pro-inflammatory

### The Science Behind BV-OLS1101

*Bacillus velezensis* has emerged as one of the most promising probiotic species for animal nutrition, recognized globally for its resilience and multifunctional health benefits. What makes BV-OLS1101 unique is its ability to:

- **Produce potent antimicrobial peptides (AMPs):** BV dedicates ~4% more of its genome to AMP biosynthesis compared to *Bacillus subtilis*. These AMPs disrupt pathogenic bacteria and suppress opportunistic microbes.
- **Secrete subtilisin:** A stable extracellular serine protease, subtilisin provides dual benefits—enhancing protein digestion and contributing to pathogen control.
- **Strengthen intestinal immunity:** By stimulating mucosal defences and secretory IgA production, BV-OLS1101 helps birds resist enteric stressors such as *Clostridium perfringens*.
- **Optimize nutrient utilization:** Improved protein breakdown means less undigested protein in the gut, reducing dysbiosis and supporting efficient growth.

cytokines (IL-1 $\beta$ , IL-6, IFN- $\gamma$ ) while upregulating TGF- $\beta$ , MUC2, and sIgA expression.

These findings highlight subtilisin as a potential immunomodulatory factor, positioning BV-OLS1101 as a next-generation, heat-stable probiotic capable of sustaining gut health and performance in AGP-free poultry systems.

**Reference:** S. Haldar, A.K. Dhara, I. Sengupta, S. Paul, S.S. Arora, R. Kumar, A. Pal, V. Kulkarni. Agrivet Research and Advisory Pvt Ltd., ICMR-NIRBI, Optima Life Sciences Pvt Ltd.

### ButyEster Pro3: A Multifactorial Approach to Gut Health

ButyEster Pro3 has been developed as an integrated gut health solution, strategically combining probiotics, postbiotics, and prebiotics to address the multifaceted challenges of poultry production.

The incorporation of the novel strain *Bacillus velezensis* BV-OLS1101 further

enhances its functional efficacy, delivering scientifically validated benefits across key domains:

- **Probiotic Innovation** – broad-spectrum pathogen suppression, improved feed conversion, and resilience under enteric challenge.
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# Building Flock Resilience: Trouw Nutrition's Systemic Approach to Gut Health and Antibiotic Reduction

Dr J.Pothanna, Technical Manager, Trouw Nutrition South Asia

The poultry industry is steadily shifting toward antibiotic-free production, driven by growing concerns over antibiotic resistance, consumer demand, and regulatory changes. As a result, many farms are exploring how to maintain bird health and performance without the conventional use of antibiotic growth promoters (AGPs).

As the poultry industry moves toward antibiotic-free production to tackle antimicrobial resistance, natural alternatives—often called natural growth promoters—are becoming essential. Acidifiers help keep the gut environment unfriendly to harmful bacteria, improving digestion and feed efficiency. Probiotics, prebiotics and Synbiotics support the growth of good microbes and strengthen birds' natural defenses. Plant-based additives and essential oils from herbs provide antimicrobial and antioxidant benefits and can make feed more appealing. By unlocking nutrients in feed, enzymes help birds absorb more and reduce undigested material that fuels bad bacteria. Newer tools, like immune-boosting compounds and bacteriophages (viruses that target specific pathogens), offer precise and sustainable ways to control disease. Together—along with good management—these options help maintain flock health and performance without relying on antibiotics.

Acidifiers, particularly organic acids, are considered the foremost and most effective alternatives to antibiotics in poultry feed. Feed acidification using organic acids is a

| Items                           | Poultry                                                                                                                                                                 |                                                                                                                                                                                     |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Probiotics                      |       |  -Growth Promotion and Strong scientific evidence for efficacy and commercial used.              |
| Prebiotics                      |       |  -Disease prevention and strong scientific evidence for efficacy and commercial used             |
| Organic acids                   |       |                                                                                                                                                                                     |
| In-feed enzymes                 |       |                                                                                                                                                                                     |
| Antimicrobial peptides          |       |  - Growth Promotion, Disease prevention and some scientific evidence suggests potential efficacy |
| Phytochemicals                  |   |                                                                                                                                                                                     |
| Minerals                        |                                                                                      |                                                                                                                                                                                     |
| Immune modulators               |   |                                                                                                                                                                                     |
| Vaccines                        |                                                                                      |                                                                                                                                                                                     |
| Bacteriophages                  |   |  - Disease treatment and some scientific evidence suggests potential efficacy                  |
| Source –2017-WATT Global Media. |                                                                                                                                                                         |                                                                                                                                                                                     |

key strategy in poultry production for layers and broilers. By lowering the gastrointestinal pH, it inhibits harmful bacteria like Salmonella and E. coli, promoting beneficial gut microbes and improving bird health. Furthermore, organic acids in their undissociated form can penetrate bacterial cell walls, disrupting vital cellular functions through the release of hydrogen ions inside the bacterial cells. This action effectively kills or suppresses harmful bacteria. Organic acids also enhance nutrient digestibility and strengthen immunity, leading to

better growth performance and egg production. This makes acidification an essential alternative to antibiotics in sustainable poultry farming.

In the concept of acidification in poultry feed, the main composition of acids includes:

- **Short-Chain Fatty Acids (SCFA)**  
**C1-C6:** These include formic acid, acetic acid, propionic acid, and butyric acid. SCFAs are effective in lowering gut pH and inhibiting pathogens, mainly targeting gram-negative bacteria.
- **Medium-Chain Fatty Acids (MCFA)**



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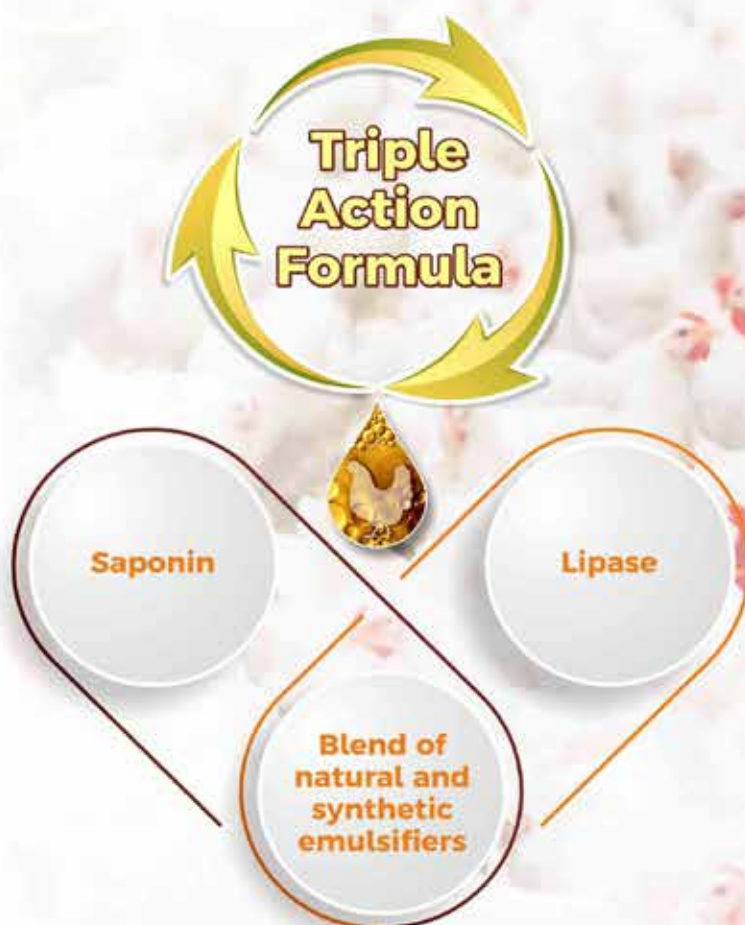
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**C7-C12:** These include caprylic acid (C8), capric acid (C10), and lauric acid (C12). MCFAs have strong antimicrobial properties against various gram-positive bacteria and fungi, enhancing gut health and immunity.

- **Long-Chain Fatty Acids (LCFA) > C13 :** These are less commonly emphasized in acidifiers but may include fatty acids like stearic acid. LCFAs mainly serve as energy sources and contribute to feed stability when combined with other acids.

When stone grit is added to poultry feed to help hens develop strong eggshells, the calcium carbonate in the grit raises the alkalinity (pH) of the bird's digestive system. If the gut becomes too alkaline, it can hinder the bird's ability to absorb calcium efficiently. While simple chemical calculations may indicate that a large amount of acidifier—sometimes up to 8 kilograms per ton of feed—is necessary to counteract this alkalinity, the reality is different.

In practical poultry feeding, much smaller amounts of acidifier, typically between 1 and 3 kilograms per ton of feed, are sufficient. This is because commercial acidifiers are blends containing less pure acid along with other beneficial ingredients. Additionally, the bird's digestive system naturally produces acids, and the beneficial gut bacteria work alongside the acidifier to maintain a balanced gut environment. Other feed components also influence gut pH, reducing the need for higher acidifier amounts. Using the right level of acidifier ensures better calcium absorption, stronger eggshells, reduced feed costs, and improved gut health.

When selecting an acidifier for poultry nutrition, several important factors must be taken into account to ensure it works effectively.

| Poultry GIT Site | Approximate pH Range | Common Organic Acids | Approximate pKa Value |
|------------------|----------------------|----------------------|-----------------------|
| Crop             | 4.5 - 5.5            | Lactic acid          | 3.85                  |
| Proventriculus   | 2.5 - 3.5            | Formic acid          | 3.75                  |
| Gizzard          | 2.5 - 3.5            | Propionic acid       | 4.87                  |
| Duodenum         | 5.0 - 6.0            | Acetic acid          | 4.76                  |
| Jejunum/Ileum    | 6.0 - 6.8            | Butyric acid         | 4.82                  |
| Cecum            | ~6.5 - 7.0           | Benzoic acid         | 4.2                   |
| Large Intestine  | Near neutral         | Sorbic acid          | 4.76                  |
|                  |                      | Ammonium Formate     | 9.2 to 9.25           |

### Factors influencing the efficiency of dietary organic acid supplementation.

- pKa-value
- Chemical form (acid, salt, coated or not)
- Molecular weight
- MIC-value of the acid
- Kind of micro-organism
- Animal species,
- Site and location in the gastrointestinal tract
- Buffering capacity of the feed

**Buffering capacity (B-value)** is a measure of how much resistance a feed must change in pH. A feed with high buffering capacity requires more acid to reduce its pH, while a feed with low buffering capacity is easily acidified.

Feeds rich in protein (soybean meal, fish meal) and minerals (limestone, dicalcium phosphate) tend to have high buffering capacity. High buffering capacity can make it challenging to create the acidic gut environment needed for optimal enzyme function and microbial balance. Cereal grains typically have lower buffering values.

The relationship between buffering capacity and acidifier dose is direct and important: the higher the buffering capacity of the feed, the

greater the dose of acidifier needed to effectively lower the pH. In feeds with low buffering capacity, only a small amount of acidifier is required to achieve the desired acidification.

Proper balancing of acidifier dose with the feed's buffering capacity is essential. If too little acidifier is added to a high buffering capacity diet, the pH will not decrease enough, reducing the benefits of acidification. Conversely, adding excessive acidifier can cause feed palatability issues or irritate the digestive tract.

Single acids like formic, propionic, or citric acids are used for targeted effects, such as rapid pH reduction or energy provision in specific gut sections. For example, formic acid—with a low pKa—efficiently lowers the gut's pH, suppressing pathogenic bacteria predominantly in the crop and proventriculus. Blends of acids, on the other hand, are preferred during periods of heightened disease risk, stress, or following the withdrawal of antibiotics. The synergistic interactions among acids in blends provide a broader antimicrobial spectrum, cover more intestinal segments, and usually require lower effective doses.

Based on the pH and pKa concept, the use of organic acid blends is important in poultry nutrition because gut pH varies across different segments. Since the antimicrobial



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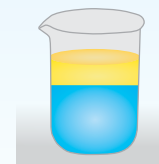
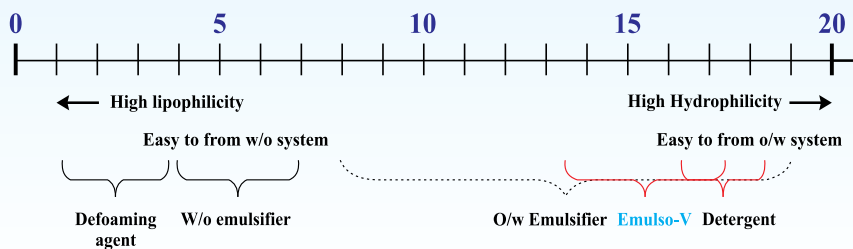
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effectiveness of an acid depends on it being undissociated—which is influenced by the pH relative to its pKa—a blend of acids with different pKa values ensures consistent activity throughout the entire gut. Acid blends combine short-, medium-, and sometimes long-chain fatty acids to target multiple gut regions, improving pathogen control, enhancing gut integrity, and supporting nutrient absorption. Thus, acid blends provide a broader and more reliable antimicrobial effect in the variable pH environment of the poultry gastrointestinal tract compared to single acids alone.

### Conclusion -

As the poultry industry embraces antibiotic-free production, a science-based approach becomes indispensable. Trouw Nutrition's integrated model—built around Selacid Green Growth and hydroxy trace minerals—shows how gut health and performance can be optimized without antibiotics.

**Selacid Green Growth**, a blend of free and buffered short- and medium-chain fatty acids, promotes gut microbial balance, supports digestive health, and sustains performance under antibiotic-free production. Surpassing AGP equivalents in trials, it delivers comparable growth and feed efficiency without compromising bird health.

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