English monthly from Hyderabad, India

Poultry Fortune

Estd. 1991

Health • Nutrition • Technology • Marketing

September 2025

Annual Subscription: ₹800 Foreign USD 100

Inside ...

Editorial:
UK and India have signed a Fair Trade Agreement ...

PFI meets Prof S.P. Singh Baghel, other Senior Officials in A.H. Dept

Srinivasa Farms' Organises – 'The Egg School 2025'

UK-India trade deal retains tariffs on poultry and eggs

Ventri Biologicals Continues its Series of Technical Seminars on "VENGEM" ...

Ensuring Poultry Feed Quality

Strengthening Gut Health and Intestinal Integrity

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ROSS 308 AP BEST ACHIEVERS
JULY 2025

Aviagen India

Northern Region

COMPANY: Sampoorna feeds
FARMER NAME: Mr. Parshotam Singh

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Punjab
Chicks Placed	27955
Mean Age	34.5
Avg Body Wt	2612
FCR	1.363
cFCR	1.227
Livability%	97.3
Daily Gain	75.6
EPEF	540

Eastern Region

COMPANY: IB Group
FARMER NAME: Mr. Tej Kumar Sahu

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Odisha
Chicks Placed	14915
Mean Age	41.0
Avg Body Wt	3127
FCR	1.554
cFCR	1.304
Livability%	95.9
Daily Gain	76.3
EPEF	470.9

Central Region

COMPANY: IB Group
FARMER NAME: Mrs. Priti Bobde

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Maharastra
Chicks Placed	13099
Mean Age	38.0
Avg Body Wt	2927
FCR	1.481
cFCR	1.275
Livability%	95.4
Daily Gain	77.0
EPEF	496.1

South Region

COMPANY: SKM feeds
FARMER NAME: Mr. Salamon Raja

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Tamil Nadu
Chicks Placed	9410
Mean Age	32.8
Avg Body Wt	2210.0
FCR	1.370
cFCR	1.323
Livability%	96.9
Daily Gain	67.4
EPEF	476.5

JULY Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC house	27955	34.5	2612	1.363	1.227	97.3	75.6	540.0
North Open house	12513	35.0	2424	1.260	1.166	97.8	69.3	537.5
East EC house	14915	41.0	3127	1.554	1.304	95.9	76.3	470.9
East Open house	1630	39.0	2668	1.475	1.327	95.4	68.4	442.5
Central EC house	13099	38.0	2927	1.481	1.275	95.4	77.0	496.1
Central Open house	2359	38.0	2627	1.527	1.388	96.4	69.1	436.4
South EC house	22272	35.0	2486	1.451	1.343	97.0	71.0	478.8
South Open house	9410	32.8	2210	1.370	1.323	96.9	67.4	476.5

JULY Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	EC House	Odisha	27955	34.5	2612	1.363	1.227	97.3	75.6	540.0
Flock 2	Open House	Punjab	12513	35.0	2424	1.260	1.166	97.8	69.3	537.5
Flock 3	Open House	West Bengal	18968	31.0	2184	1.260	1.219	95.2	70.5	532.1
Flock 4	EC House	Maharastra	12340	35.5	2655	1.380	1.234	97.6	74.9	529.5
Flock 5	Open House	Maharastra	6105	33.6	2302	1.320	1.253	97.1	68.5	503.7
Flock 6	EC House	Maharastra	12697	34.2	2427	1.380	1.285	97.4	70.9	500.4
Flock 7	EC House	Maharastra	13099	38.0	2927	1.481	1.275	95.4	77.0	496.1
Flock 8	EC House	Maharastra	15620	37.0	2811	1.484	1.304	96.0	76.0	491.6
Flock 9	EC House	Madhya Pradesh	10629	44.0	3476	1.577	1.249	97.1	79.0	486.4
Flock 10	Open House	Gujarat	11023	36.7	2540	1.390	1.270	96.3	69.2	479.4

Poultry Fortune

English Monthly Magazine
(Established in May 1991)

Volume 27 Number 2 September 2025

Editor & Publisher
M. A. Nazeer

Editorial & Business Office:
POULTRY FORTUNE
NRS Publications,
BG-4, Venkataramana Apartments,
11-4-634, A.C.Guards,
Hyderabad - 500 004, India.
Tel: 040 - 2330 3989, 70329 19554
E-mail: info@poultryfortune.com
Website: www.poultryfortune.com

Annual Subscription
India : Rs. 800
Foreign Countries : US $ 100
or its equivalent.

Poultry Fortune will be sent to the subscribers in India by Book Post, and to foreign subscribers by AirMail.

Edited, printed, published and owned by M. A. Nazeer and published from BG-4, Venkataramana Apts., 11-4-634, A.C.Guards, Hyderabad - 500 004, India. Printed at Srinivasa Printers.
Registered with Registrar of Newspapers for India with Regn. No. 72452 / 99. Postal Regn.No. RNP/HD/1067/2021-2023.

NRS PUBLICATIONS
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CONTENTS

Editorial

11. UK and India have signed a Fair Trade Agreement

News

14. KPFBA Elects New Leadership at its 30th AGM.
14. Srinivasa Farms' Organises – 'The Egg School 2025' Technical Seminar at Vizag.
18. Ventri Biologicals Continues its Series of Technical Seminars on "VENGEM" LPAI (H9N2) Vaccine.
20. Telangana Poultry Federation opens Cull Bird Single Window facility at Pedda Amberpet in Hyderabad.
22. Kashmir poultry sector on brink of collapse, farmers send SOS to CM.
24. GEH TECH-2: Advancing Poultry Gut Health Through Science & Synergy.
26. Appreciation for Abi Eggs!
28. A demand for national meat sale calendar amid non-veg row in Maharashtra.
30. Bill passed to relax conversion of agricultural land up to two acres for industrial use.
32. PFI meets Prof S.P. Singh Baghel, other Senior Officials in A.H. Dept.
38. UK-India trade deal retains tariffs on poultry and eggs.

40. Zamira's Annual Kick-Off Meeting: One Team, One Goal.
42. Niti withdraws paper on GM crops import from US, signals Govt stand.
42. Meat ban on August 15 'not right', says Maharashtra deputy CM Ajit Pawar.

Articles

46. Strengthening Gut Health and Intestinal Integrity: A Proactive Framework for Poultry Pathogen Management and Farm-to-Fork Food Safety.
52. Prevalence of Poultry Diseases Transmissible to Humans: The Interphase of Poultry Health and Public Health.
56. Redifining poultry nutrition: Role of Alternative Feeds to Improve Gut Health.
64. TriSorb-α – Advancing mycotoxin management through multi-action strategy.
68. Ensuring Poultry Feed Quality: Importance of Pre-Assessment of Raw Materials and Final Feed.

ADVERTISERS' INDEX

Adelbert Vegyszerek	43	Novozymes	6
Amantro Agro	59	Optima Life Sciences Pvt Ltd	25
Anthem Biosciences Pvt Ltd	10	Promois International Ltd	61
Aviagen India Poultry Breeding Co. Pvt Ltd	4 & 5	Provet Pharma Pvt Ltd	39
		Provimi Animal Nutrition (I) Pvt Ltd	55
Avitech Nutrition Pvt Ltd	65	Sterling Biotech Ltd	8
Bentoli AgriNutrition India Pvt Ltd	63	Swiss Chemie International	31
DSAND Animal Nutrition Pvt Ltd	47	Timo Eva Wellness Pvt Ltd	29
Flavour Trove	27	Trouw Nutrition India Pvt Ltd	71
Glamac International Pvt Ltd	21	Uttara Impex Pvt Ltd	49 & 73
Glocrest Pharmaceutical Pvt Ltd	33	Vaksindo Animal Health Pvt Ltd	75
Indian Herbs Specialities Pvt Ltd	23	VALVIN Nutraceuticals	3
Indovax Pvt Ltd	74	Venkateshwara B.V. Biocorp Pvt Ltd	35
Kemin Industries South Asia Pvt Ltd	BC	Venky's (India) Limited	57
Krishi Nutrition Company Pvt Ltd	13	Ventri Biologicals	2
Lavizen Health Care Pvt Ltd	69	Zenex Animal Health India Pvt Ltd	67
Lumis Biotech Pvt Ltd	FC	Zeus Biotech Pvt Ltd	7
Multichem Specialities Pvt Ltd	19	Zhanjiang Hengrun Machinery Co Ltd	44 & 45
Natural Remedies Pvt Ltd	37	Zivota Pvt Ltd	51
Neotle Global	15		

Subscriptions for Poultry Fortune, English monthly, should be sent to:
The Circulation Department, Poultry Fortune, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Hyderabad - 500 004, India. Email: info@poultryfortune.com

UK and India have signed a Fair Trade Agreement

to reduce trade barriers and boost economic growth. The deal maintains tariffs on chicken, egg products, sugar and pork from India to protect UK poultry and pig farmers from competition with lower priced imports, especially those with potentially lower animal welfare standards.

Poultry industry plays a vital role in global food security and the rural economy, especially in developing countries like India. However, the close interaction between humans and poultry in commercial and backyard settings has heightened the risk of zoonotic diseases. Several poultry diseases have known zoonotic potential, such as avian influenza, salmonellosis, campylobacteriosis and chlamydiosis. These diseases not only pose serious public health challenges, but also affect trade, animal health and the livelihoods of farmers.

Dear Readers,

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

The Kashmir Poultry Farmers issued a SOS to the Chief Minister Omar Abdullah, stating that the Union Territory's poultry industry is on the verge of collapse, threatening the livelihoods of over 5.5 lakh people, endangering public health, and dismantling a once self-reliant food supply chain. In a memorandum, the Kashmir Valley Poultry Farmers Association said the once-thriving sector, which not long ago met 80 to 85 percent of J&K's poultry demand, has now collapsed to a mere 15–20 percent production. This sharp decline, they said, is the result of a combination of policy missteps, regulatory dismantling, and unchecked imports of low-grade, outdated poultry products from outside the UT.

Srinivasa Farms, in association with Hy-Line International, hosted The Egg School 2025 on July 29 - 30 at the Radisson Blu Resort in Vizag. The two day technical seminar was attended by poultry consultants, veterinarians, farm owners and industry experts from across India. The event served as a platform to exchange knowledge and showcase emerging trends in layer poultry management, disease control, nutrition and precision farming technologies.

Awareness seminars on Vengem (LPAI-H9N2) inactivated vaccine were held in Bangalore and Bagalkot on 2 May and 24 June 2025, attracting strong participation further highlighted Ventri's updated vaccine range designed for effective and from poultry experts and industry leaders. Dr Prakash Reddy shared impactful insights on Vengem's role in reducing losses from Low Pathogenic Avian Influenza, emphasizing the importance of preventive vaccination. Dr N. Baburaj further highlighted Ventri's updated vaccine range designed for effective and comprehensive disease control. The company stated that the seminars reflect Venworld's continued commitment to advancing poultry health through science driven solutions.

A demand for national meat sale calendar amid non veg row in Maharashtra. Amid the row over meat bans in multiple cities, the Poultry Federation of India has written to the Union Minister proposing a national level meat sales calendar similar to the dry day calendars. The federation said such a measure would help resolve disputes over meat sales during religious festivals and prevent financial losses for businesses. They highlighted the hardship faced by the lakhs of people associated with the meat industry, from daily wage labourers to business owners, whose livelihoods are directly impacted by these closures.

Bill passed to relax conversion of agricultural land up to two acres for industrial use. The Legislative Assembly has passed the Karnataka Land Reforms and Certain Other Law (Amendment) Bill, 2025, for allowing the conversion of agricultural land up to two acres for the establishment of new industries, particularly micro, small and medium enterprises. At present, any person holding agricultural land must apply to the Deputy Commissioner for permission to divert it for non agricultural use as per Section 95 of the Karnataka Land Revenue Act. Revenue

Contd on next page

NRS GROUP

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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Minister Krishna Byre Gowda informed the House that the Deputy Commissioner's permission was not required for entrepreneurs to convert farmland up to two acres for industrial use without any difficulties. The Bill would not only ensure ease in governance but also provide a lot of relief to those who wanted to set up MSMEs on agricultural lands. He said, an amendment would eliminate all middlemen in the conversion of agricultural lands into non agricultural purposes up to two acres.

The Telangana Poultry Federation has opened the Cull Bird Single Window – 5 Regions building at Pedda Amberpet at Hyderabad. The new facility marks a milestone to strengthen poultry infrastructure and operational efficiency for the poultry sector in Telangana and neighbouring states, and to streamline farmers coordination and enhance market connectivity across Telangana's five poultry regions.

The UK and India have signed a Fair Trade Agreement to reduce trade barriers and boost economic growth. The deal maintains tariffs on chicken, egg products, sugar and pork from India to protect UK poultry and pig farmers from competition with lower priced imports, especially those with potentially lower animal welfare standards. India has lower animal welfare standards than in the UK, allowing barren battery cages for laying hens, a farming practice that has been banned in the UK since 2012. But the deal includes the Indian government halving tariff reductions on whisky and gin from 150% to 75%, before reducing them further to 40% by year 10. It also covers tariffs on salmon, chocolate, biscuits, and lamb. Additionally, the UK will retain its regulatory autonomy to set its own independent standards, ensuring it can continue to uphold high levels of protection for animal, human and plant health.

The Niti Aayog's recent withdrawal of its working paper, which had suggested opening up import of genetically modified soybean and corn from the US, has given a peek into India's red line on transgenic food items. The working paper on 'promoting India - US agricultural trade under the new US trade regime', released in May, had suggested that GM corn may be imported for ethanol blending and its by products, like Distiller's Dried Grains with Solubles. US corn is cheaper and can be used to meet India's biofuel targets without disrupting local food and feed markets, said the authors - Raka Saxena and Ramesh Chand of the working paper. Chand is member, Niti Aayog, while Saxena is a senior adviser at the think tank. Although the paper used a disclaimer terming the content as personal views of authors, its recent withdrawal from the think tank's website reflects govt's thinking on the issue of GM products. India currently allows commercial cultivation of only transgenic cotton, a non-food farm item.

In the Articles section, **Strengthening Gut Health and Intestinal Integrity** by Dr Pawar Rutik Namdev, Dr Shipra Tiwari, Dr Mohini Tripathi stated that a Proactive Framework for Poultry Pathogen Management and Farm to Fork Food Safety. Poultry industry represents a pivotal component of the global protein supply chain, with broiler meat and eggs serving as fundamental sources of nutrition in human diets worldwide. Despite its critical role, poultry production consistently encounters challenges from zoonotic pathogens such as Salmonella spp., Campylobacter spp., and Clostridium perfringens. These microorganisms not only compromise avian health and productivity, but also contribute to the incidence of foodborne illnesses, posing significant public health concerns.

Another Article titled, **Prevalence of Poultry Diseases Transmissible to Humans**: The Interphase of poultry Health and Public Health by Dr V. Rayala Reddy, Dr Bhargavi Matli stated that Poultry industry plays a vital role in global food security and the rural economy, especially in developing countries like India. However, the close interaction between humans and poultry in commercial and backyard settings has heightened the risk of zoonotic diseases. Several poultry diseases have known zoonotic potential, such as avian influenza, salmonellosis, campylobacteriosis and chlamydiosis. These diseases not only pose serious public health challenges, but also affect trade, animal health and the livelihoods of farmers.

Another Article titled, **Redifining poultry nutrition**: Role of alternative feeds to improve gut health by K. Sharma and K. Bhavadharani says that there is a need to improve the scientific knowledge on utilizing low cost locally available agro industrial by products in poultry feed in order to reduce the feed cost. As feed constitutes 70 - 75 % of the total cost of production, any attempt to reduce the feed cost may lead to a significant feed formulation. Due to their high nutrient contents, soyabean meal and yellow corn are considered as conventional feed stuffs in poultry feeds. Moreover, these two feed ingredients are also provide nutrition to other animals (soyabean) and humans (yellow corn).

Another Article titled, **Ensuring Poultry Feed Quality**: Importance of Pre Assessment of Raw Materials and Final Feed by Dr Badineedi Hanumanth Rao, Dr Sushant Mhatre, Dr Jayanta Bhattacharyya stated that poultry farming is a rapidly growing sector within animal agriculture, driven by rising global demand for meat and eggs. Feed quality is a determining factor in the success of poultry operations. In the competitive and cost sensitive world of poultry production, feed quality is the cornerstone of flock health, performance and profitability. While precise formulations are essential, it's the actual nutrient value of the raw materials and the consistency of finished feed that ultimately determine bird outcomes. Contaminated, adulterated, or nutritionally imbalanced feed can lead to compromised bird health, reduced growth rates, poor feed conversion ratios (FCR) and economic losses. Therefore, pre assessment of feed ingredients and finished feed is not merely a best practice it is a necessity.

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.

M.A.Nazeer
Editor & Publisher
Poultry Fortune

KPFBA Elects New Leadership at its 30th AGM

Naveen Pasuparthy re-elected as President for 2025 - 2027 term

Newly elected Office Bearers and Management Committee of KPFBA for 2025 - 2027 at the 30th AGM held in Bengaluru President Naveen Pasuparthy, Vice President Manjesh Kumar Jadav, S.S. Dashpanda, Prasanna, Naveen D. Kokla, Rajesh Reddy, Harshardhan Joshi, Sujit and others are seen in the picture

The Karnataka Poultry Farmers and Breeders Association (KPFBA) held its 30th Annual General Body Meeting at Lalit Ashok Hotel, Bengaluru on 9 August 2025. The event brought together poultry farmers, breeders, sector leaders and stakeholders from across the state.

During the meeting, the Management Committee presented the association's activity report for the past two years, highlighting key initiatives, industry engagement, and policy representations. The financial statements were also presented and received the General Board's approval.

After detailed discussions, the General Board unanimously elected the new team of Office Bearers and Management Committee members for the term 2025–2027.

Management Committee 2025–2027

President: Mr Naveen Pasuparthy – Nanda Group.

Vice President: Mr Manjesh Kumar Jadav – VHPL.

Vice President: Mr S. S. Dashpanda – Kwality Animal Feeds Pvt Ltd.

General Secretary: Mr Prasanna – Nandini Farms.

Treasurer: Mr Naveen D. Kokla – Diamond Hatcheries.

MC Member: Mr Rajesh Reddy – SR Agro.

MC Member: Mr Harsharbhan Joshi – Khadkeshwara.

MC Member: Mr Sujit – Komarla.

MC Member: Mr Vasanth Manickam – Megha Farm.

MC Member: Representative from IB.

MC Member: Mr Ajay R. Shetty – Nuri Feeds.

The newly elected team reaffirmed their commitment to work towards strengthening poultry sector in Karnataka, addressing industry challenges and supporting the welfare of farmers.

Srinivasa Farms' Organises – 'The Egg School 2025' Technical Seminar at Vizag

The event served as a platform to exchange knowledge and showcase emerging trends in layer poultry management, disease control, nutrition, and precision farming technologies.

Chitturi Suresh Rayudu

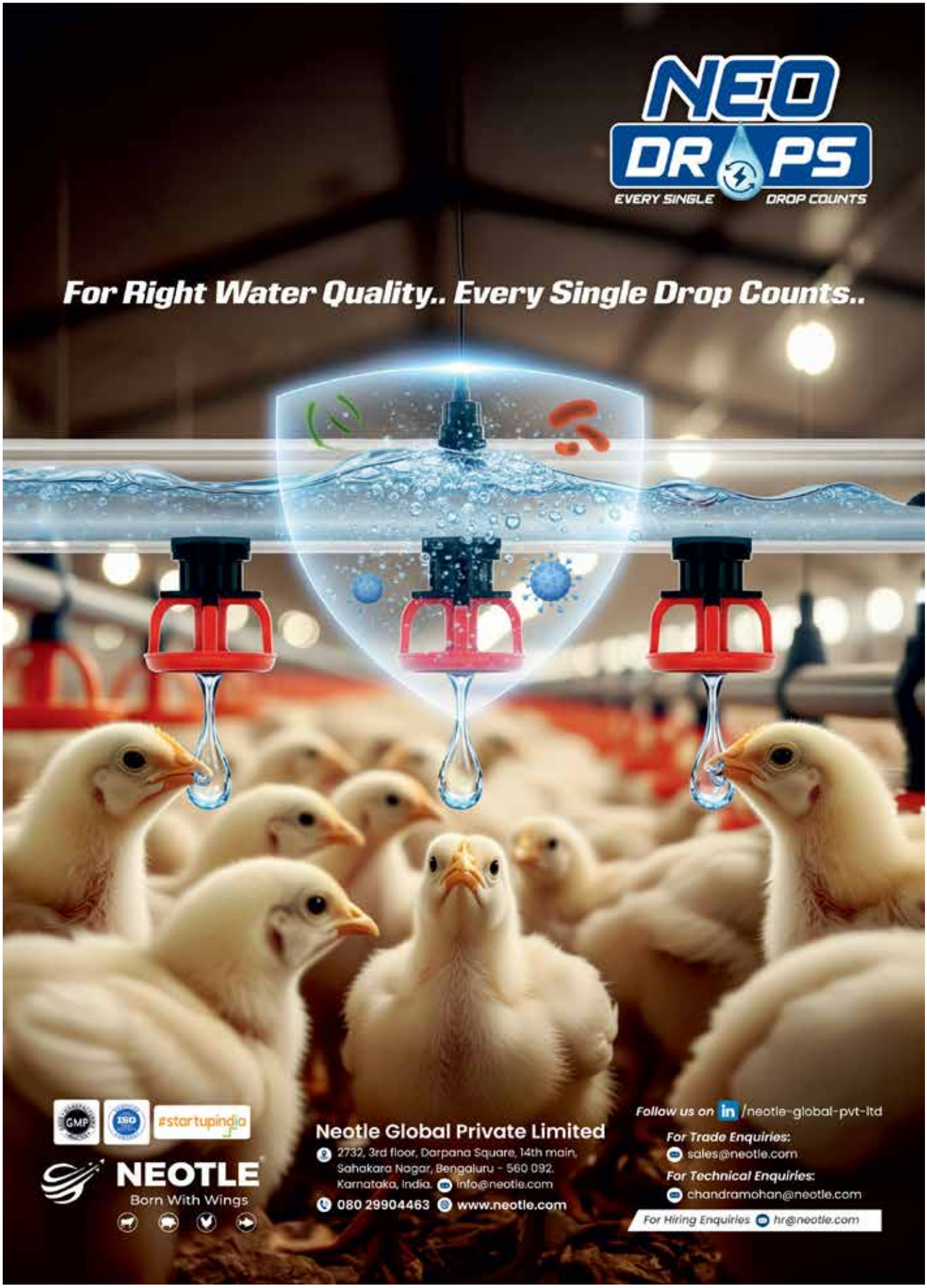
Vizag, July 29 - 30: Srinivasa Farms Pvt Ltd in association with Hy-Line International, hosted The Egg School 2025 on July 29 - 30 at Radisson Blu Resort in Vizag. The two-day technical seminar was attended by over 120 participants including poultry consultants, veterinarians, farm owners, and industry experts from across India.

The event served as a platform to exchange knowledge and showcase emerging trends in layer poultry management, disease control, nutrition, and precision farming technologies.

Core Technical Topics Covered

- Breeding advancements in W-80 India birds
- Marek's Disease prevention and new-gen vaccine strategies
- Performance analysis of W80i (FY22–24)
- Effective control of Avian Influenza
- Mycotoxin biomonitoring, gut health, and feed safety
- InfraRed Beak Treatment (IRBT) and modern pest control methods
- Enhancing farm profitability and operational efficiency
- Application of AI in Poultry and unconventional protein sources, informed a note from Srinivasa Farms.

Chitturi Suresh and Ms Ch. Jahanvi alongwith other dignitaries during lighting of the lamp.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The sessions were moderated by eminent technical experts including Dr S.V. Rama Rao and Dr Chandrasekaran, among others, offering valuable insights backed by research and field experience.

8 Years of Partnership Celebration

The event proudly marked 8 successful years of the Srinivasa–Hy-Line partnership, celebrating a journey built on mutual trust, continuous innovation, and a shared vision for advancing poultry excellence in India.

Notable Leadership Presence

The seminar featured insightful participation from the leadership of Srinivasa Farms:

Mr Suresh Chitturi, Managing Director,

Ms Jahanvi Chitturi, Director

Mr Harsha Chitturi, Business Head

Mr Senthil Krishnan, Business Head

Their involvement throughout the event emphasized the company's commitment to knowledge-led growth and farmer-centric innovation.

Special Guests from Hy-Line International

The event was further enriched by the presence of senior members from Hy-Line International, including:

Mr Vitor Arantes, Global Technical Service Manager

Dr Ravindran Ravichandran, Technical Manager – Asia

Dr Ezhil Vannan, Technical Specialist – India

Mr Chaitanya Mudiraj, Regional Manager

Mr Vamshi Krishna, Technical Support

Their sessions focused on genetics, flock management, vaccination strategies, and future-ready solutions for the layer segment.

Acknowledgment to Sponsors & Partners

Srinivasa Farms gratefully acknowledges the support of its valued partners:

Kemin Industries – India,

Zenex Animal Health, HIPRA, Vaksindo Animal Health, Hester Biosciences Ltd, Envu, EW Nutrition, Boehringer Ingelheim, Alltech, Himalaya Wellness Company, Hindustan Therapeutics Pvt. Ltd.

Their collaboration played a vital role in the seamless execution and technical depth of the event.

The event concluded with a vibrant felicitation ceremony, recognizing contributions from speakers, partners and supporting teams. The Egg School 2025 stands as a milestone event, reinforcing Srinivasa Farms' leadership in technical excellence, innovation and industry empowerment.

A view of participants in 'The Egg School 2025' held by Srinivasa Farms Pvt Ltd at Visakhapatnam on July 29 & 30.






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Ventri Biologicals Continues its Series of Technical Seminars on "VENGEM" LPAI (H9N2) Vaccine

Vengem Vaccine Seminars Drive Poultry Health Awareness in Karnataka

Awareness seminars on Vengem (LPAI-H9N2) inactivated vaccine were held in **Bangalore and Bagalkot** on **2 May** and **24 June 2025,** attracting strong participation from poultry experts and industry leaders.

Dr Prakash Reddy, DGM shared impactful insights on Vengem's role in reducing losses from Low Pathogenic Avian Influenza, emphasizing the importance of preventive vaccination. Dr N. Baburaj, DGM further highlighted Ventri's updated vaccine range designed for effective and comprehensive disease control.

The events concluded with closing remarks from **Mr R.D. Lokesh**, AGM, who thanked all attendees for their engagement and support.

The seminars reflect Venworld's continued commitment to advancing poultry health through science-driven solutions, a release from said VHPL.

Vengem Vaccine Seminars Strengthen Poultry Health Focus In Rajasthan & Haryana

Vengem (LPAI-H9N2) vaccine awareness seminars were held in **Ajmer (Rajasthan)** and **in Jind, Panipat** and **Karnal (Haryana)** on **29th May, 25** and **26 June, 2025.** The events drew strong participation from poultry professionals and highlighted the need for effective disease control in layer farming.

Mr Harjit Padda, DGM – Sales & Marketing, opened each session underlining Venworld's commitment to science-led solutions. **Dr Namdeo Bulbule**, AGM presented key strategies for LPAI prevention, stressing the importance of timely vaccination with Vengem to protect flock health and farm profits.

Mr Shashi Bhushan, AGM concluded the seminars with a vote of thanks, appreciating the active involvement of attendees and the efforts of the Venworld team.

These events reinforced Vengem's trusted role in LPAI protection and deepened its connection with the poultry community

Vengem LPAI Vaccine Awareness Meet Held In Maharashtra

A Vengem (LPAI-H9N2) vaccine awareness seminar was held on **13 June 2025**, in **Yermala, Maharashtra** drawing enthusiastic participation from poultry professionals and stakeholders.

Dr H.G. Murade, DGM – Sales & Marketing, welcomed the audience and set the stage for the technical session. Dr Namdeo Bulbule, AGM, delivered a focused presentation on effective

disease control in layer farming, highlighting Vengem's role in enhancing immunity and minimizing losses from Low Pathogenic Avian Influenza (LPAI).

Mr Ram Ghate, AGM concluded the event with a vote of thanks, appreciating the participants' involvement and the Venworld team's efforts in organizing the seminar.

The event reaffirmed Vengem's growing trust as a dependable solution against LPAI challenges in poultry industry.

Telangana Poultry Federation opens Cull Bird Single Window facility at Pedda Amberpet in Hyderabad

K. Mohan Reddy, President, TPF, Malreddy Ranga Reddy, MLA, Kasireddy Narayana Reddy, P. Venkata Rao and others during the inauguration of Cull Bird Single Window - 5 Regions building on 27 August 2025 at Pedda Amberpet in Hyderabad

The Telangana Poultry Federation has inaugurated the Cull Bird Single Window – 5 Regions building at Pedda Amberpet, Hyderabad. The facility aims to strengthen poultry infrastructure, streamline farmer coordination, and enhance market connectivity across Telangana's five poultry regions.

The new facility marks a milestone in strengthening infrastructure and operational efficiency for the poultry sector in Telangana and neighboring states.

TPF President, Mr Kasarla Mohan Reddy said, this building is more than infrastructure, it symbolizes unity, progress, and our Federation's commitment to empowering poultry farmers.

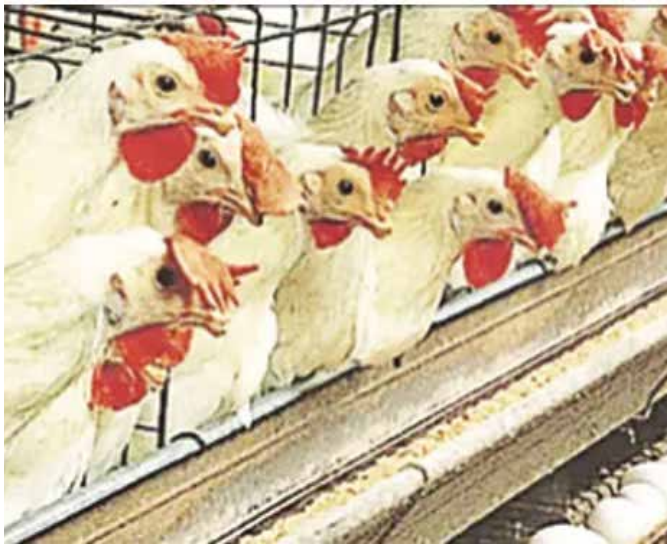
IPEMA President, Mr Uday Singh Bayas said, "This initiative aligns with our mission for sustainable growth and marks a new chapter in poultry infrastructure development."

Those present at the event included Marthineni Dharma Rao, former MLA, Daley Sudhakar, Ex-President, APFF, Gurram Chandrashekhar Reddy, Chairman, NECC Hyderabad Zone and others.

The building, now operational, is expected to serve as a model facility for farmer coordination, product flow, and market connectivity across Telangana's five poultry regions.

Kashmir poultry sector on brink of collapse, farmers send SOS to CM

Kashmir poultry sector on brink of collapse, farmers send SOS to CM



Srinagar, Aug 9: The Kashmir Poultry Farmers has issued a SOS to the Chief Minister Omar Abdullah, stating that the Union Territory's poultry industry is on the verge of collapse, threatening the livelihoods of over 5.5 lakh people, endangering public health, and dismantling a once self-reliant food supply chain.

In a memorandum, the Kashmir Valley Poultry Farmers Association said the once-thriving sector, which not long ago met 80–85 percent of J&K's poultry demand, has now collapsed to a mere 15–20 percent production. This sharp decline, they said, is the result of a combination of policy missteps, regulatory dismantling, and unchecked imports of low-grade, outdated poultry products from outside the UT.

The memorandum accuses outside suppliers of flooding J&K with outdated, low-cost dressed chicken, often transported over long distances without proper cold chain facilities, inspection protocols, or hygiene checks. Farmers claim much of this meat is of questionable quality and, in some cases, comes from aged layers fit only for dog food. Without labeling, source verification, or shelf-life disclosure, they warn, unsuspecting consumers are at risk of food poisoning, antibiotic resistance, and zoonotic diseases.

"The abolition of the Rs. 9/kg Lakhanpur toll tax, which once served as both a regulatory and protective mechanism for local producers, has, they said, opened the floodgates to cheap mass-produced poultry from other states. This policy change has triggered severe price undercutting, making it impossible for J&K's poultry farms—many set up with bank loans under government schemes—to survive."

The farmers also raised environmental concerns, pointing to the carbon emissions, packaging waste, and biohazard risks associated with long-distance poultry transport.

The association has urged the Chief Minister to impose an immediate ban on outdated or unhygienic dressed chicken imports into J&K, enforce mandatory FSSAI certification, hygiene inspections, and cold chain compliance for all incoming poultry products, and form a UT-level task force comprising officials from the Food Safety Department, Animal Husbandry, Consumer Affairs, and poultry industry representatives to monitor imports. They have also proposed the introduction of an "Environmental and Bio-Security Cess" equivalent to the abolished Lakhanpur toll to restore competitive parity for local farmers, with the revenue reinvested in veterinary infrastructure, subsidies for poultry infrastructure, and enforcement mechanisms.

In addition, the association has sought a special relief package for struggling farmers, including loan moratoriums, restructuring, and interest subvention, as well as urgent stakeholder consultations to frame a long-term revival plan.

The memorandum also takes strong exception to government plans to allot large tracts of land to outside integrators or "big fishes" while the local industry is on the verge of collapse. It says the "foremost duty of the government is to rebuild and correct the local industry, and warns that if outsiders are to be encouraged for unknown reasons, then the government should first take over the assets of J&K poultry farms, liquidate their loans, and provide government jobs to the displaced farmers and workers."

Association president Ghulam Muhammad Bhat said that without immediate and decisive action, the poultry sector in Kashmir will collapse completely, wiping out local capacity and forcing permanent dependence on external supplies. He argued that with government backing through land allotments, facilities, hatcheries, feed mills, dressing plants, and market support, J&K could achieve full self-reliance in poultry production while creating large-scale employment for educated youth.

"The poultry sector stands at a critical juncture. Delay will not only destroy livelihoods but also compromise the health of the people of Jammu & Kashmir. The time to act is now," the memorandum warns.

GEH TECH-2: Advancing Poultry Gut Health Through Science & Synergy

Optima Life Sciences concluded the second edition of its seminar series, GEH TECH-2, on July 19, 2025, at Vedic Village Resort in Kolkata. Designed to address the growing concerns in poultry gut health, this technical symposium brought together a dynamic assembly of veterinarians, nutritionists, researchers, and poultry specialists from across the Eastern region.

With the rapid transition away from Antibiotic Growth Promoters (AGPs), this event focused on redefining strategies to build resilient gut systems in poultry-unlocking their full genetic potential through science-backed alternatives.

GEH TECH-2 was honoured by the esteemed presence of Dr A. B. Mandal, former Director of the Central Avian Research Institute, whose contributions to poultry science continue to inspire the industry.

Mr Vinay Kulkarni, Executive Chairman of Optima Life Sciences, opened the event with a thought-provoking presentation on emerging trends in poultry production and the company's commitment to sustainable, antibiotic-free solutions.

Dr K. Jayaraman, a leading voice in animal nutrition with decades of experience in poultry science, gut physiology, and feed formulation,

delivered the keynote session titled "Gut Health Under Siege: Leveraging Biotic Synergy to Restore Gut Homeostasis." Known for his evidence-driven research and pragmatic field insights, Dr Jayaraman has played a pivotal role in advising integrators and feed manufacturers on sustainable gut health solutions in India and beyond.

Dr Jayaraman traced the evolution of poultry gut health noting how shorter broiler lifecycles and

extended laying periods have made the gut more vulnerable to numerous threats. He emphasized the importance of addressing critical factors that compromise gut health, including: Delayed feeding of chicks, Mycotoxins in feed, Water quality and hygiene, Nature and quality of raw materials, Imbalance in intestinal microflora, Improper crude protein levels & diseases such as Coccidiosis and Necrotic Enteritis. These factors, often acting in synergy, can lead to compromised Intestinal integrity, dysbiosis, and a steep drop in growth performance, especially in AGP-free systems.

The seminar also marked the much-anticipated launch of ButyEster PRO 3, introduced by Dr Kalyani Sarode, Senior Product Manager at Optima Life Sciences.

ButyEster PRO 3, developed with advanced GEH+ Technology, is a next-generation tributyrin supplement combining high-purity tributyrin, poly-antibiotic-resistant probiotic, and synergistic prebiotics.

This innovative formula precisely delivers butyric acid, strengthens gut health, boosts mucosal immunity, reduces pathogens, and improves nutrient absorption-effectively replacing AGPS while supporting robust performance and gut recovery in poultry.

With ButyEster PRO 3,

gut modulation becomes precise, powerful, and sustainable-replacing AGPs without compromising performance.

The resounding success of GEH TECH-2 builds upon the momentum of GEH TECH-1, establishing this platform as a hub for innovation and excellence in poultry nutrition.

As poultry challenges evolve, so must our solutions. At Optima Life Sciences, we remain commited to pioneering science-led, field validated, and commercially viable technologies that support the full genetic potential of commercial broilers and layers – sustainably and responsibly.

We thank all participants, speakers, and partners for their contribution to GEH TECH-2's success.

Stay tuned for the next edition of the GEH TECH Seminar Series. Together, let's redifint gut health one breakthrough at a time.

STAY CONNECTED

For more information about our products and innovation, visit-www.optimalife.in

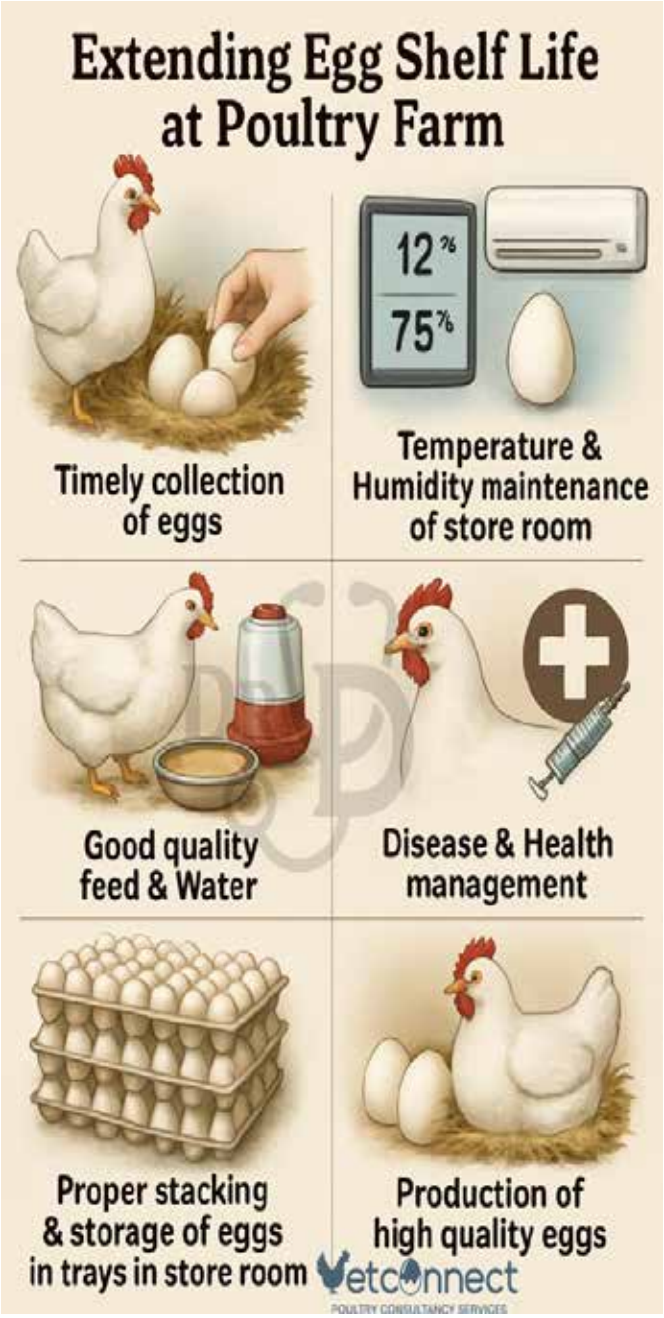
Team Optima

Appreciation for Abi Eggs!

TCHS experienced waves of appreciation and encouragement from Abi Eggs, one of the premium egg exporters in Namakkal with major overseas clients. Abi Eggs was honored by TCHS for their valuable contributions to the success of the seminar held in Namakkal recently.

Thanks to Mr C. Panneerselvam

Mr C. Panneerselvam, Managing Director of Abi Eggs strengthened TCHS's initiatives significantly, acting as a great booster to TCHS's mission. TCHS thanked Mr Panneerselvam for his kind gesture of encouragement.



A demand for national meat sale calendar amid non-veg row in Maharashtra

Poultry Federation of India has urged the Union Minister to introduce a meat sales calendar to avoid disputes and financial losses from meat bans during religious festivals and holidays.

In Short

- Meat shop closures on Independence Day in Maharashtra spark row
- Poultry Federation proposes national meat sales calendar to avoid disputes
- Demands three months' notice for ban and inclusion in decision committees

Amid the row over meat bans in multiple cities, the Poultry Federation of India (PFI) has written to the Union Minister, proposing a national-level meat sales calendar, similar to the dry-day calendars. The federation said such a measure would help resolve disputes over meat sales during religious festivals and prevent financial losses for businesses.

The letter to Union Minister SP Singh Baghel comes amid renewed controversy over the meat ban, after multiple Maharashtra civic bodies ordered the closure of slaughterhouses and meat shops on Independence Day, sparking a major political row.

Traditionally, meat sales are banned in several cities on festivals such as Ram Navami, Maha Shivratri, Gandhi Jayanti, and Valmiki Jayanti.

In its letter, the federation pointed out that the arbitrary and often last-minute nature of these bans makes it difficult for businesses to plan and manage their operations. They highlighted the hardship faced by the lakhs of people associated with the meat industry, from daily wage labourers to business owners, whose livelihoods are directly impacted by these closures.

The Poultry Federation president, Ranpal Dhanda, further demanded that information about the closure of meat shops be provided at least three months in advance, with public notices issued in the affected areas.

It also sought the inclusion of a PFI representative in the committee responsible for such decisions, and suggested that sales bans be imposed only around temples during the month of Sawan.

A major row is underway over the non-veg ban in Maharashtra

At least five civic bodies in Maharashtra have ordered meat shops to remain shut on August 15. Opposition parties -- and even the **Ajit Pawar-led NCP, which is part of the ruling coalition – have questioned the decision,** while the BJP has defended it, citing a 1988 state government order empowering civic bodies to impose such restrictions.

Municipal corporations in Nagpur, Nashik, Malegaon, Chhatrapati Sambhajinagar, and Kalyan-Dombivli have issued similar directives. The Chhatrapati Sambhajinagar Municipal Corporation has announced that slaughterhouses, meat outlets, and shops selling meat within city limits will remain closed on two days -- August 15 and August 20 -- in view of upcoming festivals.

Chief Minister Devendra Fadnavis said the state government had no interest in regulating people's food choices and described the row over abattoir closures on Independence Day as an unnecessary controversy. The BJP pointed out that the policy of keeping abattoirs shut on Independence Day was first implemented in 1988 when NCP (SP) president Sharad Pawar was the Chief Minister, and questioned whether the opposition would also hold the veteran leader accountable for it.

However, the ruling ally Ajit Pawar joined the Opposition in terming the ban "wrong to impose". He said, "In major cities, people of different castes and religions reside. If it is an emotional issue, then people accept it (ban) for a day. But if you clamp such orders on Maharashtra Day, Independence Day, and Republic Day, then it becomes difficult".

The move faced fierce opposition from the Opposition. Shiv Sena (UBT) MLA Aaditya Thackeray has said the KDMC commissioner should be suspended because it is not their issue to decide on vegetarian or non-vegetarian food consumption. It is our decision what to eat and not to eat on Independence Day. We will definitely eat non-veg food. The commissioner should instead address the issue of potholes on streets," he said.

NCP (SP) leader Jitendra Awhad has said he will consume non-veg food to protest against the ban by the KDMC.

Apart from Maharashtra, Hyderabad has also imposed a ban on meat sales on Independence Day. Meanwhile, the Bruhat Bengaluru Mahanagara Palike (BBMP) has announced a ban on animal slaughter and meat sales in the city on August 16 to mark Krishna Janmashtami.

Bill passed to relax conversion of agricultural land up to two acres for industrial use

Revenue Minister Krishna Byre Gowda speaking in the Karnataka Legislative Council Meeting at Vidhana Soudha in Bengaluru

At present, any person holding agricultural land must apply to the Deputy Commissioner for permission to divert it for non-agricultural use, as per Karnataka Land Revenue Act.

Bengaluru, 13 August 2025: The Legislative Assembly has passed the Karnataka Land Reforms and Certain Other Law (Amendment) Bill, 2025, for allowing the conversion of agricultural land up to two acres for the establishment of new industries, particularly micro, small and medium enterprises (MSMEs).

At present, any person holding agricultural land must apply to the Deputy Commissioner for permission to divert it for non-agricultural use, as per Section 95 of the Karnataka Land Revenue Act.

DC permission not needed

Revenue Minister Krishna Byre Gowda informed the House that the Deputy Commissioner's permission was not required for entrepreneurs to convert farmland up to two acres for industrial use without any difficulties.

The Bill would not only ensure ease in governance but also provide a lot of relief to those who wanted to set up MSMEs on agricultural lands. An amendment would eliminate all middlemen in the conversion of agricultural lands into non-agricultural purposes up to two acres, he said.

For renewable energy

The Bill has proposed doing away with the need to convert agricultural land for non-agricultural use for the establishment of renewable energy projects.

He said the amendment would encourage renewable energy projects for increasing the generation of clean energy projects, such as solar or wind, in the State, subject to payment of the prescribed fees to the concerned authorities.

Penal clause

The Bill proposed to remove a three-year imprisonment clause for people who sell agricultural land for non-agricultural use without prior approval. At present, this offence carries a fine of ₹10,000 along with a three-year imprisonment.

However, it has increased the penalty to ₹1 lakh. However, the penalty would not be applicable to causes which were regularised by the government by formulating a special scheme.

Property registration

In order to reduce human intervention during the registration of properties and the use of digital signatures of competent authorities, the Assembly passed the Registration (Karnataka Amendment) Bill, 2025.

The Bill would ensure due diligence is undertaken by the Sub-Registrar at the time of registration of property, in the interest of the public.

It would ensure integration of property software to prevent illegal registration of properties in urban areas also and to simplify property registration.

It would also enable e-Registration/Remote Registration of some compulsory registrable documents without the physical presence of either party in the Sub-Registrar's offices, and certified copies would be made available through a centralised virtual distribution system to avoid delay.

Authorities Bills

The Assembly passed a Bill related to the authorities of Banavasi, Basavakalyan, Kittur, Nadaprabhu Kempegowda Heritage Area, and Kaginele development to make the Revenue Minister or any other Minister as chosen by the Chief Minister the chairman of the authorities. At present, the Chief Minister is the chairman of all authorities.

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- Doxycycline
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- Fenbendazole
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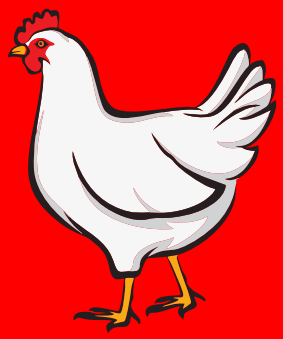
- Azithromycin
- Tiamulin 10%/45%/80%
- Oxytetracycline
- Enrofloxacin
- Tetracycline
- Levofloxacin

SWISS CHEMIE



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- L-Threonine
- L-Lysine HCl
- L-Tryptophan
- L-Valine

VITAMINS

- Vitamin - C
- Vitamin - A/D3
- Vitamin - A
- Vitamin - B4
- Vitamin - B5
- Vitamin - E
- Vitamin - D
- Vitamin - K

MINERALS

- *ZINC SULPHATE*
- *ZINC OXIDE*
- *FERROUS SULPHATE*
- *MANGANESE SULPHATE*
- *MANGANESE OXIDE*
- *COPPER SULPHATE*
- *COBALT SULPHATE*
- *CALCIUM IODATE*
- *SODIUM SELENITE*
- *COBALT CARBONATE*

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- Chlortetracycline(CTC)
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PFI meets Prof S.P. Singh Baghel, other Senior Officials in A.H. Dept

Poultry Federation of India Team, Mr Ranpal Dhanda, President, Mr Sanjeev Gupta, Vice President (HQ), Mr Ravinder Sandhu, Secretary, Mr Ricky Thaper, Joint Secretary, gave a representation to Respected Prof. SP Singh Baghel Ji, Union Minister of State of Fisheries, Animal Husbandry and Dairying and other Senior Officials of Department of Animal Husbandry, Fisheries & Dairying, Government of India including Dr Muthukumarasamy B, Joint Secretary (IAS) -IT/NLM, Dr SK Dutta, Joint Commissioner, Dr Lipi Sharewal, Deputy Commissioner and Dr Gagan Garg, Deputy Commissioner, Department of Fisheries, Animal Husbandry & Dairying, Government of India, to discuss the present crisis in poultry industry.

While discussions with Minister Sir, it was stressed that Government must grant 'Agricultural' status to poultry & livestock farming and ensure proper feed supplies & robust vaccination program for disease prevention amongst poultry. This first of its kind initiative by a Maharashtra state government aims to empower farmers by enabling access to subsidised agricultural electricity tariffs, tax relief, loans at concessional rates and subsidies on renewable energy infrastructure such as solar equipment. The Ministry of Fisheries, Animal Husbandry & Dairying must initiate similar policy at the national level, thereby formally bringing livestock and poultry farming under the ambit of 'agriculture' sector. Such recognition would lead to benefits for millions of livestock farmers across states and would help in creating parity amongst the population associated with agricultural and poultry & livestock based farming practices.

It was also requested that there is an urgent need for a robust well-coordinated national vaccination and disease-monitoring program. Timely availability of vaccines, along with mass awareness and preventive action, is essential to safeguard bird health and protect farmers from huge economic losses. High market prices of maize (corn) & soybean meal, a key ingredient in the poultry feed, have adversely affected the cost of production of broilers and eggs. The government must initiate steps such as relaxation in import duties to provide support to feed industry, or enhanced domestic production incentives to stabilize feed prices and protect poultry farmer earning margins. The poultry sector, which is growing annually at around 7% to 8%, has a critical role in enhancing rural incomes, nutritional security and employment generation, especially for small farmers. The government must initiate urgent steps to protect farmers associated with poultry, dairy & aqua farming so that it remains a remunerative livelihood option.

During discussions, it

was suggested that State Government should consult poultry stake holders to identify festivals and locations requiring restrictions. Also State Government should publish annual state-specific, location based non-sale day calendars at least three months in advance. During the discussions, it was suggested that there should be proper framework -location/ specific meat sale calendar and instead of prohibiting meat sales across entire districts or states, restrictions should be limited to the exact zones where religious observances occur. As poultry industry is the livelihood of millions engaged in poultry, livestock and allied sectors so such support from Center and State should help to minimise distress sales. This should be urgently looked into it to protect the livelihood of poultry farmers and will prevent loss of employment in rural and urban supply chains.

PFI Team appreciated the assurance given by Prof. SP Singh Baghel Ji, Union Minister of State of Fisheries, Animal Husbandry and Dairying of India for the best possible cooperation from Animal Husbandry Department officials. PFI Team extended the invitation to Minister Sir and Government officials to attend Poultry Federation of India's 36th AGM being organised at Hotel Ramada, Lucknow (UP) from October 08-09, 2025 to which they gracefully accepted.

UK-India trade deal retains tariffs on poultry and eggs

The UK and India have signed a Fair-Trade Agreement to reduce trade barriers and boost economic growth. Photo: Canva

The UK and India have signed a Fair-Trade Agreement to reduce trade barriers and boost economic growth. The deal maintains tariffs on chicken, egg products, sugar, and pork from India to protect UK poultry and pig farmers from competition with lower-priced imports, especially those with potentially lower animal welfare standards.

India has lower animal welfare standards than in the UK, allowing barren battery cages for laying hens – a farming practice that has been banned in the UK since 2012.

But the deal includes the Indian government halving tariff reductions on whisky and gin – from 150% to 75% – before reducing them further to 40% by year 10. It also covers tariffs on salmon, chocolate, biscuits, and lamb.

The UK to set its own standards

Additionally, the UK will retain its regulatory autonomy to set its own independent standards, ensuring it can continue to uphold high levels of protection for animal, human and plant health.

The National Farmers' Union has been actively lobbying the government to ensure that the trade does not compromise UK production standards or allow for imports of lower-welfare meat.

Tom Bradshaw, NFU president, welcomed the agreement, saying ministers had listened to the union's worries. "Ministers have clearly listened to our concerns around upholding the UK's production standards and safeguarding our most sensitive farming sectors by maintaining the current levels of tariffs for imports of sugar, chicken, eggs and port."

He said it was positive that the government has managed to secure full access to the Indian market for high quality British lamb, adding: "Although it's been unsuccessful in increasing export opportunities for other products such as apples and oats – something we were asking for."

He added: "The big concern with this deal is that our dairy products have been liberalised yet again – the third successive trade deal with a major dairy producing company – while our dairy farmers will not see any greater access for British cheeses and dairy products on the Indian market. The cumulative impact of ever greater access to our domestic food markets in trade deals cannot be overlooked and is something our government must seriously consider."

Animal welfare

Compassion in world Farming said that despite initial concerns around lower welfare imports, "we are pleased to see there won't be tariff reductions on pork, chicken or egg imports to the UK. This means it will continue to be more expensive to import these products, deterring imports that would otherwise have the potential to undercut UK farmers on welfare and price."

David Bowles, RSPCA head of public affairs, also welcomed the deal, although he said the language on animal welfare was not as robust as in the past. However, he said that it does permit the UK to set its own welfare standards and bring in clear labelling on how a product has been produced.

Zamira's Annual Kick-Off Meeting: One Team, One Goal

From July 14th to 16th, Zamira brought together its leadership and regional teams at the Corinthian Club in Pune for the much-anticipated Annual Kick-Off event. The gathering set the tone and vision for the next twelve months, bringing the team together for face-to-face collaboration, celebration and strategic planning.

The theme for FY26, **"One Team, One Goal,"** perfectly encapsulates Zamira's commitment to unity and shared purpose. Over three days, the team reflected on last year's successes, identified opportunities for growth, and ignited fresh energy towards achieving ambitious goals.

Zamira's CEO, **Mr Stewart Cairns**, travelled from Australia to open the event, highlighting the key drivers of last year's achievements and outlining areas for further focus in the year ahead. Reflecting on the importance of the region, he shared:

"South Asia plays a vital role in Zamira's global success. The dedication of our local team, combined with the strength of our partnerships, continues to set the standard for what 'One Team, One Goal' truly means."

A signature feature of the program was its strong focus on capability-building and innovation. The program featured a dynamic sales development session led by agribusiness specialist David Faulkner and Zamira Global Trainer Jane Enciso, equipping the team with practical tools and strategies to drive performance in FY26.

This was followed by a series of impactful product and technical training sessions. **Dr Shailaja Rajyam,** Zamira's Product and Marketing Manager, introduced the company's latest advancements in its **Probiotic range**, further reinforcing the company's reputation as the industry's trusted **gut health experts**. Representing key partners, **Dr Sujit Kulkarni** from Bextral presented the newly launched **ZamiBoost Immune Defence Liquid**, while **Mr Vikas Gour** from Celtic Sea Minerals led a compelling session on **ZamiBoost Shell Strength**. These sessions underscored both Zamira's innovation pipeline and the collaborative strength of its strategic partnerships—ensuring the team is equipped with the latest insights to support customers effectively.

On July 16, the event culminated in the **Channel Partners Forum**, a dedicated occasion to honour the relationships that underpin Zamira's regional success. Each partner received a commemorative memento

Zamira Channel Partners Forum team recognition

inscribed with **"Zamira Celebrating 15 Years of Excellence,"** a token of gratitude for their loyalty and continued partnership.

The evening also recognised the **outstanding contributions** of the Zamira South Asia team, with awards presented across both sales and support functions. Each award symbolised the teamwork, integrity, and shared vision that continue to drive Zamira's growth and impact across the region.

Closing the event, **Dr Shaveta Sood,** Director for South Asia, reflected on the energy and achievements of the week:

"I'm incredibly proud of the South Asia team—their passion, commitment and drive are what power Zamira forward. Special thanks to our innovation partners, distribution network, and the dedicated individuals behind the scenes who made this event possible."

Niti withdraws paper on GM crops import from US, signals Govt stand

New Delhi: The Niti Aayog's recent withdrawal of its working paper, which had suggested opening up import of genetically modified (GM) soybean and corn from the US, has given a peek into India's red-line on transgenic food items. Though the US, during its trade negotiations with India, considered the stand as one of the non-tariff trade barriers, India preferred not to open up its market for GM food items over biosafety concerns, not with standing its primary think tank arguing in favour of import of transgenic soybean and corn without harming domestic production.

The working paper on 'promoting India-US agricultural trade under the new US trade regime', released in May, had suggested that GM corn may be imported for ethanol blending and its by-products, like Distiller's Dried Grains with Solubles."US corn is cheaper and can be used to meet India's biofuel targets without disrupting local food and feed markets," said the authors - Raka Saxena and Ramesh Chand - of the working paper. Chand is member, Niti Aayog, while Saxena is senior adviser at the think tank. Although the paper used a disclaimer terming the content as personal views of authors, its recent with drawal from the think tank's website reflects govt's thinking on the issue of GM products. India currently allows commercial cultivation of only transgenic cotton, a non-food farm item.

Govt's stand is in sync with RSS-affiliate Swadeshi Jagaran Manch's opposition to the cultivation and import of GM farm products. In its opposition to transgenic food items, the SJM has even joined hands with several left-leaning farm groups in the past. The working paper had pitched for a "dual-track" approach while negotiating the trade deal on agricultural items with the US and appeared keen on opening the country's market to specific non-sensitive imports of farm products that do not face direct competition from local producers, such as almonds, pistachios, and walnuts. India has maintained a surplus in agriculture trade with the US and it has increased over time. India's agricultural exports to the US grew nearly fivefold between 2004 and 2024, from $1.18 billion to $5.75 billion, while imports however, grew faster - from $291 million in 2004 to $2,218 million in 2024.

Meat ban on August 15 'not right', says Maharashtra deputy CM Ajit Pawar

Pawar's remarks came after the Chhatrapati Sambhajinagar Municipal Corporation announced the closure of slaughterhouses and meat outlets on August 15 for Gokul Ashtami and on August 20 for the Jain festival Paryushan Parva.

Maharashtra Deputy Chief Minister Ajit Pawar on Tuesday criticised municipal orders to shut slaughterhouses and meat shops on Independence Day, calling the move "wrong" and unnecessary.

Speaking to reporters, Pawar said such restrictions are usually accepted when imposed during religious festivals like Ashadhi Ekadashi, Mahashivratri or Mahavir Jayanti, but "if you clamp such orders on Maharashtra Day, Independence Day and Republic Day, then it is difficult."

His remarks came after the Chhatrapati Sambhajinagar Municipal Corporation announced the closure of slaughterhouses and meat outlets on August 15 for Gokul Ashtami and on August 20 for the Jain festival Paryushan Parva.

The Kalyan Dombivli Municipal Corporation (KDMC) and the Malegaon Municipal Corporation have issued similar orders for August 15.

Shiv Sena (UBT) leader Aaditya Thackeray also hit out at the KDMC, saying the commissioner had no authority to dictate people's food choices. "It is our decision what to eat and not to eat on Independence Day. We will definitely eat non-veg food. The commissioner should instead address the issue of potholes," he said.

NCP (SP) leader Jitendra Awhad also joined the protest, declaring he would eat non-vegetarian food on August 15 in defiance of the ban.

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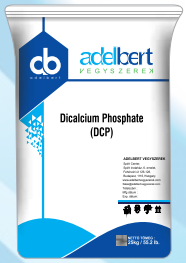

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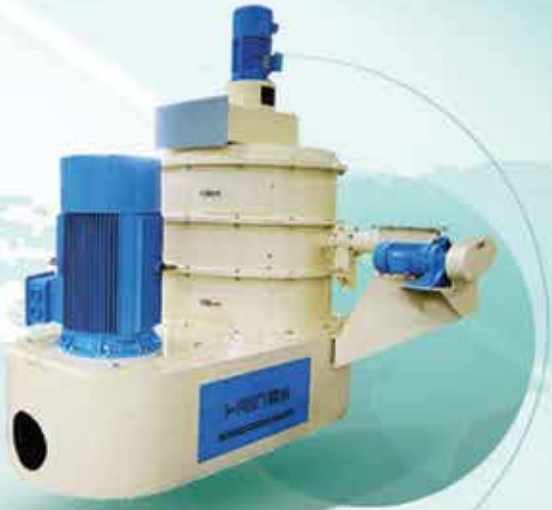

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Strengthening Gut Health and Intestinal Integrity:

A Proactive Framework for Poultry Pathogen Management and Farm-to-Fork Food Safety

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1. Introduction

The poultry industry represents a pivotal component of the global protein supply chain, with broiler meat and eggs serving as fundamental sources of nutrition in human diets worldwide. Despite its critical role, poultry production consistently encounters challenges from zoonotic pathogens such as Salmonella spp., Campylobacter spp., and Clostridium perfringens. These microorganisms not only compromise avian health and productivity but also contribute to the incidence of foodborne illnesses, posing significant public health concerns. Historically, strategies for pathogen mitigation have predominantly focused on external control measures, including stringent biosecurity protocols, rigorous sanitation practices, targeted vaccination programs, and the administration of antimicrobial agents. However, the gastrointestinal tract of poultry, a central component of intrinsic defence mechanisms, remains comparatively underexploited in comprehensive pathogen control strategies.

The avian gut functions as a critical biological barrier, actively inhibiting the colonization and proliferation of pathogenic microorganisms. Moreover, it plays a central role in regulating nutrient assimilation, modulating immune responses, and supporting overall performance efficiency. Consequently, the preservation and enhancement of gut health are imperative not only

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for optimizing poultry welfare and productivity but also for mitigating microbial contamination throughout the food production continuum, thereby improving food safety outcomes for consumers.

2. The Gastrointestinal Tract: A Multifunctional Organ

2.1 Anatomical Structure and Functional Roles

The avian gastrointestinal tract (GIT) is a highly specialized and compartmentalized system comprising the crop, proventriculus, gizzard, small intestine, ceca, and cloaca. Its core physiological responsibilities include:

- **Digestion and Nutrient Assimilation**
- **Immune Surveillance and Defence**
- **Regulation of Microbial Communities**

The intestinal epithelium is fortified by an intricate system of tight junction proteins, protective mucin layers, and resident immune cells, collectively constituting the gut barrier. Disruption of this barrier facilitates the translocation of pathogens and endotoxins into systemic circulation, precipitating infections and compromising productive efficiency in poultry operations.

2.2 The Gut-Associated Lymphoid Tissue (GALT)

The gut-associated lymphoid tissue (GALT) accounts for over 70% of the avian immune apparatus. It performs critical immunological functions including antigen recognition, immune modulation, and the establishment of tolerance towards commensal microbiota. A robust and fully developed GALT is imperative for early immunological interception and neutralization of pathogenic incursions, thereby sustaining homeostasis within the intestinal milieu.

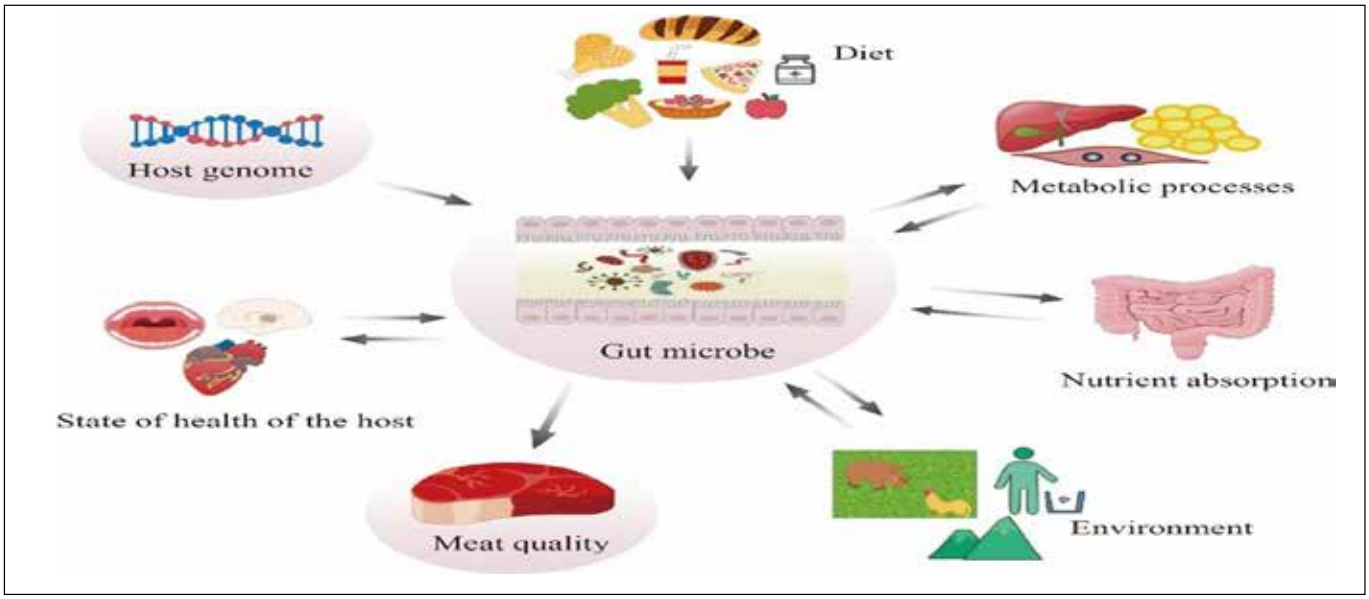
3. The Poultry Gut Microbiome: The Invisible Guardian

3.1 Microbiome Composition

The gastrointestinal microbiome of poultry encompasses an extensive and dynamic consortium of microorganisms, predominantly residing in the ceca. This complex ecosystem includes:

- **Commensal Bacteria:** *Lactobacillus spp., Bifidobacterium spp.*
- **Opportunistic Pathogens:** *Clostridium spp., Escherichia coli*
- **Other Microbial Entities:** Fungi and bacteriophages, along with various viruses

3.2 Functional Contributions of the Microbiota



- **Competitive Exclusion:** Beneficial microbial populations occupy epithelial binding sites and utilize available nutrients, effectively restricting the colonization potential of pathogenic organisms.
- **Production of Antimicrobial Metabolites:** Resident microbiota synthesizes lactic acid, bacteriocins, and short-chain fatty acids (SCFAs), which lower gut pH and create an inhospitable environment for pathogens.
- **Immune Modulation:** The microbiome plays a vital role in training and calibrating the host immune system, enabling discrimination between pathogenic and non-pathogenic antigens, thus preventing unnecessary inflammatory responses.

4. Determinants of Gut Health and Intestinal Barrier Integrity

4.1 Pathogenic Infections

Enteric pathogens such as *Salmonella spp.*, *Eimeria spp.*, and *Clostridium perfringens* directly compromise the epithelial integrity of the gut, resulting in conditions such as leaky gut syndrome, malabsorption, diarrhea, and subsequent production losses.

4.2 Nutritional Influences

- **Dietary Composition:** Diets with excessive protein content or poorly digestible feed components create a gut environment conducive to pathogen overgrowth.
- **Feed Contaminants:** The presence of mycotoxins, oxidized lipids, and rancid feed ingredients undermines gut health by damaging the epithelial lining and altering microbial balance.

4.3 Environmental and Managemental Stressors

- **Environmental Factors:** Overcrowding, thermal stress, and inadequate ventilation can precipitate immunosuppression and dysbiosis of the gut microbiome.
- **Antibiotic Misuse:** Excessive or indiscriminate use of antibiotics can disrupt microbial equilibrium, promote the emergence of antimicrobial resistance, and deplete beneficial bacterial populations.

5. Gut Health and Food Safety: The Critical Interconnection

5.1 Enteric Pathogens as Zoonotic Threats

Many gastrointestinal pathogens in poultry are zoonotic and have direct implications for human health:

Pathogen
Salmonella spp.
Campylobacter spp.
Clostridium perfringens

Human Health Risk
Foodborne salmonellosis
Bacterial gastroenteritis
Foodborne intoxications

Poultry Impact
Often subclinical carriers
Minimal clinical symptoms
Necrotic enteritis outbreaks

Ensuring gut integrity in poultry reduces pathogen shedding, thereby minimizing contamination risks during slaughter and processing stages.

5.2 Gut Health as a Pillar of Antibiotic Stewardship

Enhancing gut resilience and maintaining microbial equilibrium serve as foundational strategies for reducing dependence on antibiotic growth promoters (AGPs). This approach aligns with international priorities on antimicrobial stewardship

and supports the One Health paradigm, integrating animal, human and environmental health considerations.

6. Strategic Interventions for Gut Health Enhancement

6.1 Probiotic and Prebiotic Supplementation

Probiotics:
Administration of live beneficial microorganisms (*Lactobacillus spp.*, *Bacillus subtilis*) to stabilize intestinal flora and suppress pathogens.

Prebiotics:
Inclusion of non-digestible oligosaccharides (e.g., inulin, mannan-oligosaccharides) to selectively promote the proliferation of beneficial gut bacteria.

6.2 Competitive Exclusion Techniques

Competitive exclusion products, introduced into the gastrointestinal tract of day-old chicks, establish protective commensal communities that preempt pathogen colonization.

6.3 Nutritional Modulation

- **Optimized Feed Formulation:** Providing diets with high digestibility and balanced macronutrient profiles minimizes substrate availability for pathogenic organisms.
- **Functional Feed Additives:** Incorporation of organic acids, phytogenic compounds, enzymes, and essential oils to enhance gut functionality and inhibit microbial threats.

6.4 Vaccination Strategies

Targeted immunization programs against enteric pathogens such as *Salmonella spp.* and *Clostridium perfringens* contribute to pathogen load reduction and support gut health indirectly.

6.5 Environmental and Managemental Practices

Litter Hygiene:
Regular litter management and the use of litter amendments decrease environmental microbial burdens.

Climate Control:
Maintaining optimal temperature and humidity prevents physiological stress, thus preserving immune competency.

7. Innovative Technologies in Gut Health Monitoring

7.1 Microbiome Profiling via Next-Generation Sequencing (NGS)

Advanced sequencing technologies facilitate comprehensive analysis of the gut microbiome, enabling precise monitoring of microbial shifts in response to dietary, disease, or environmental changes.

7.2 Biomarkers of Intestinal Health

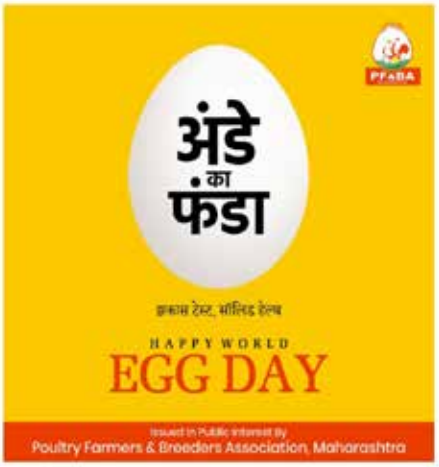
The measurement of biomarkers such as intestinal fatty acid-binding protein (I-FABP) and calprotectin provides sensitive indicators of gut barrier function and early detection of epithelial damage.

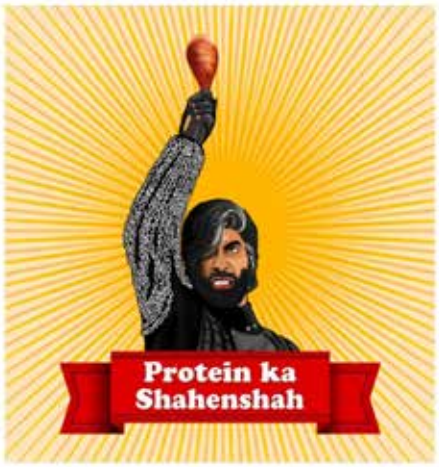
7.3 Precision Nutrition

Tailoring feed formulations based on microbiome and metabolome profiles allows for personalized nutrition strategies, optimizing gut health and production efficiency on a flock-specific basis.

8. Conclusion

Gut health constitutes a central yet frequently underappreciated element of sustainable poultry production systems. A resilient and well-balanced gastrointestinal environment not only maximizes growth performance but also serves as a primary defence against enteric pathogens, directly influencing food safety outcomes. Investments in gut health—through the implementation of probiotics, precision nutrition, vaccination and refined environmental management—offer a strategic pathway to reduce antimicrobial usage, enhance animal welfare and deliver safer, high-quality poultry products to the global consumer market.





Prevalence of Poultry Diseases Transmissible to Humans: The Interphase of Poultry Health and Public Health

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Abstract
The poultry industry plays a vital role in global food security and the rural economy, especially in developing countries like India. However, the close interaction between humans and poultry in commercial and backyard settings has heightened the risk of zoonotic diseases. Several poultry diseases have known zoonotic potential, such as avian influenza, salmonellosis, campylobacteriosis, and chlamydiosis. These diseases not only pose serious public health challenges but also affect trade, animal health, and the livelihoods of farmers. This review explores the prevalence of poultry zoonoses, their transmission pathways, and public health implications. It emphasizes the importance of integrated disease surveillance and control strategies through a One Health approach, bridging poultry and human health systems.

1. Introduction:

The poultry sector is one of the fastest-growing segments of the agricultural industry, particularly in India, where it contributes significantly to nutritional security and rural income. As poultry farming intensifies, the proximity between birds and humans increases, raising the risk of zoonotic disease transmission. Zoonotic diseases are infections that are naturally transmitted between animals and humans. Poultry can act as reservoirs or vectors for various zoonotic pathogens. Public health concerns have intensified with the emergence of diseases like avian influenza, which have pandemic potential. Understanding the interphase between poultry health and public health is essential for the development of sustainable disease prevention and control strategies.

2. Common Poultry Zoonotic Diseases and Their Prevalence:

Several diseases transmitted from poultry to humans have been documented worldwide. The table below summarizes key zoonotic

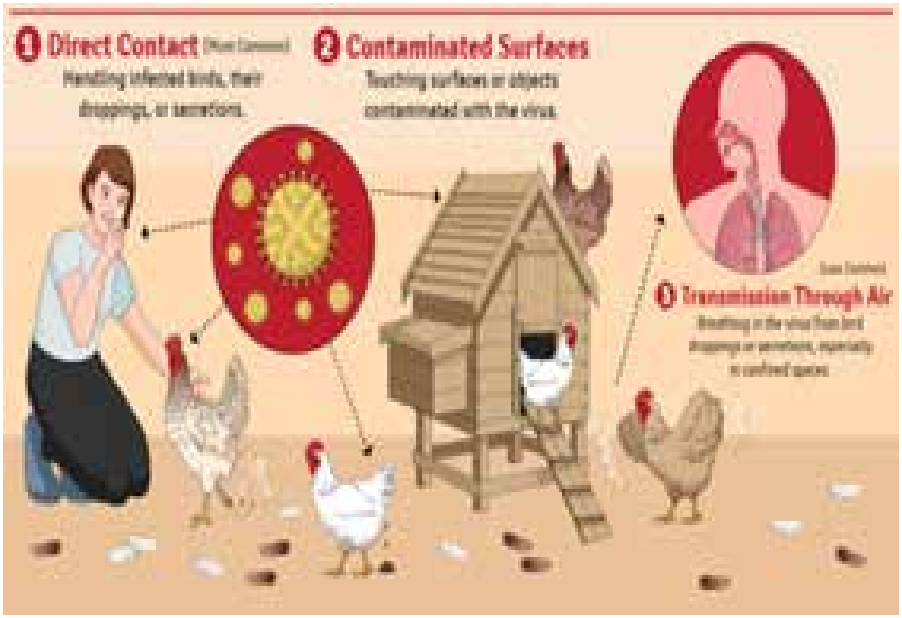
Disease	Causative Agent	Zoonotic Potential	Transmission Mode	Prevalence
Avian Influenza (H_5N_1, H_7N_9)	Influenza virus	High	Aerosol, direct contact	Sporadic outbreaks in Asia, including India
Salmonellosis	Salmonella enterica	High	Contaminated meat/eggs	Common in India, especially in unhygienic farms
Campylobacteriosis	Campylobacter jejuni	High	Undercooked meat	Under-reported in India
Newcastle Disease	Paramyxovirus	Mild	Aerosol/direct contact	Endemic in India
Chlamydiosis (Psittacosis)	Chlamydia psittaci	Moderate	Inhalation of dried droppings	Rare but reported in poultry workers
Mycobacteriosis	Mycobacterium avium complex	Moderate	Inhalation/ contact	Rare but of concern in immunocompromised humans
Cryptosporidiosis	Cryptos_poridium spp.	High	Fecal-oral	Increasingly reported in India
Pathogenic E. coli	Escherichia coli	High	Foodborne	Commonly found in poultry farms

poultry diseases, their causative agents, transmission modes, and their prevalence in India and globally.

3. Risk Factors for Transmission:

The transmission of zoonotic diseases from poultry to humans is influenced by several biological, environmental, and management-related factors. In India, traditional poultry farming practices, including backyard poultry and live bird markets, increase the risk of exposure to pathogens.

- Poor biosecurity measures on farms allow the easy spread of infectious agents.
- Many small-scale or backyard poultry farms lack fencing, footbaths, or sanitation protocols.
- Live bird markets and wet markets are hotspots for viral evolution and cross-species transmission, as evidenced by outbreaks of avian influenza.
- Human proximity to poultry, especially in rural households where poultry are reared indoors or close to kitchens, increases the zoonotic transmission risk.
- Inadequate hygiene in processing and selling poultry meat, coupled with insufficient meat inspection, enables contaminated products to enter the food chain.
- The widespread use of untreated poultry litter and manure in agriculture exposes farmers to fecal-oral transmitted pathogens like Salmonella and Cryptosporidium.
- Awareness among poultry workers and farmers about zoonotic risks remains low, contributing to insufficient personal protective practices.



4. Impact on Public Health:

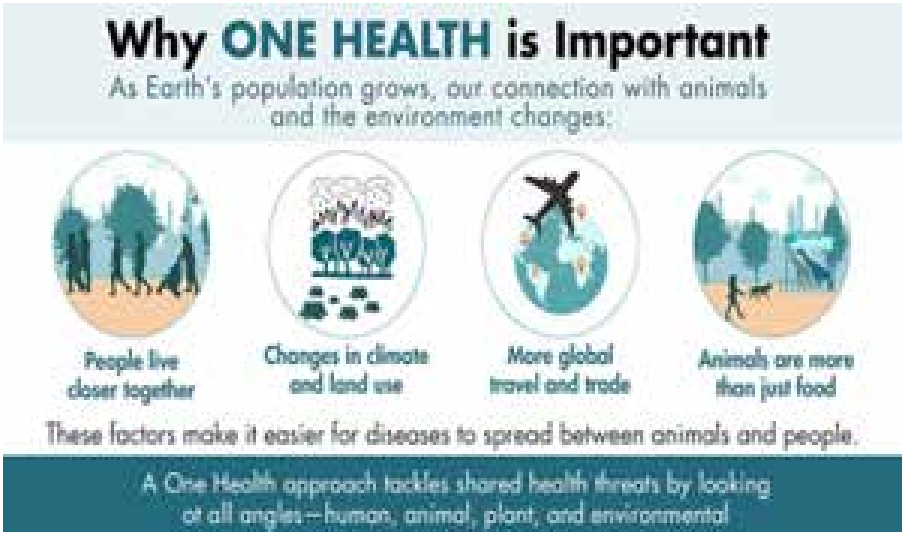
Poultry-associated zoonoses represent a significant burden on public health systems. The diseases can cause gastrointestinal, respiratory, or systemic illnesses in humans, ranging from mild symptoms to severe complications or death.

- Foodborne illnesses caused by Salmonella, Campylobacter, and pathogenic E. coli are among the leading causes of diarrhea in humans, especially children.
- Avian Influenza, though less frequent, can cause severe respiratory illness and has a high fatality rate. The 2006 and 2021 **H5N1 outbreaks** in India highlighted its pandemic potential.
- Occupational exposure affects poultry workers, veterinarians, and abattoir staff, causing infections such as chlamydiosis and mild influenza-like illnesses.
- These diseases also have economic implications due to hospitalization, lost productivity, and costs of outbreak management.
- Public anxiety during outbreaks affects poultry product consumption, causing market disruptions and losses to poultry farmers.

5. One Health Approach and Intersectoral Collaboration:

The One Health approach recognizes the interconnectedness of human, animal, and environmental health. It is essential for controlling zoonotic diseases, particularly in a poultry context.

- Collaborative frame works involving veterinary services, public health departments, environmental agencies, and academic institutions can enhance disease surveillance.
- India has strengthened zoonosis control under the **National One Health Mission** and supported research through ICAR, IVRI, and NCDC.
- Programs like the **FAO-OIE-WHO tripartite collaboration** support



member countries, including India, to coordinate outbreak response and risk communication.

- Disease reporting platforms such as **NADRES (National Animal Disease Reporting System)** help monitor outbreaks in real time.
- Training of health care and veterinary personnel in zoonotic disease recognition and biosafety is being promoted through national programs.

6. Prevention and Control Measures:

- Preventing zoonotic infections from poultry requires a multi-pronged strategy, combining *farm-level interventions, public health policies, and consumer awareness.*
- **Strengthening biosecurity protocols on farms**, including limiting visitor access, using disinfectants, and maintaining separate clothing for poultry handling.
- Promoting vaccinations against common poultry diseases like *Newcastle disease* and *Avian Influenza*.
- Implementing proper hygiene during slaughter, transport, and sale of poultry meat. Slaughtering in registered, hygienic facilities is crucial.
- Ensuring proper cooking of poultry products to eliminate pathogens.
- Encouraging the use of **personal protective equipment (PPE)** among poultry workers.
- Conducting public health campaigns to educate farmers and consumers on food safety and disease risks.

7. Challenges and Future Prospects :

Despite ongoing efforts, significant challenges persist in controlling poultry-related zoonoses. These must be addressed through research, innovation, and policy reform.

- Under reporting due to lack of awareness or access to veterinary services limits data accuracy.
- Diagnostic infrastructure, especially in rural India, remains inadequate to detect zoonotic pathogens promptly.
- The emergence of antimicrobial resistance (AMR) due to irrational use of antibiotics in poultry is a growing concern.
- Climate change and changing farming patterns may influence the geographic spread of pathogens.
- Investment in research on rapid diagnostics, vaccines, and real-time disease mapping is essential for preparedness.
- Public-private partnerships and international collaborations will be key to advancing surveillance and response capacity.

Conclusion:

The poultry industry's expansion offers immense benefits in terms of food security and income generation. However, it also brings zoonotic risks that cannot be ignored. Zoonotic diseases like avian influenza, salmonellosis, and campylobacteriosis underscore the urgent need for integrated surveillance, early detection, and preventive strategies.

Adopting a **One Health approach**—*linking animal health, human health, and environmental monitoring*—can ensure sustainable poultry development and protect public health in the long run.

Redifining poultry nutrition: Role of Alternative Feeds to Improve Gut Health

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Introduction:

There is a need to improve the scientific knowledge on utilizing low cost locally available agro-industrial by-products in poultry feed in order to reduce the feed cost. As feed constitutes 70 - 75 % of the total cost of production, any attempt to reduce the feed cost may lead to a significant feed formulation. Due to their high nutrient contents, soyabean meal and yellow corn are considered as conventional feed stuffs in poultry feeds. Moreover, these two feed ingredients are also provide nutrition to other animals (soyabean) and humans (yellow corn). This further poses a serious food security risk especially in the developing countries.

Alternate feed resources:

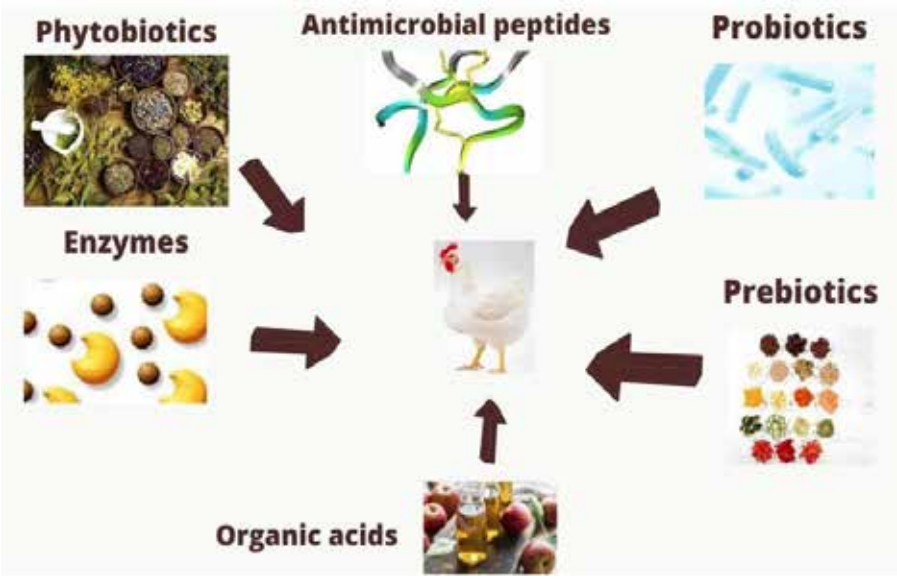
Alternative feeds are non-conventional or non-traditional feed ingredients that are used wholly or partially to replace standard feed components like maize, soyabean meal or fish meal in poultry diets. These feeds are typically sourced from agricultural by-products, industrial residues, forage plants, insects, or other locally available resources. Several unconventional feed ingredients have been identified to enhance gut health in poultry due to their content of bioactive compounds, prebiotics, antioxidants, and antimicrobial agents. These ingredients, often derived from plants, insects, and fermented products, plays a crucial role in modulating the gut microbiota, improving nutrient absorption, and strengthening the intestinal barrier.

Gut refers to the gastrointestinal tract and it was essential for the efficient conversion of feed into the basic components for optimal nutrient absorption. A healthy poultry gastrointestinal tract (GIT) is necessary to improve the digestibility, minimize excretion of nutrients and consequently mitigate the environmental impacts of ammonia, odors, and other gas emissions from poultry houses.

Gut Microbiota:

The poultry gut is the home of complex dynamic microbial community and highly diversified molecularly defined microbiota, containing an enormous number of different species that can be called the gut flora, gut microbiota and gut microbiome. It includes bacteria, archaea, fungi, protozoa and viruses.

The total number of bacteria in the GIT is higher than the number of eukaryotic cells of the host body. These microbes form a symbiotic relationship with the host bird and influence various aspects of its physiology, nutrition, and immune function. There are three types of



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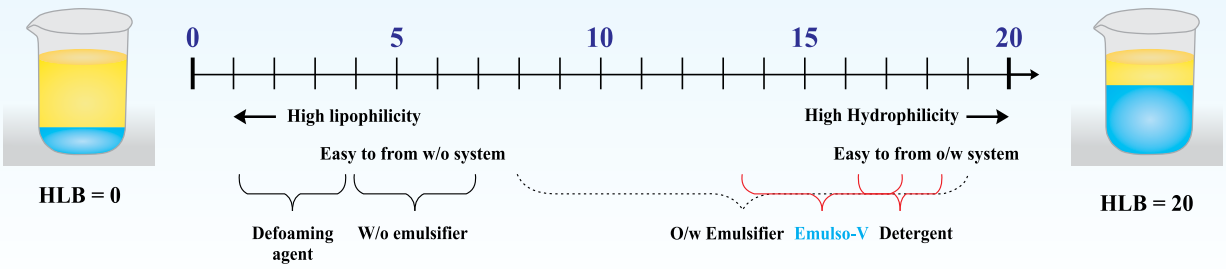

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host bacteria namely, Dominant bacteria (>106 CFU/g sample), Sub-dominant bacteria (103 to 106 CFU/g sample) and Residual bacteria (<103 CFU/g sample).

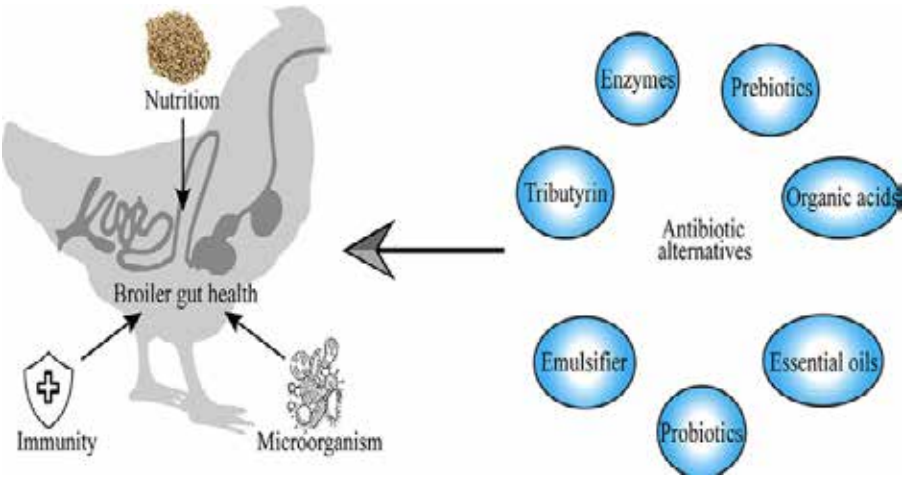
Some of the commonly found microbes in the GIT of poultry are:

1. *Lactobacillus sp.,*
2. *Bacteroides sp.,*
3. *Eubacterium sp.,*
4. *Clostridium sp.,*
5. *Escherichia coli,*
6. *Streptococcus sp.,*
7. *Prevotella sp.,*
8. *Fusobacterium sp.,*
9. *Selenomonas sp.,*
10. *Megasphaera sp.,*
11. *Bifidobacteriumsp.*

The poultry GIT consists of a substantial proportion of Gram-positive, mainly facultative anaerobes from crop to lower ileum, whereas the ceca are composed of *Lactobacillus, Enterococcus, Coliforms,* and Yeasts. The bacterial population of the small intestine evolves as the bird ages but will generally be stable by two weeks of age. The ceca provide a more stable environment which allows the colonization of slow growing fermentative bacteria. Early in the life of the chick, the ceca are dominated by *Lactobacillus, Coliforms and Enterococci*, but by two weeks of age, they are replaced with *Bacteroides, Eubacteria, Bifidobacterium* and *Clostridium.*

Maintenance of gut health:

Maintaining good gut health is critical for maintaining the growth, health and welfare of the bird. If digestion and nutrient absorption are compromised, an imbalance or overgrowth of the gut microbiota can occur which will affect bird health and performance. Stressors, such as changes in diet or environmental conditions, can impact the composition of the gut microbiota, potentially affecting the bird's overall health and performance.



The gut health is influenced by:

- ***Diet*** - Feed changes, raw materials and physical quality of feed ingredients which can influence the balance of the gut microbiota.
- ***Appropriate brooding conditions*** – Chicks receiving appropriate brooding to develop the gut that performs well and has a greater capacity against the challenges of the poultry shed.
- ***Bio security*** – If clean-out and disinfection procedures are inappropriate, pathogens will be introduced into the poultry shed, exposure to these pathogens will influence gut health and development of microbes.
- ***Stress conditions*** – The bird experienced challenges in feed change-overs and vaccination.
- ***Environmental conditions*** – Temperature and ventilation. Achieving optimal environmental conditions will promote good gut health.
- ***Toxins*** - Mycotoxins and infections will also impact gut health.

Modulation of gut microbiota:

Some feed ingredients and additives are reported to modulate gut microbiota and immune system of the host. Antibiotics have been used to modify gut microbiota and revered by farmers as they promote growth performance, feed conversion and yield of poultry (AGP). Feed additives and supplements like probiotics, prebiotics, organic acids, essential oils and exogenous enzymes are used as an alternative to antibiotics to modulate the gut microbiota with some success. An ideal combination of two or more of the following products will be in a position to perform well or on part with AGPs (Antibiotic Growth Promoters).

Enhancement of gut health: Probiotics:

Parker (1974) was first to use the word 'probiotic' to describe microorganisms and substances that contribute to intestinal microbial balance. Probiotics are Direct Fed Microbes (DFM). Probiotics are "mono or defined mixed culture of live microorganisms which when applied to animals, beneficially affect the host by improving the properties of the indigenous micro biota".

Probiotics act as growth promoters when used as feed additives and it consists of live culture of one or more number of microorganisms. Bacterial species currently being used in probiotics are *Lactobacillus, Bacillus subtilis, Streptococcus thermophilus, Enterococcus faecium, E. faecalis, Bifidobacterium sp.* In addition to bacteria, fungi (*Aspergillus oryzae*) and yeast (*Saccharomyces cerevisiae*) are also used as probiotics.

Characteristics of Probiotics are:

- Capability of exerting increased growth or resistance to disease.
- Non-pathogenic and non-toxic to birds and human.
- It should be present as a viable cell, preferably in large numbers.
- Ability to withstand processing and storage.
- High tolerance to bile and gastric acid (low pH).
- Ability to adhere to epithelium or mucous membrane to modulate immune response
- Persistency in intestinal tract and to produce inhibitory compounds.
- Capability of altering microbial activity.

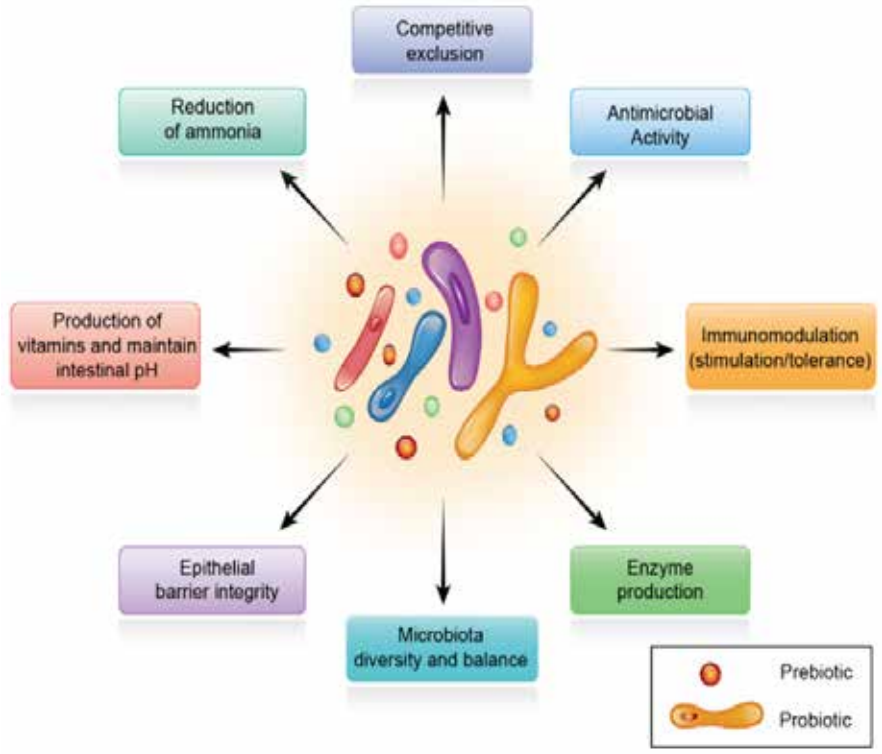
Prebiotics:

A prebiotic is defined as an indigestible diet component that usually influences the host animal/ bird through selective stimulation of growth and/or metabolic action of useful bacteria already present in the intestine and suppressing pathogenic bacteria. Prebiotics can be used in combination with probiotics to get the maximum advantage. *Lactobacilli* and *Bifidobacteria spp* ferment prebiotics into short chain fatty acids, which increase in concentrations and reduce the enteric pH and inhibit the proliferation of certain pathogenic bacteria. Therefore dietary prebiotics may be more efficient when combined with probiotics.

An ideal prebiotic should not be hydrolyzed or absorbed, selectively enrich one or more commensal bacteria or beneficially alter the intestinal microbial activities.

The most common prebiotics used in poultry are oligosaccharides, including

- Inulin,
- Fructo-oligosaccharides (FOS),
- Mannanoligosaccharides (MOS),
- Galactooligosaccharides (GOS),
- Soya-oligosaccharides (SOS),
- Xylo-oligosaccharides (XOS),
- Pyrodextrins, Isomaltooligosaccharides (IMO)
- Lactulose.



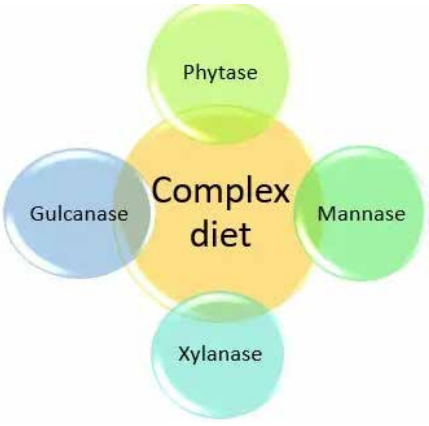
Enzymes:

Poultry industry in developing countries, is facing some challenges due to high costs of conventional feed ingredients like yellow corn and soybean meal which are mainly used in poultry rations. Supplementation of commercial enzymes can enhance the nutritional value of crops containing high contents of soluble non-starch polysaccharides (NSPs). The NSPs digestibility is very low in poultry and a large amount is voided via the excreta. The enzymes improve nutrient digestibility and utilization, thereby mitigating the excreta output and lowering nutrient excretion, particularly excess nitrogen, phosphorus, zinc and copper.

Enzymes, which may not be produced in large levels by the birds, are suggested to be supplemented to the diets. The anti-nutritional activity of cell wall NSPs had impaired impacts on growth rate and feed efficiency.

Enzyme	Target Substrate	Gut Health Impact
Phytase	Phytic acid (phytate)	Reduces anti-nutritional effects, releases P, Zn, and Ca, reduces gut irritation
Xylanase	Arabinoxylans (wheat)	Lowers digesta viscosity, enhances nutrient absorption, reduces pathogens
Beta-glucanase	Beta-glucans (barley, oats)	Similar to xylanase, improves feed transit and enzyme access
Protease	Complex proteins	Improves amino acid digestibility, reduces protein fermentation in hindgut
Amylase	Starch	Enhances energy utilization, especially in young birds with low enzyme production

Most of the enzymes presently used in the beverage and food industry are from Aspergillus, but cellulases and hemicellulases are derived from Trichoderma. Newly, genes encoding has been used in cloning for various enzymes, including phytases, xylanases and β-glucanases and expressed in various commercial systems (plants and microorganisms). Probably, large amounts production of an inexpensive enzyme by permanently selecting suitable microbes, increasing them in systems of modern fermentation and by efficient regulation of the enzyme extraction and purification. The enzymes were produced by microorganisms e.g. Bacteria (*Bacillus lentus*, *B. subtilis*, *B. stearothermophils* and *B. amyloliquifaciens*), Yeasts (*Sacharomyces cerevisiae*) and Fungi (*Asperigillus niger*, *A. oryzae* and *Triochoderma longibrachiatum*).



Enzymes are a powerful tool in poultry nutrition for enhancing gut health, optimizing digestion, and supporting sustainable, antibiotic-free production. By targeting specific indigestible components of the diet, enzymes help improve microbial balance, nutrient absorption, immune resilience, and overall bird welfare.

Conclusion:

The integration of alternative feed ingredients, when strategically combined with probiotics, prebiotics, and exogenous enzymes, improves gut health in livestock and poultry. These dietary components work synergistically to modulate the gut microbiota, enhance nutrient absorption, and strengthen the intestinal barrier, ultimately leading to better flock health and performance. In the context of rising feed costs and growing pressure to reduce antibiotic use in animal production, these functional additives represent sustainable solutions that align with modern animal welfare and environmental standards. The strategic use of alternative feed ingredients in conjunction with probiotics, prebiotics, and enzymes presents a viable and effective approach to promoting gut health, enhancing productivity and better profits in animal agriculture.

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TriSorb-α – Advancing mycotoxin management through multi-action strategy

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With the onset of monsoons and increased humidity, the risk of mycotoxin contamination in animal feed escalates significantly, making effective mycotoxin management more critical than ever.Mycotoxins, including Aflatoxins, Ochratoxins, Zearalenone, Fumonisins, and Trichothecenes (DON and T2), represent a significant and persistent challenge to the livestock and poultry industries. These insidious contaminants, often found in raw materials and finished feeds, can lead to reduced feed intake, impaired nutrient utilization, compromised immune function, organ damage, and ultimately, substantial economic losses for producers. Recognizing the urgent need for a robust and reliable defense mechanism, Avitech Nutrition developed TriSorb-α to provide unparalleled protection against a broad spectrum of these harmful compounds.

TriSorb-α's Multi-Action Mycotoxin Control Strategy: A Holistic Approach

TriSorb-α stands apart from conventional toxin binders through its unique synergistic blend of active components: thermally processed Calcium Montmorillonite, Saccharomyces cerevisiae cell wall components, and Bacillus subtilis. This innovative formulation delivers a powerful multi-action strategy that goes beyond simple adsorption, offering a holistic approach to mycotoxin management:

1. **Adsorption:** The foundation of TriSorb-α's efficacy lies in the superior binding capabilities of its primary adsorbents. Thermally processed Calcium Montmorillonite, a highly purified clay mineral, possesses a vast surface area and specific charge characteristics that enable it to effectively bind polar mycotoxins like Aflatoxins. Complementing this, the cell wall polysaccharides (β-glucans and mannanoligosaccharides) derived from *Saccharomyces cerevisiae* yeast are highly effective in binding a broad range of mycotoxins, including both polar and non-polar types, such as Zearalenone and Ochratoxins. This dual-adsorption mechanism ensures a comprehensive capture of diverse mycotoxins within the gastrointestinal tract, preventing their absorption into the animal's bloodstream.
2. **Biotransformation:** A critical differentiator for TriSorb-α is its active biotransformation component. The inclusion of *Bacillus subtilis*, a beneficial probiotic bacterium, introduces an enzymatic detoxification pathway. *Bacillus subtilis* secretes specific enzymes that are capable of structurally modifying complex mycotoxins into less toxic or entirely non-toxic metabolites. This enzymatic degradation neutralizes the harmful effects of mycotoxins, offering an additional layer of protection that passive adsorption alone cannot provide. This proactive approach reduces the overall mycotoxin load and minimizes their detrimental impact on animal physiology.
3. **Colonization:** Beyond enzymatic action, the probiotic *Bacillus subtilis* in TriSorb-α actively colonizes the animal's gut. This colonization contributes to a balanced and healthy gut microbiota, which is fundamental to overall animal health and resilience. A robust gut microbiome enhances the animal's natural detoxification capacity, providing continuous biological protection against ongoing mycotoxin challenges. Furthermore, a balanced gut environment supports optimal nutrient utilization, improves digestive efficiency, and reinforces intestinal barrier integrity, leading to enhanced animal performance and well-being.

Advanced Mycotoxin Protection: Unlocking Key Benefits

The synergistic action of TriSorb-α's components translates into a range of significant benefits for feed producers and livestock operations:

- **Broad-Spectrum Efficacy:**TriSorb-α's multi-component formulation ensures effective binding and detoxification against a wide array of prevalent mycotoxins, offering robust protection against the complex mycotoxin mixtures often found in contaminated feed.
- **pH-Independent Binding:** Unlike some binders whose efficacy is compromised by varying pH levels in the digestive tract, TriSorb-α demonstrates consistent high binding efficiency throughout the entire gastrointestinal system, from the acidic stomach to the more alkaline intestines. This ensures continuous and reliable protection.
- **Metabolic Detoxification:** The

The National Dairy Development Board (NDDB) evaluated the net binding efficiency of TriSorb-α with Aflatoxin B1 at 98.73%

unique biotransformation capability provided by *Bacillus subtilis* actively converts complex and harmful mycotoxins into harmless metabolites, reducing the toxic burden on the animal's liver and other vital organs.

- **Intestinal Health Enhancement:** The probiotic colonization by *Bacillus subtilis* fosters a healthy gut environment, improving nutrient absorption, strengthening the immune system, and further aiding the animal's natural defense mechanisms against mycotoxin challenges.

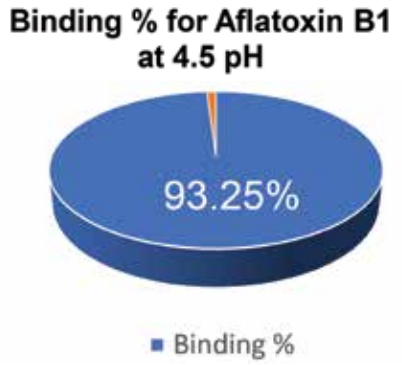
Scientific Validation: In-Vitro Studies Confirm TriSorb-α's Superior Performance

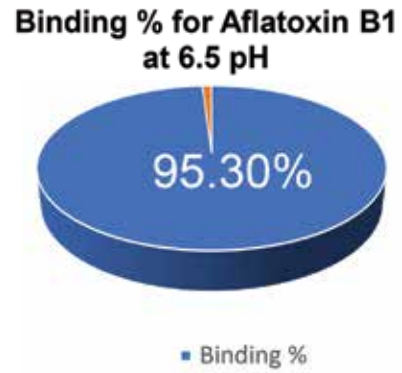
Avitech Nutrition is committed to scientific rigor and has conducted extensive in-vitro studies to validate TriSorb-α's efficacy:

A. Study Conducted at NDDB (National Dairy Development Board)
A comprehensive study conducted at the National Dairy Development Board (NDDB) evaluated the net binding efficiency of TriSorb-α against Aflatoxin B1, one of the most potent and widespread mycotoxins. The results unequivocally demonstrated TriSorb-α's exceptional performance, achieving a remarkable **98.73% net binding percentage** for Aflatoxin B1. This high binding affinity underscores its immediate and powerful protective action.

B. Studies Conducted at ACNS (AvitechCenter for Nutrition Science)
Further in-vitro studies at Avitech's own state-of-the-art Avitech Center for Nutrition Science (ACNS) have provided additional insights into TriSorb-α's robust performance:

- **Study 1: Adsorption Efficacy of TriSorb-α against Aflatoxin B1 at Different pH:** This study meticulously evaluated TriSorb-α's adsorption capabilities across various pH conditions mimicking the different segments of the animal's digestive tract. The results confirmed its consistent and high





binding efficiency for Aflatoxin B1, regardless of the pH environment.

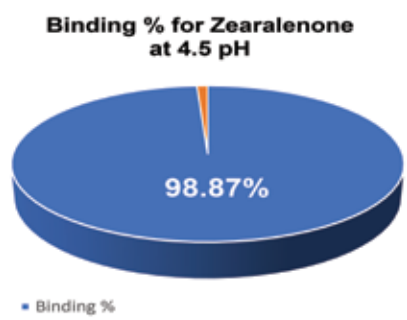
- **Study 2: Adsorption Efficacy of TriSorb-α against Zearalenone at Different pH:** Similarly, another study at ACNS focused on TriSorb-α's efficacy against Zearalenone, a non-polar mycotoxin known for its reproductive effects. This research also demonstrated TriSorb-α's strong and stable adsorption performance across a wide range of pH values, highlighting its broad-spectrum and pH-independent action.

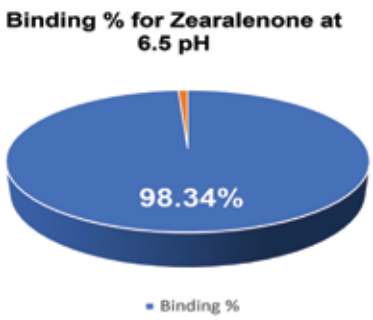
Comprehensive Benefits for Enhanced Animal Performance
The proven efficacy and multi-action approach of TriSorb-α translate into tangible benefits for animal health and production:

- **Broad Spectrum Coverage:** Protection against a wide range of mycotoxins.
- **Optimum Efficiency and Production:** Supports improved feed conversion ratios and overall animal productivity.
- **High Binding Efficiency:** Rapid and effective removal of mycotoxins from the gut.
- **No Interaction with Nutrients:** Ensures that essential vitamins, minerals, and other nutrients remain available for absorption, preventing nutritional deficiencies.
- **Stable in a Wide Range of pH:** Consistent performance throughout the digestive tract.
- **Affinity Towards Low and High Loads of Mycotoxins:** Effective in both preventative and corrective scenarios.
- **Healthier Immune System:** Reduces immune suppression caused by mycotoxins, leading to more resilient animals.
- **Protection of Vital Organs:** Minimizes mycotoxin-induced damage to the liver, kidneys, and other critical organs.

Conclusion

TriSorb-α represents a significant advancement in mycotoxin management. One can now confidently enhance feed safety, optimize animal health, and secure economic returns with TriSorb-α. By combining superior adsorption, active biotransformation, and gut colonization, Avitech Nutrition has developed a product that offers unparalleled protection against the complex and evolving threat of mycotoxins.





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Fuelled by *Bacillus siamensis* ZMT03, the novel probiotic strain isolated from chicken GIT

22 Field Trials*

1,08,236 broiler chickens

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40 - 70 points#
Improvement in cFCR

Upto 70 g
Improvement in BWT in open shed

Upto 120 g
Improvement in BWT in EC shed

Upto 30%
Improvement in livability vis-à-vis antibiotic control

#1 FCR point represent third/last decimal point of 1000

*Majority of field trials were conducted at same farm with multiple sheds in integrations across various geographical locations and at different time of the year. Some of the integrators were generous in sharing complete production indices while others communicated the summary of the trial results. In the field trials, Improval™ MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports availble on request.

Ensuring Poultry Feed Quality:
Importance of Pre-Assessment of Raw Materials and Final Feed

Dr Badineedi Hanumanth Rao - Technical Executive - Livestock Nutrition
Dr Sushant Mhatre - AGM - Techno Commercial
Dr Jayanta Bhattacharyya - Director - Techno Commercial

Poultry farming is a rapidly growing sector within animal agriculture, driven by rising global demand for meat and eggs. Feed quality is a determining factor in the success of poultry operations. In the competitive and cost-sensitive world of poultry production, feed quality is the cornerstone of flock health, performance, and profitability.

Dr Badineedi Hanumanth Rao
Technical Executive - Livestock Nutrition

While precise formulations are essential, it's the actual nutrient value of the raw materials and the consistency of finished feed that ultimately determine bird outcomes. Contaminated, adulterated, or nutritionally imbalanced feed can lead to compromised bird health, reduced growth rates, poor feed conversion ratios (FCR), and economic losses. Therefore, pre-assessment of feed ingredients and finished feed is not merely a best practice—it is a necessity.

Importance of Raw Material Pre-Assessment

The feed manufacturing process begins with the selection and procurement of raw materials and the quality and safety of these ingredients directly influence the nutritional integrity and safety of the final feed.

Dr Sushant Mhatre
AGM - Techno Commercial

Pre-assessment of raw materials is a critical control point that ensures only high-quality inputs enter the production line. This process helps to reduce nutritional variability, enhance feed consistency, and minimize the risk of contamination.

A. Nutritional Quality Evaluation

To ensure optimal nutrient supply, raw materials must be evaluated for their basic nutritional composition:

1. Proximate Analysis: This includes measurement of moisture, crude protein, crude fat, crude fiber, and total ash content. These values help in determining the nutritive value of the ingredient and aid in balancing feed formulations.

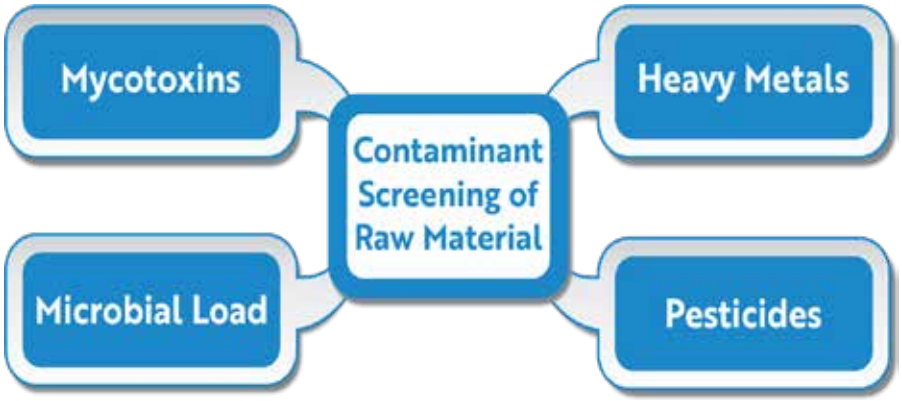
2. Amino Acid Profiling: Critical for high-performance poultry diets, this analysis ensures that essential amino acids like lysine, methionine, and threonine are present in sufficient quantities.
3. Energy Estimation: Calculating Metabolizable Energy (ME) is essential for formulating energy-balanced rations, ensuring optimum growth and feed efficiency.

Dr Jayanta Bhattacharyya
Director - Techno Commercial

B) Contaminant Screening

Screening for potential contaminants is vital to prevent feed-related health issues and production losses:

1. **Mycotoxins:** Particularly aflatoxins and ochratoxins, which are harmful even at low concentrations. Mycotoxin contamination can impair immune function and reduce productivity.
2. **Heavy Metals:** Elements such as lead, mercury, and cadmium can accumulate in poultry tissues and pose serious health risks to both birds and consumers.
3. **Pesticide Residues:** Traces of agricultural chemicals used in crop production must be assessed



Ingredient	Protein	Moisture	Fat	Fiber	Calcium	Phosphorus	Sodium	Magnesium	Aflatoxin	Pepsin Digest	Urease	Microscopic	H.I.U.*	Bile	Frequency**
Corn	✓	✓							✓						W
Cereal Grain	✓	✓													W
Soybean Meal	✓	✓		✓							✓				E
Middlings	✓	✓		✓											W
Alfalfa	✓			✓											W
Rice Hill Feed	✓		✓	✓											W
Corn Gluten Feed	✓														E
Fish Meal	✓		✓		✓	✓	✓	✓		✓		✓			E
Meat/Bone Meal	✓	✓	✓		✓	✓	✓			✓		✓			E
Poultry Meal	✓	✓	✓		✓	✓	✓			✓		✓			E
Peanut Meal	✓	✓		✓					✓						E
Peanut Hulls	✓			✓					✓						W
Cottonseed Meal	✓								✓						E
Cottonseeds	✓		✓	✓					✓						W
Sunflower Meal	✓			✓											E
Safflower Meal	✓			✓											E
Bakery Meal	✓		✓									✓			E
Molasses														✓	E
Fat													✓		E
Limestone					✓			✓							W
Feather Meal	✓	✓										✓			E

Table: 1. Ingredient assay table

*Moisture, Impurities, Unsaponifiables

**W = Weekly, E = Every Load

Source: Table from feedtech V, AFIA.

to ensure they remain within permissible limits.

4. **Microbial Load:** Presence of pathogenic microorganisms like *Salmonella*, *Escherichia coli*, and molds must be evaluated to prevent disease outbreaks and spoilage.

Pre-Assessment of Finished Feed

Once the feed is manufactured, it must undergo post-production testing to verify its nutritional accuracy, physical quality, and microbiological safety. This step ensures that the final product is both effective and safe for animal consumption.

A. Physical and Nutritional Quality Parameters

Key quality parameters assessed in finished feed include:

- **Pellet Durability and Texture:** Proper pellet hardness and minimal fines ensure better intake and reduce feed wastage.
- **Homogeneity:** Uniform mixing of micronutrients, vitamins, minerals, and medications is essential to deliver a balanced diet and prevent deficiencies or overdosing.
- **Moisture Content:** Maintaining appropriate moisture levels prevents microbial growth, especially mold, during storage.
- **Mycotoxins:** Regular monitoring and preventive measures are essential to ensure feed safety and performance.
- **Pathogen Testing:** Finished feed is routinely tested for the presence of pathogens, particularly *Salmonella* spp., which is a major concern in poultry production.

Modern operations must go beyond paper formulations and implement a robust pre-assessment and quality control system. Even a 2–3% variation in key nutrients such as

calcium, phosphorus, crude protein, or metabolizable energy (ME) can result in immunosuppression, skeletal deformities, higher feed conversion ratios, or economic losses (Singh et al., 2020; Pesti et al., 2009).

Let's explore three real-world case studies that demonstrate why testing raw materials and finished feed should never be optional.

Case Study 1: Mortality and Lameness Due to Mineral Imbalance

A broiler farm in the southern region of India reported continuous mortality and lameness among growing birds. Laboratory evaluation of feed samples and tissue diagnostics revealed:

- A clear imbalance in calcium and phosphorus
- Positive test results for Infectious Bursal Disease (IBD)

Parameter	Expected Value	Observed Range	Risk & Impact
Calcium in DCP	23–24%	26–28% (Overlined)	Limits phosphorus bioavailability
Phosphorus in DCP	18–18.5%	14–17%	Rickets, lameness
Aflatoxin in maize	<20 ppb	40–90 ppb	Liver damage, suppressed immunity
Crude Protein in SBM	44–46%	46% (with urea)	Digestibility failure, poor egg quality
ME in rice bran	~1800 kcal/kg	1500–2000 kcal/kg	Energy imbalance, FCR loss

Field Data Snapshot: Real Deviations in Indian Poultry Feed (Source: CARI-ICAR reports & FeedTech India lab data, 2021–2024)

Interestingly, a neighboring flock fed with the same formula plus NSP enzymes (NSPases) showed no mortality—highlighting the role of enzymes in enhancing nutrient release and gut integrity (Cowieson *et al.*, 2010; Chandel *et al.*, 2022). Further investigation found that the Dicalcium Phosphate (DCP) in use had lower-than-declared phosphorus content (14.5% instead of the standard 18%). The farmer attempted to correct this by supplementing sodium hydrogen phosphate via water. However, by then, birds were already showing signs of rubbery legs, stunted growth, and poor performance.

Key Learning: Even slight raw material deviations can compromise skeletal health and immunity. Pre-assessment of minerals like DCP is critical before inclusion.

Case Study 2: Mycotoxin Risk Missed Due to Visual Assumptions

A feed mill in central India sourced visually clean maize, assuming it to be toxin-free. However, a third-party analysis revealed aflatoxin B1 levels exceeding 50 ppb, well above the BIS safety limit of 20 ppb for poultry (FAO, 2011; Ghosh *et al.*, 2018).

- Birds fed this contaminated maize developed:
- Enlarged livers (hepatomegaly)
- Immunosuppression and poor vaccine response
- Secondary infections and increased mortality
- The economic consequences included poor FCR, lower livability, and treatment costs.

Key Learning: Visual appearance is **NOT** a reliable indicator of quality. Even clean-looking maize can carry invisible aflatoxins. Routine testing is essential.

Case Study 3: Protein Deviation Due to Undeclared Adulteration

In southern India, a layer farmer observed a drop in egg production and pale yolks. Investigation revealed that the soybean meal used, though labeled as 46% crude protein, was adulterated with urea, a common but illegal nitrogen booster (Vijayasarathi et al., 2018).

Analysis showed:

- Low lysine and methionine digestibility
- Reduced feed intake and consistency in laying
- Pale yolk pigmentation
- The farmer shifted to verified suppliers and began routine amino acid digestibility checks, which resolved the issue within two weeks (Sindhu et al., 2021).

Key Learning: Don't rely on crude protein values alone. Always validate digestible amino acid levels—especially lysine and methionine—for optimal performance.

Key Takeaways

- Raw material variability is real—especially in DCP, maize, and soybean meal
- Routine lab testing of Ca, P, CP, fiber, and toxins is non-negotiable
- Feed enzymes and toxin binders provide support but are not a substitute for QA
- Finished feed must be tested to confirm actual delivery matches formulation
- Testing costs far less than losses from mortality, poor FCR, or egg drop (Patra *et al.*, 2020)

Final Thoughts

A feed may look perfect on paper, but what matters is what reaches the bird's gut.The pre-assessment of raw materials and finished feed is fundamental to achieving sustainable, safe, and profitable poultry production. Implementing robust quality testing and control measures at every stage of feed manufacturing ensures optimal bird health, enhances performance, and reduces production losses. Moreover, consistent feed quality strengthens consumer trust in poultry products, especially in an era of rising concerns over food safety, antibiotic resistance, and regulatory compliance. As the poultry industry continues to evolve, prioritizing feed quality assurance remains more important than ever. In a competitive, low-margin industry, **Quality Assurance** isn't optional—it's survival.

References

Chandel, B.S., et al. (2022). Use of NSPases in mineral-deficient diets. Poultry Science Journal.

More references can be given on request.

Date of Publishing:
8 September 2025

RNI Regn. No. 72452/99
Postal Regn. No. HCD/1067/2024-2026

Date of Posting:
9th, 10th September 2025

Posting at BPC-IV, Patrika Channel, Nampally, Hyderabad - 500 001