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# Poultry Fortune

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Health • Nutrition • Technology • Marketing

September 2026

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**26 September 2026  
Hyderabad, India**

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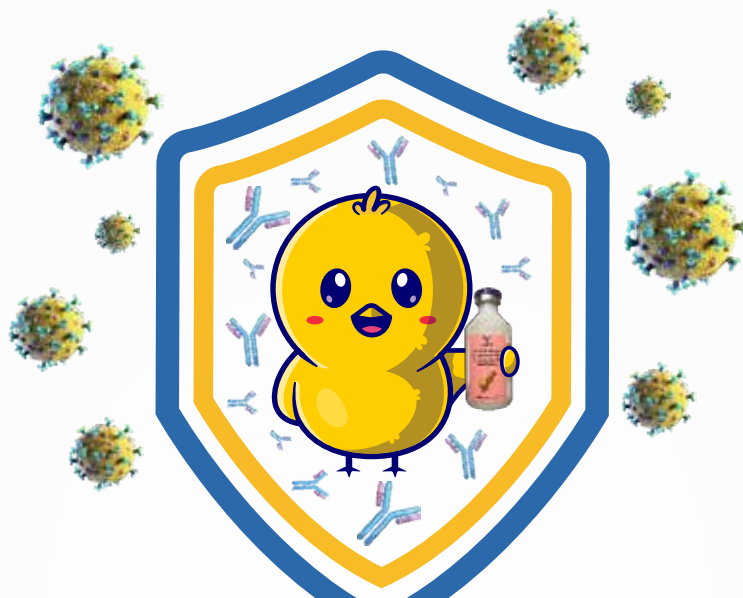
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**Northern Region**

| <b>COMPANY:</b><br>Sampurna Feeds<br><br><b>FARMER NAME:</b><br>Mr. Kulwinder Singh | JULY-2026     | Top #1     |
|-------------------------------------------------------------------------------------|---------------|------------|
|                                                                                     | Farm Type     | Open House |
|                                                                                     | State         | PUNJAB     |
|                                                                                     | Chicks Placed | 9,951      |
|                                                                                     | Mean Age      | 36         |
|                                                                                     | Avg Body Wt   | 2,818      |
|                                                                                     | FCR           | 1.37       |
|                                                                                     | cFCR          | 1.18       |
|                                                                                     | Livability%   | 97.1       |
|                                                                                     | Daily Gain    | 76.3       |
|                                                                                     | EPEF          | 541        |


**Eastern Region**

| <b>COMPANY:</b><br>IB Group<br><br><b>FARM NAME:</b><br>Mr. Manjurul Sarkar | JULY-2026     | Top #1     |
|-----------------------------------------------------------------------------|---------------|------------|
|                                                                             | Farm Type     | Open House |
|                                                                             | State         | BENGAL     |
|                                                                             | Chicks Placed | 1289       |
|                                                                             | Mean Age      | 31         |
|                                                                             | Avg Body Wt   | 2,034      |
|                                                                             | FCR           | 1.24       |
|                                                                             | cFCR          | 1.23       |
|                                                                             | Livability%   | 98.1       |
|                                                                             | Daily Gain    | 65.6       |
|                                                                             | EPEF          | 518        |


**Central Region**

| <b>COMPANY:</b><br>Japfa<br><br><b>FARMER NAME:</b><br>Mr. Tanaji Kisan Shelar | JULY-2026     | Top #1       |
|--------------------------------------------------------------------------------|---------------|--------------|
|                                                                                | Farm Type     | Closed House |
|                                                                                | State         | MAHARASHTRA  |
|                                                                                | Chicks Placed | 16,990       |
|                                                                                | Mean Age      | 32           |
|                                                                                | Avg Body Wt   | 2,345        |
|                                                                                | FCR           | 1.34         |
|                                                                                | cFCR          | 1.26         |
|                                                                                | Livability%   | 97.1         |
|                                                                                | Daily Gain    | 73           |
|                                                                                | EPEF          | 527          |


**South Region**

| <b>COMPANY:</b><br>IB Group<br><br><b>FARMER NAME:</b><br>Mr. Bolistti Sreera | JULY-2026     | Top #1         |
|-------------------------------------------------------------------------------|---------------|----------------|
|                                                                               | Farm Type     | Closed House   |
|                                                                               | State         | ANDHRA PRADESH |
|                                                                               | Chicks Placed | 18,500         |
|                                                                               | Mean Age      | 37             |
|                                                                               | Avg Body Wt   | 2,571          |
|                                                                               | FCR           | 1.51           |
|                                                                               | cFCR          | 1.38           |
|                                                                               | Livability%   | 97.6           |
|                                                                               | Daily Gain    | 69.5           |
|                                                                               | EPEF          | 449            |


**July 2026 -Top PERFORMANCE BY AREA**

| Area               | Chicks Placed | Mean Age(Days) | BW    | FCR  | cFCR(2Kg) | Livability% | Daygain | EPEF |
|--------------------|---------------|----------------|-------|------|-----------|-------------|---------|------|
| North EC House     | 12,030        | 32             | 2,156 | 1.38 | 1.35      | 95.9        | 67.2    | 467  |
| North Open House   | 9,951         | 37             | 2,818 | 1.37 | 1.19      | 97.1        | 76.3    | 541  |
| East EC House      | 7,161         | 35             | 2,555 | 1.47 | 1.35      | 97.3        | 73.0    | 483  |
| East Open House    | 1,289         | 31             | 2,034 | 1.24 | 1.24      | 98.1        | 65.6    | 518  |
| Central EC House   | 16,990        | 32             | 2,345 | 1.34 | 1.27      | 97.1        | 73.0    | 527  |
| Central Open House | 9,900         | 32             | 2,214 | 1.39 | 1.35      | 96.2        | 67.4    | 465  |
| South EC House     | 18,500        | 37             | 2,571 | 1.51 | 1.38      | 97.6        | 69.5    | 449  |
| South Open House   | 3,510         | 37             | 2,410 | 1.47 | 1.38      | 96.5        | 65.1    | 428  |

**July 2026 -Top 10 FIELD PERFORMANCE**

| Flock    | Farm Type    | State        | Chicks Placed | Mean Age | BW    | FCR  | cFCR | Livability% | Day Gain | EPEF |
|----------|--------------|--------------|---------------|----------|-------|------|------|-------------|----------|------|
| Flock 1  | OPEN HOUSE   | PUNJAB       | 9,951         | 37       | 2,818 | 1.37 | 1.19 | 97.1        | 76.3     | 541  |
| Flock 2  | CLOSED HOUSE | MAHARASHTRA  | 16,990        | 32       | 2,345 | 1.34 | 1.27 | 97.1        | 73.0     | 527  |
| Flock 3  | OPEN HOUSE   | PUNJAB       | 9,996         | 34       | 2,510 | 1.36 | 1.25 | 96.2        | 73.2     | 518  |
| Flock 4  | OPEN HOUSE   | NORTH BENGAL | 1,289         | 31       | 2,034 | 1.24 | 1.24 | 98.1        | 65.6     | 518  |
| Flock 5  | CLOSED HOUSE | MAHARASHTRA  | 7,885         | 33       | 2,536 | 1.40 | 1.28 | 94.8        | 76.4     | 516  |
| Flock 6  | OPEN HOUSE   | PUNJAB       | 14,360        | 34       | 2,425 | 1.34 | 1.25 | 97.0        | 70.3     | 509  |
| Flock 7  | OPEN HOUSE   | PUNJAB       | 5,675         | 32       | 2,366 | 1.36 | 1.28 | 93.6        | 73.9     | 509  |
| Flock 8  | OPEN HOUSE   | PUNJAB       | 8,375         | 33       | 2,367 | 1.35 | 1.27 | 95.8        | 70.9     | 503  |
| Flock 9  | OPEN HOUSE   | PUNJAB       | 10,117        | 35       | 2,535 | 1.36 | 1.24 | 95.5        | 71.6     | 503  |
| Flock 10 | OPEN HOUSE   | PUNJAB       | 5,085         | 32       | 2,325 | 1.37 | 1.30 | 95.3        | 72.2     | 502  |

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# India's next major surge in livestock productivity will be driven by proactive animal wellness and tech-driven care

*Many layer farms experience a familiar pattern during monsoon: feed intake becomes inconsistent, droppings become wetter, egg production plateaus earlier than expected, shell quality weakens, and flock uniformity starts to drift. While these issues are often attributed to weather, disease pressure or management challenges, the common denominator is usually a compromised gastrointestinal tract. For commercial layers, where productivity must be sustained for 100 weeks or longer, maintaining gut integrity is not merely a health objective, it is an economic necessity.*



Dear Readers,

The September 2026 issue of Poultry Fortune is in your hands. In the news section you may find news about.....

## What Lies Behind Wet Litter ? Kemin Research Points to an Emerging Intestinal

**Disease in Layers.** Kemin Research Published in Poultry Science Identifies Key Brachyspira Species Associated with Avian Intestinal Spirochaetosis (AIS) in India. Wet litter, loose droppings, dirty eggs, and unexplained declines in egg production are challenges frequently encountered in layer farms and are often linked to management, nutrition, or environmental factors. However, emerging intestinal diseases may sometimes be an overlooked part of the picture. A recent peer-reviewed study led by Dr R. Chanthirasekaran (RC) of Kemin and published in the internationally renowned journal Poultry Science provides important new insights into Avian Intestinal Spirochaetosis (AIS), an intestinal disease of laying hens caused by Brachyspira species. Contributing New Knowledge to the Industry, using advanced molecular diagnostics, PCR testing, and genetic characterization, the study investigated clinically suspected commercial layer flocks from key poultry-producing regions of India. The findings revealed a high frequency of Brachyspira detection in flocks exhibiting intestinal health concerns, reinforcing the need to consider AIS as part of the differential diagnosis when persistent gut health challenges are observed.

**Kashmir has a strong poultry market;** the next priority is to build local production," says IB Group Managing Director Bahadur Ali. IB Group, one of India's leading integrated poultry companies,

has outlined a long-term vision to help Jammu & Kashmir become self-reliant in poultry production. The company aims to strengthen local production through modern technology, quality inputs, organised broiler integration and continuous technical support for farmers. Speaking during the Srinagar Poultry Conclave, organised by ABIS Foods and Proteins Pvt Ltd, on August 03, 2026 at Srinagar, Mr Bahadur Ali said Jammu & Kashmir is a major market for chicken and other non-vegetarian food. However, local poultry production remains far below consumption levels, and nearly 60 to 70 per cent of the region's chicken requirement is met through supplies from other states. According to him, poultry farming in many parts of the Kashmir remains traditional and unorganised, which affects productivity, bird performance and farmer profitability.

**American Egg Board, USAPEEC and U.S. producers** mark a historic milestone in egg exports to Southeast Asia. US shell eggs are returning to Singapore for the first time in 26 years, with major American egg producers partnering to supply the market that consumes approximately one egg per person daily. This relaunch represents a strategic expansion into the ASEAN region, supported by US safety standards, traceability, and sustainability practices that Singapore values for its food security.

**The annual competition invites** undergraduate and graduate students to develop products that showcase eggs as an alternative protein source. Texas A&M University won the American Egg Board's 2026 Product Development Competition with Ovivate, a dairy-free, protein-rich egg-based beverage. The winning innovation demonstrates how eggs can serve as a practical, clean-label protein alternative in the rapidly growing functional beverage market. Texas A&M's Ovivate won first place and an \$8,000 prize for its dairy-free, whey-free egg beverage with no artificial stabilizers.

Contd on next page



## Poultry Fortune

### Our Mission

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

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

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

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

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**Trouw Nutrition Previews FeedTechnoVision 2026, India: Shaping Asia's Future of Feed.** Trouw Nutrition, Nutreco's livestock feed business line, hosts its premiere feed event, FeedTechnoVision, on 29-30 September 2026 in Jaipur, India. Held at the Hyatt Regency, Jaipur, FeedTechnoVision 2026 convenes feed mill managers, quality leaders, nutritionists, and feed safety specialists to help shape the future of Asia's feed industry and inspire progress across the global feed sector. The fourth instalment of FeedTechnoVision explores how science, technology, operational expertise, and collaboration can improve efficiency and strengthen resiliency throughout a rapidly expanding feed production region. Asia's feed industry is facing mounting pressures. With these shifts in mind, FeedTechnoVision 2026 examines complexities in the Asian feed-to-food chain and explores practical approaches for solving key concerns.

**Venkateshwara B.V. Biocorp Pvt Ltd, East Zone,** organized a technical seminar on "Modern Feed Premix Solutions for Layer Nutrition" on 17 June 2026 at Berhampur, Odisha. The programme brought together layer farmers from Berhampur and nearby districts, providing an excellent platform for technical knowledge sharing, scientific discussions, and interaction with industry experts. Mr Satyajeet Mohanty, Zonal Manager, East Zone, emphasized Venworld's commitment to strengthening the poultry industry through scientific knowledge-sharing initiatives. Mr C. Sahoo, AGM, East Zone, elaborated on Venworld's farmer-centric approach, highlighting the company's focus on delivering innovative nutritional solutions, customized feed formulations and continuous technical support to help poultry farmers improve productivity, profitability and overall flock performance.

**Poultry Federation of India** had an interaction with Mr Naresh Pal Gangwar, IAS, Secretary, Department of Animal Husbandry and Dairying, Government of India, New Delhi. Later the team met Dr Muthukumarasamy B, Joint Secretary, Department of Animal Husbandry and Dairying, GOI. During the meeting, the PFI team had the privilege of discussing several issues concerning poultry industry - subsidy on bio-gas plant, feed security, rural economy and the future development of poultry sector.

**Ventri Biologicals organized a technical meeting** at Karnal on 5 August 2026, bringing together poultry professionals to discuss modern approaches to hatchery vaccination, water sanitation, and precise medication practices. Mr Deepak Khosla, General Manager, Marketing, highlighted the company's commitment to delivering science-based solutions for poultry industry.

**India's next major surge in livestock productivity** will be driven by proactive animal wellness and tech-driven care rather than merely expanding herd sizes. This strategic pivot formed the central theme of the 15th AGM of the Indian Federation of Animal Health Companies (INFAH), held at Mumbai. Bringing together policymakers, regulatory officials, veterinary scientists, and corporate leaders, the assembly charted a roadmap to transform India's reactive animal healthcare model into a predictive, science-led ecosystem. INFAH, which represents approximately 85% of India's veterinary biologics, pharmaceuticals, and feed supplements market, positioned preventive healthcare as a vital driver for national nutritional security and rural economic resilience.

In the Articles section, **Monsoon and the Layer Gut: The Invisible Battle That Determines Egg Production**, authored by Dr Jyoti Sahu and Mr Midhun Raj says that many layer farms experience a familiar pattern during monsoon: feed intake becomes inconsistent, droppings become wetter, egg production

plateaus earlier than expected, shell quality weakens, and flock uniformity starts to drift. While these issues are often attributed to weather, disease pressure or management challenges, the common denominator is usually a compromised gastrointestinal tract. For commercial layers, where productivity must be sustained for 100 weeks or longer, maintaining gut integrity is not merely a health objective, it is an economic necessity.

Another Article titled, **Four Pillars. One Goal. Peak Poultry Performance** by Neotle Global Pvt Ltd discussed that modern poultry production has evolved far beyond achieving rapid body weight gain. Today's commercial broiler operations are expected to deliver superior feed efficiency, excellent livability, consistent flock uniformity, reduced antimicrobial dependence, and maximum economic returns despite increasing challenges such as heat stress, feed ingredient variability, pathogen pressure, and climate change. Success under these conditions depends on four interconnected pillars: These pillars are not independent. An imbalance in any one of them can compromise the others, ultimately reducing production efficiency and profitability. Conversely, strengthening all four creates a resilient flock capable of expressing its full genetic potential.

Another Article titled, **Phytase in Poultry Nutrition: Chemistry, Enzymatic Mechanism, and Nutritional Significance. A Scientific Review of Phytate Hydrolysis, Nutrient Utilization, and Applications in Poultry Production** authored by Dr Hanumant Dahiphale said that Poultry and other non-ruminant animals mainly eat cereals, oilseed meals, and their by-products. These feeds contain phytate, which stores about 60–80% of the phosphorus in plants. Animals cannot digest phytate properly because they produce very little phytase in their digestive system. As a result, phosphorus is not used well, feed costs increase, and more phosphorus is released in manure.

Another Article titled, **Cyanosis (purple head) in broiler breeder males** by Aviagen India Pvt Ltd discussed that transient cyanosis in broiler breeder males is a well-recognized issue in commercial poultry production, manifesting as a purple discoloration of the comb and skin due to deoxygenated blood. This condition is closely linked to cardiac function, feeding management, and environmental stressors. Recent collaborative studies and morphometric research have provided deeper insights into its prevalence, causes, and management strategies. The combined evidence from pathological and morphometric studies underscores the complexity of health challenges in broiler breeder males. Cyanosis and cardiac dilation are prevalent and multifactorial, impacting both flock management and productivity. Management strategies should prioritize rapid feed distribution, strict control of body weight and uniformity, sufficient drinker space and flow rates, and enhanced ventilation during feeding. Continued research and vigilant health monitoring are essential for optimizing breeder welfare and performance.

Farmers are advised not to neglect and do not compromise in good farming and management practices to get specified results. As Egg and Chicken meat are food for human consumption, please maintain quality in all aspects to get better acceptance and price to your produce. Readers are invited to send their views and comments on the news, special feature and articles published in the magazine Poultry Fortune which would be published under "Readers Column".

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## What Lies Behind Wet Litter? Kemin Research Points to an Emerging Intestinal Disease in Layers

### Kemin Research Published in Poultry Science Identifies Key Brachyspira Species Associated with Avian Intestinal Spirochaetosis (AIS) in India

Wet litter, loose droppings, dirty eggs, and unexplained declines in egg production are challenges frequently encountered in layer farms and are often linked to management, nutrition, or environmental factors. However, emerging intestinal diseases may sometimes be an overlooked part of the picture.

A recent peer-reviewed study led by Dr R. Chanthirasekaran (RC) of Kemin and published in the internationally renowned journal Poultry Science provides important new insights into Avian Intestinal Spirochaetosis (AIS), an intestinal disease of laying hens caused by *Brachyspira* species.

### Contributing New Knowledge to the Industry

Using advanced molecular diagnostics, PCR testing, and genetic characterization, the study investigated clinically suspected commercial layer flocks from key poultry-producing regions of India. The findings revealed a high frequency of *Brachyspira* detection in flocks exhibiting



intestinal health concerns, reinforcing the need to consider AIS as part of the differential diagnosis when persistent gut health challenges are observed.

### From Field Observations to Scientific Evidence

The study found that affected flocks commonly presented with wet litter, loose droppings, vent pasting, dirty eggs, and modest reductions in production performance. The findings highlight that symptoms often regarded as routine management challenges may, in some cases, have an infectious component that warrants further investigation.

The research also observed that detection tended to be higher in older flocks, suggesting that long-cycle layer operations may benefit from increased attention to intestinal health monitoring and diagnostics.

### A Commitment to Science and Industry Advancement

This publication reflects

Kemin's commitment to advancing poultry health through scientific research, technical expertise, and practical field investigations. By transforming field observations into peer-reviewed scientific evidence, Kemin continues to contribute meaningful

knowledge that supports veterinarians, nutritionists, and producers in making informed, evidence-based decisions.

As the poultry industry evolves, understanding emerging health challenges becomes increasingly important. Through science, diagnostics, and innovation, Kemin remains committed to helping the industry better understand, identify, and manage conditions that impact flock health, productivity, and profitability.

## Panel Discussion Update Knowledge on Poultry



## Poultry Fortune Excellence Awards 2026

# 26 September 2026

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## IB Group aims to Make Jammu & Kashmir Self-Reliant in Poultry Production

IB Group, one of India's leading integrated poultry companies, has outlined a long-term vision to help Jammu & Kashmir become self-reliant in poultry production. The company aims to strengthen local production through modern technology, quality inputs, organised broiler integration and continuous technical support for farmers.

Speaking during the Srinagar Poultry Conclave, organised by ABIS Foods and Proteins Pvt. Ltd., on August 03, 2026 at SKICC, Srinagar, IB Group Managing Director Mr Bahadur Ali said Jammu & Kashmir is a major market for chicken and other non-vegetarian food. However, local poultry production remains far below consumption levels, and nearly 60 to 70 per cent of the region's chicken requirement is met through supplies from other states.

According to Mr Bahadur Ali, poultry farming in many parts of the Kashmir remains traditional and unorganised, which



*Mr Bahadur Ali, Managing Director, IB Group*

affects productivity, bird performance and farmer profitability. Mr Ali said IB Group is well positioned to help address these gaps because of its pan-India experience and integrated infrastructure. The company has its own feed plants, hatcheries, technical service network and a strong forward and backward integration model. Through organised broiler integration, IB Group provides farmers with quality

chicks, balanced feed, veterinary and technical support, scientific farm-management practices and market linkage.

He said higher local production would reduce dependence on other states, improve farmers' incomes, generate employment for local youth and strengthen the rural economy. The company also plans to work with leading banks to support eligible farmers in accessing

finance for modern poultry infrastructure. Mr Ali further said IB Group would look forward to collaborating with the Jammu & Kashmir administration and other stakeholders to help develop progressive, farmer-centric policies that encourage modern poultry farming, improve productivity and support long-term profitability.

The Srinagar Poultry Conclave was attended by more than 200 poultry farmers from different parts of Jammu & Kashmir. The day-long event included technical sessions on scientific broiler farming, modern production practices, farm management and ways to improve profitability. Poultry Farmers who had delivered strong performance were also recognised and felicitated. Concluding his interaction, Ali said, "Our objective is not to see Jammu & Kashmir remain only a large poultry-consuming market. We want to work with farmers, banks and the government to help it emerge as a modern, organised and self-reliant poultry-producing region."



*A view of participants*

# US shell eggs return to Singapore for first time in 26 years

American Egg Board, USAPEEC and U.S. producers mark a historic milestone in egg exports to Southeast Asia.



Rose Acre Eggs in Hen Tick Food's Warehouse Source: American Egg Board

US shell eggs are returning to Singapore for the first time in 26 years, with major American egg producers partnering to supply the market that consumes approximately one egg per person daily. This relaunch represents a strategic expansion into the ASEAN region, supported by US safety standards, traceability, and sustainability practices that Singapore values for its food security.

- US shell eggs are returning to Singapore after a 26-year absence, marking the first time American eggs will be sold in the market in nearly three decades
- Singapore imports over 90% of its food and consumes approximately one egg per person per day, making it one of Southeast Asia's highest egg-consuming markets

- Local farms supplied only 34% of shell eggs consumed in Singapore in 2024, creating significant demand for imports
- Three major US egg producers—Hillandale Farms, Rose Acre Farms, and Mid-States Specialty Eggs—are partnering with the American Egg Board to supply three Singapore importers
- This expansion serves as a gateway to broader ASEAN market opportunities, with potential to extend beyond shell eggs to liquid, dried, and specialty egg products

For the first time in 26 years, U.S. shell eggs are heading to Singapore. The American Egg Board (AEB), with the USA Poultry and Egg Export Council (USAPEEC) and U.S. egg farmers Hillandale Farms,

Rose Acre Farms and Mid-States Specialty Eggs, announced the relaunch of U.S. shell egg exports to Singapore.

Singapore imports more than 90% of its food, and supply diversification is central to the country's food security strategy. Singapore consumers eat approximately one egg per person per day, and Singapore ranks among Southeast Asia's highest egg-consuming markets. Local farms supplied approximately 34% of shell eggs consumed in 2024, with the remainder met

through imports.

"Twenty-six years is a long time, and we are excited to reopen this important egg market," said Emily Metz, president and CEO of AEB. "Foreign buyers consistently choose U.S. eggs because of our safety standards, traceability and sustainability practices. Singapore is more than a market. It is our foothold into the Association of Southeast Asian Nations (ASEAN) region, where we hope to keep growing and building relationships at a critical time for our producers. Expanding exports means new growth and gives our farms the chance to grow for the next generation."

"U.S. shell eggs are produced under stringent U.S. Department of Agriculture (USDA) standards and rigorous food-safety controls, delivering the consistent quality, freshness and reliability Singapore consumers can trust," said Greg Tyler, president and CEO of USAPEEC.

The launch shipment will be received by three Singapore importers: Hen Tick Food Pte Ltd, Kai Young Huat Eggs Pte Ltd



Mid-State Specialty Eggs in N&N Agriculture Cold Room Source: American Egg Board



Hillendale Farm Eggs in Kai Young Huat's Importer Cold Room  
Source: American Egg Board

and N&N Agriculture Pte Ltd. Each brings established distribution relationships across Singapore's retail, foodservice, hotel and food manufacturing sectors.

"This is more than the introduction of a new product; it's the beginning of a meaningful partnership between U.S. egg producers and Singapore," said Denilson Dorigoni

of Hillendale Farms.

"We're proud to share the quality and care behind every egg while building lasting relationships with Singapore's importers founded on trust, consistency and mutual success."

"We are honored to be part of this moment," said Tony Wesner, CEO of Rose Acre Farms. "American

egg farmers work hard every day to produce eggs that families can trust, and knowing that work is now reaching families in Singapore is something we do not take lightly. We look forward to building a relationship that lasts."

"This is exactly the kind of opportunity U.S. egg producers have been working toward," said Sean Delano of Mid-States Specialty Eggs. "Singapore is a strong market with real demand, and we are committed to being a reliable, high-quality supply partner for the long term."

The return of U.S. shell eggs to Singapore was made possible through close cooperation between government agencies in both countries. USAPEEC and AEB acknowledged the support of USDA's Foreign

Agricultural Service, represented by Agricultural Counselor Alicia Hernandez, and the Singapore Food Agency, led by CEO Damian Chan. Their collaboration secured approval for required markings to be printed at the carton level rather than on each individual egg, helping reopen this trade channel.

AEB, together with USAPEEC and its egg farmers, sees Singapore as a gateway to broader opportunity across the ASEAN region. AEB plans to build on this opportunity through its participation in the U.S. Trade Mission to Singapore in September. According to AEB, the potential extends beyond shell eggs to liquid, dried and specialty egg products over time.

*Courtesy: Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd*

## Texas A&M wins AEB's 2026 egg beverage competition



The annual competition invites undergraduate and graduate students to develop products that showcase eggs as an alternative protein source.

### Article Summary

Texas A&M University won the American Egg Board's 2026 Product Development Competition

with Ovivive, a dairy-free, protein-rich egg-based beverage. The winning innovation demonstrates how eggs can serve as a practical, clean-label protein alternative in the rapidly growing functional beverage market.

- Texas A&M's Ovivive won first place and an \$8,000 prize for its dairy-free, whey-free egg beverage with no artificial stabilizers
- The beverage features fruit-forward flavors and a clean ingredient list that appeals to consumers seeking

minimally processed, convenient nutrition

- Second place went to Cornell University's Yolked AM, and third place to Ohio State's Eggi-Drop
- The 2027 competition theme is Convenience Without Compromise, focusing on quick preparation, portability, and snackable egg-based products
- Eggs offer a high-quality, readily available protein source that serves as a practical alternative to other proteins in functional beverages

The American Egg Board (AEB) Eggcelerator Lab announced the winners

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of its 2026 Product Development Competition, naming a team from Texas A&M University as the winner for its egg-based beverage.

Texas A&M students Ikenna Okechie, Muhammad Bilal Haider and Rebeka Saldivar won first place and a US\$8,000 prize for Ovivive, a beverage made without dairy, whey proteins, gums or artificial stabilizers.

"Ovivive stood out because it demonstrates how eggs can play a leading role in the rapidly growing functional beverage category," said Nelson Serrano-Bahri, AEB director of innovation.

"The team successfully harnessed the natural functionality of eggs to create a creamy beverage without relying on dairy, whey proteins, gums or

artificial stabilizers. Fruit-forward flavors and a clean ingredient list also align with growing demand for convenient, nutritious and minimally processed products. As a high-quality, readily available protein source, eggs offer a practical alternative to other proteins out there."

Second place and a \$5,000 prize went to Cornell University students Pedro Julio Fernandez Mendoza, Eleanor Tsapakos and Cameron Fletcher for Yolked AM, a ready-to-drink egg protein beverage containing 20 grams of protein per serving along with mushroom extract lion's mane, L-theanine and caffeine.

Third place and a \$3,000 prize went to Ohio State University students Kaden Havener, Ruiya Bao and

Isabel Gugger for Eggi-Drop, a ready-to-mix bottled protein beverage that uses a twist-and-push infusion cap to release whole egg protein into a pre-flavored liquid base, designed to be shaken and consumed at room temperature or chilled.

The competition was judged by a panel that included Serrano-Bahri; Dana Lawnzak, director of business development at the American Egg Board; Shannon Koski, manager of partner development at Culinex; and Michelle Tittl, director of culinary innovation at Egglife Foods.

Additionally, AEB's Eggcelerator Lab announced the theme for its 2027 competition: "Convenience Without Compromise." Next year's



contest will ask students to develop egg-based products focused on quick preparation, portability or snackable formats. The call for entries opened July 14, 2026, and winners will be announced at the Institute of Food Technologists' IFT FIRST event in 2027.

*Courtesy: Dr K.Somi Reddy, Director, Srinivasa Farms Pvt Ltd*

## Trouw Nutrition Previews FeedTechnoVision 2026, India: Shaping Asia's Future of Feed

(AMERSFOORT, THE NETHERLANDS – 6 August 2026): Trouw Nutrition, Nutreco's livestock feed business line, hosts its premiere feed event, FeedTechnoVision, on 29-30 September 2026 in Jaipur, India. Held at the Hyatt Regency, Jaipur, FeedTechnoVision 2026 convenes feed mill managers, quality leaders, nutritionists, and feed safety specialists to help shape the future of Asia's feed industry and inspire progress across the global feed sector.

The fourth instalment of FeedTechnoVision explores how science, technology, operational expertise, and collaboration can improve efficiency and strengthen resiliency throughout a rapidly expanding feed production region.

Asia's feed industry is facing mounting pressures. Across the value chain, stakeholders are dealing with raw material volatility and quality constraints whilst striving to improve production consistencies, manage feed safety,

and navigate changing sustainability and regulatory requirements. Markets such as India, Thailand, Indonesia, and Vietnam are shifting from a complex and rapidly evolving feed production landscape towards a clearer and more consistent process that is increasingly impacting the global feed industry. With these shifts in mind, FeedTechnoVision 2026 examines complexities in the Asian feed-to-food chain and explores practical approaches for solving key

concerns. Eleven sessions and three panel discussions led by feed industry experts representing South America, Europe, and Asia address ongoing and emerging challenges impacting Asia's feed sector.

### A journey built around four main objectives

FeedTechnoVision 2026 is built around four guiding objectives: cross-functional knowledge sharing, accelerating technology adoption, networking and collaboration, and a continuous feedback loop transforming insights into practical actions. The programme is designed as a progressive customer



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journey and is organized into three sessions:

29 September – Resilient ingredients and integrated quality systems to optimise feed Osler Desouzart, CEO of OD Consulting, Market Planning & Strategy, Brazil, opens FeedTechnoVision 2026 with a strategic view of the forces shaping Asia's feed industry. His remarks address global macroeconomic trends, trade dynamics, and lessons from Brazil's transformation into one of the world's leading animal production regions. Next on the morning's agenda, leaders from Nutreco Asia and Trouw Nutrition consider raw material

availability, resilience, and sourcing and demonstrate the influence that raw material quality and formulation accuracy have on animal performance.

The afternoon programme moves towards integrated solutions. Speakers show why sustainable improvements cannot be achieved through isolated technologies but require connected systems combining data, risk-based decision making, sourcing, process control, and quality management. Dr. Jean Michel Nebout of Laboratoire d'Analyses Microbiologiques, France, presents a holistic approach to feed production that evolves from quality control to integrated feed safety. Head of the Center for Feed Technology at the

Norwegian University of Life Sciences, Dr. Dejan Miladinovic, shares how operational excellence can reduce risk and improve performance in feed production. Dr. Swamy Haladi presents proactive mycotoxin risk management and Dr. Eugenio Alcalde explains how microbial ecology supports more effective prevention strategies.

### 30 September – From operational excellence to the Feed Mill of the Future

Day two spotlights practical implementation. Sessions focus on process control, steam quality, moisture optimisation, particle size, thermal processing, and pellet quality to demonstrate how process control and optimisation simultaneously improve feed safety, feed mill efficiency, and animal performance. The event concludes with a panel discussion on the Feed Mill of the Future, examining how digitalisation, automation, and smart data will transform feed manufacturing.

"Asia's feed industry is evolving at an unprecedented pace," says Noel Kim, Managing Director, Nutreco Asia. "New challenges demand new thinking. FeedTechnoVision brings together customers, industry leaders, and technical experts to explore the innovations and capabilities that will define the next generation

of feed and animal production. Together, we can build a more productive, resilient, and sustainable future for our industry."

Pedro Caramona, Global Strategic Marketing Director-X Species, Trouw Nutrition notes the programme focuses on actionable takeaways. "FeedTechnoVision 2026 is designed as a collective learning journey. By bringing together nutritionists, quality leaders, and operations managers, we aim to create a cross-functional common language around the industry's biggest challenges," Caramona says. "Every participant should leave Jaipur with practical ideas they can implement immediately to build safer, more resilient, and higher-performing feed production systems."

#### About Trouw Nutrition

Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm, and health aspects of producing quality meat, eggs, and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals. We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 5,871 experts and our global

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## Venkateshwara B.V. Biocorp, East Zone, organizes Technical Seminar on Modern Feed Premix Solutions for Layer Nutrition in Berhampur



Venkateshwara B.V. Biocorp Pvt Ltd (East Zone) organized a technical seminar on "Modern Feed Premix Solutions for Layer Nutrition" on 17th June 2026 at Berhampur, Odisha. The programme brought together layer farmers from Berhampur and nearby districts, providing an excellent platform for technical knowledge sharing, scientific discussions, and interaction with industry experts.

The programme commenced with a welcome address by Mr Satyajeet Mohanty, Zonal Manager (East Zone), who welcomed the participating farmers and emphasized Venworld's commitment to strengthening the poultry industry through scientific knowledge-sharing initiatives. Mr C. Sahoo, AGM (East Zone), further elaborated on Venworld's farmer-centric approach, highlighting the company's focus on delivering

innovative nutritional solutions, customized feed formulations and continuous technical support to help poultry farmers improve productivity, profitability and overall flock performance.

The technical session was delivered by Dr Sanjay Deshpande, AGM (Technical), on "Modern Feed Premix Solutions for Layer Nutrition." He explained that developing healthy, uniform pullets is the foundation of a successful laying flock and emphasized the importance of precision nutrition in maximizing feed efficiency, sustaining egg production, improving egg quality, and maintaining flock health. The session covered practical aspects of phase-wise feeding, gut health management, efficient nutrient utilization and strategic feed formulation to achieve optimum

production performance.

A major highlight of the seminar was the detailed presentation on Mixiblend Layer Premix, Venworld's advanced nutritional solution developed for modern commercial layer flocks. Dr Deshpande explained that the premix is scientifically formulated to meet the changing nutritional requirements of birds throughout different stages of the laying cycle, ensuring an optimum balance of nutrients for sustained production and superior flock performance. He highlighted its role in improving feed efficiency, maintaining persistency of lay, enhancing eggshell strength, yolk pigmentation, albumen quality, egg uniformity, and overall bird health, ultimately leading to improved farm profitability.

The session also demonstrated how Mixiblend Layer Premix supports precision nutrition through phase-feeding programmes by providing balanced levels of essential vitamins, minerals, amino acids, and trace elements required for optimum egg production. Farmers were informed about the flexibility of utilizing locally available raw materials for customized feed

formulations, enabling them to optimize feed costs while maintaining nutritional consistency and production efficiency. This farmer-centric approach allows producers to achieve higher productivity and better economic returns under diverse field conditions.

The programme concluded with an interactive discussion, during which farmers actively shared field-level challenges and received practical, experience-based recommendations from the technical experts. The vote of thanks was delivered by Mr Rajat Pattnayak, Senior KCM, who expressed his sincere appreciation to all participants for their enthusiastic involvement and reaffirmed the company's commitment to empowering poultry farmers through continuous technical education, innovative nutritional solutions, and farmer-focused extension programmes.

The seminar concluded on a highly positive note, reinforcing Venworld's strong partnership with the poultry farming community and reaffirming Venkateshwara B.V. Biocorp Pvt. Ltd.'s commitment to delivering innovative nutritional solutions, technical excellence, and sustainable practices that enhance productivity, profitability, and the long-term growth of the poultry industry across Eastern India.

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



*Zamira Kick-off event\_ Advanced Sales Training*

Zamira brought together its South Asia team, global leadership and key partners for its Annual Kick-Off Meeting, held from 28–30 July 2026 at Aamby Valley, Lonavala.

Under the theme “One Team, One Goal,” the three-day event provided an opportunity to reflect on the achievements of the past year, align priorities for FY27 and strengthen the capabilities and partnerships supporting Zamira’s continued growth across South Asia.

Zamira CEO Stewart Cairns travelled from Australia to open the meeting, reviewing the key drivers

behind the previous year’s performance and outlining areas of focus for the year ahead.

“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,” Mr Cairns said.

Dr Shaveta Sood, Director South Asia, then presented the FY27 goals and priorities, setting the direction for the team for the coming year.

The program also focused strongly on the

commercial, marketing and technical capabilities required to support these objectives. Dr Shailaja Rajyam, Product and Marketing Manager, presented Zamira’s marketing and new product plans, including the marketing communications that will support upcoming product introductions.

Investment in people and capability development was another key focus of

the team with practical tools and strategies to strengthen customer engagement and sales performance.

A dedicated leadership development program for people managers also explored the skills and behaviours required to develop future-ready sales leaders and support the continued growth of Zamira’s people from within the organisation.

Technical learning formed an important part of the program, with Dr Sujit Kulkarni of Bextral, Netherlands, presenting on the technical aspects



*Zamira Kick-off event\_ Advanced Sales Training*

the meeting. Agribusiness specialist David Faulkner and Zamira Global Trainer Jane Enciso delivered an advanced sales training program, providing

of ZamiBoost Immune Defence Liquid. The session provided the team with further technical insights to support informed discussions with



*Zamira Kick-off event\_ Advanced Sales Training*



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*Zamira Kick-off event\_ Team Building*

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The Kick-Off concluded on 30 July with Zamira's Channel Partners Forum, recognising the important contribution of the distribution and strategic partners who support the company across the region. Partners received commemorative mementos bearing the message "Zamira Celebrating 16 Years of Excellence" in recognition of their loyalty and continued partnership.

The evening also celebrated the achievements of the Zamira South Asia team, with awards recognising outstanding contributions across both sales and support functions. The awards reflected the teamwork, commitment and shared purpose at the

heart of this year's theme.

Closing the event, Dr Shaveta Sood acknowledged the contribution of Zamira's people and partners to the company's continued progress in South Asia.

"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," Dr Sood said.

With its people, partners and priorities aligned for FY27, the Annual Kick-Off reinforced the message at the centre of Zamira's plans for the year ahead: One Team, One Goal.



*Zamira Kick-off event\_ Team Dinner*



## Strengthening Dialogue for the Growth of India's Poultry Sector



**New Delhi:** Poultry Federation of India (PFI) Core Team had a productive and insightful interaction with Shri Naresh Pal Gangwar (IAS), Secretary, Department of Animal Husbandry and Dairying, Government of India, at Krishi Bhawan, New Delhi.

Later the team met Dr Muthukumarasamy B, Joint Secretary, Department of Animal Husbandry and Dairying, GOI.

The PFI delegation included Mr Ranpal Dhanda, President; Mr Sanjeev Gupta, Vice President – HQ; Mr Ricky Thaper, Joint Secretary; Mr Jagdish Kadyan and Mr Rithik, PFI Office Managers.

During the meeting, the PFI team had the privilege of discussing several important issues concerning the poultry industry - subsidy on bio-

gas plant, feed security, rural economy and the future development of the poultry sector.

The PFI team invited Shri Naresh Pal Gangwar Ji and Dr Muthukumarasamy B. Ji, to attend the 37th Poultry Federation of India Annual General Meeting (AGM), being organised on September 23–24, 2026, at Hotel Grand Hyatt, Kochi, Kerala, as the Guest of Honour.

We sincerely appreciate Shri Naresh Pal Gangwar Ji and Dr Muthukumarasamy B, for their valuable time, constructive engagement and continued support to the poultry sector. Their visionary leadership and commitment towards strengthening Animal Husbandry and safeguarding the interests of India's rural economy are truly commendable.

PFI remains committed to working closely with the Government of India and all stakeholders to build a stronger, more sustainable, competitive and resilient poultry industry that contributes significantly to India's food security, employment and rural economic growth.



## Ventri Biologicals: Organizes Technical Meeting on Advanced Hatchery Vaccination and Broiler Performance



*Deepak Khosla, General Manager (Marketing), Ventri Biologicals*

Ventri Biologicals organized a technical meeting at Hotel Noor Mahal, Karnal, on 5th August 2026, bringing together poultry professionals to discuss modern approaches to hatchery vaccination, water sanitation, and precise medication practices.

The meeting commenced with an introductory address by Mr Deepak Khosla, General Manager (Marketing), who welcomed the participants and highlighted the company's commitment to delivering science-based solutions for the poultry industry.

Dr Prakash Reddy, DGM (Technical), delivered a currently relevant and focused presentation on "Hatchery Vaccines and Vaccination: Catching the Future". He emphasized on the emergence of pathogens which are critical for designing effective control strategies because it reveals key vulnerabilities,

transmission dynamics (vertical), and potential immune evasion mechanisms. Highlighted the emerging vaccine technologies opening new fields of possibilities for disease control and disease management, which include genotype based vaccines, vector vaccines, immune complex vaccine etc. The novel vaccine technologies would likely impose completely novel immune pressure or selection for resistance with enhanced immunosuppression and changes in patterns of antigenic variation, tissue tropism, and invasion pathways, so should be selective. Lastly, he updated the Innovative hatchery vaccination methods adapted in India for mass administration with speed and accuracy with ease of adaptation of semi-automated subcutaneous vaccination, spray vaccination etc. in day old chicks with a check on vaccinal reactions, errors and miss outs.



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## Presentation

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The second session, “Improving Broiler Performance through Effective Water Sanitation and Precise Medication Dosing,” was presented by Dr Datta Kulkarni, DGM (Technical). He discussed how good water quality,

effective sanitation, and accurate medication dosing can help enhance broiler health, performance, and farm profitability.

The programme concluded with valuable remarks from Mr H. S. Padda, DGM, (Marketing), who underlined the importance of adopting scientific and practical approaches to address emerging poultry health challenges. Mr Shashi Bhushan, AGM, (Marketing), delivered the vote of thanks and expressed gratitude to the



speakers and participants for making the meeting informative and successful.

The technical meeting reaffirmed Ventri

Biologicals’ commitment to advancing poultry health through knowledge sharing, innovation, and effective field-level solutions.

## INFAH's 15th AGM Outlines Vision for an Innovative and Healthier Animal Health Ecosystem

*Key stakeholders call for an AI-enabled, prevention-first strategy to safeguard food security, elevate farmer incomes, and drive rural growth under Viksit Bharat.*

**MUMBAI, INDIA — August 21, 2026** — India’s next major surge in livestock productivity will be driven by proactive animal wellness and tech-driven care rather than merely expanding herd sizes. This strategic pivot formed the central theme of the 15th AGM of the Indian

Federation of Animal Health Companies (INFAH), held at the Taj Lands End, Mumbai.

Bringing together policymakers, regulatory officials, veterinary scientists, and corporate leaders, the assembly charted a roadmap to transform India’s reactive animal healthcare model into a predictive, science-led ecosystem. INFAH, which represents approximately 85% of India’s veterinary biologics,

pharmaceuticals, and feed supplements market, positioned preventive healthcare as a vital driver for national nutritional security and rural economic resilience.

### Shifting from Reaction to Prediction

Delivering the keynote address, Burjis Godrej, Chairperson of Godrej Agrovet, emphasized that sustainable livestock growth hinges on optimizing animal health, nutrition, and welfare. He

urged industry leaders and institutions to accelerate investments in diagnostics, vaccination, and biosecurity infrastructure.

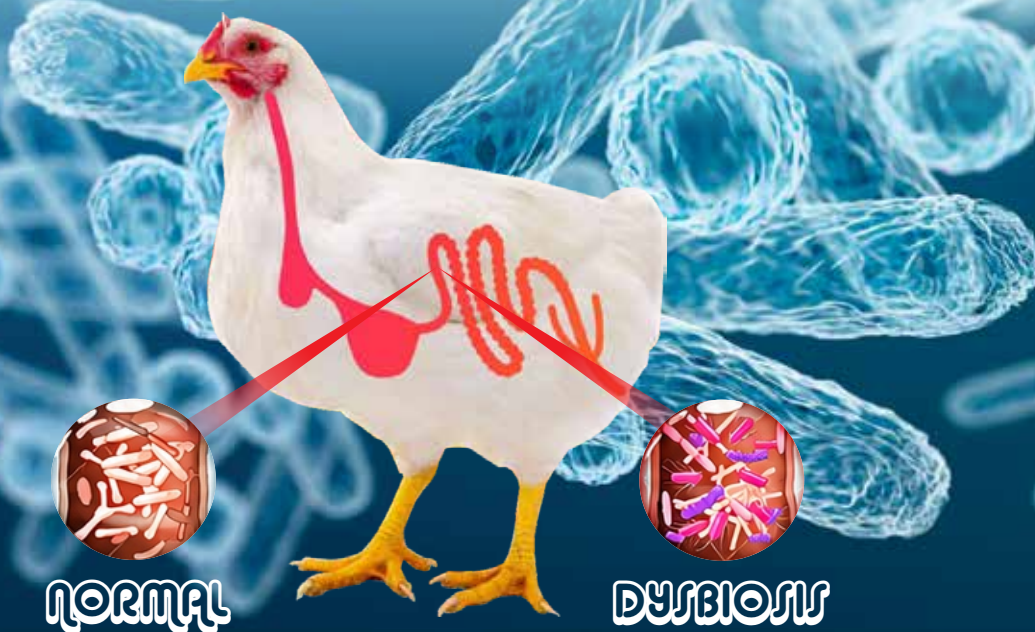
Complementing this focus, regulatory and public health officials outlined steps toward proactive disease defense:

- **Streamlined Regulation:** Dr Rubina Bose, Deputy Drugs Controller (India) at CDSCO, advocated for agile regulatory structures that maintain safety and quality standards while encouraging sectoral innovation.
- **Enhanced Biosecurity:** Dr Naveen Kumar, Director of ICMR-National Institute of Virology (NIV), Pune, underscored the critical need for advanced surveillance, biotechnology, and vaccine development to mitigate emerging zoonotic threats.



*Felicitations of Dr Ramesh C. Sikka with the INFAH Lifetime Achievement Award*

# Gut Microbiota



**NORMAL**

↓ Balanced gut microbiota  
↓ Gut permeability  
↓ Pro-inflammation

↑ Fatty acids: LPS  
↑ Gut Metabolic Health  
↑ Immune system maturity

**DYSBIOSIS**

↑ Gut microbial dysbiosis  
↑ Gut permeability  
↑ Endotoxemia

↑ Pro-inflammation  
↓ Immune system maturity

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T. Natesan, Area Director - IMEA, Virbac, interaction with the INFAH member organizations during the AGM proceedings



Representatives of the INFAH member companies



Dr Mubeen Patel, Treasurer and Dr Manoj Sood, Secretary, conducting the AGM proceedings



Vijay Teng, President, INFAH, addressing the gathering



Hareesh Tibrewala delivering his session on Artificial Intelligence in animal health

## Artificial Intelligence Transforms Farm Management

The integration of digital advisory systems and predictive technology emerged as a key operational disrupter during the proceedings.

Amit Vyas, Managing Director of Amul Dairy, demonstrated how technology-enabled veterinary services directly enhance milk yield and farmer profitability. Additionally, Hareesh Tibrewala, Founder and CEO of Manabu AI Solutions, showcased practical applications of computer vision, predictive analytics, and digital traceability across the dairy, poultry, aquaculture, and companion animal segments.

## 15 Years of Sectoral

## Advocacy and Leadership

Marking 15 years since its inception, INFAH reaffirmed its evolution from a trade association into a proactive platform for national policy advocacy. Organization leadership highlighted a refreshed commitment to member-centric outcomes, aiming to turn shared industry challenges into structured policy engagements.

To celebrate the milestone, INFAH presented its annual industry awards to two distinguished veterans for their lifelong contributions to animal healthcare:

- Dr Ramesh C. Sikka
- Dr Raghuvir Krishnarao Trifale

## Six Core Priorities for Sectoral Growth

To guide its mission of

"Healthy Animals, Healthier India," INFAH formally outlined six key strategic objectives:

- **Preventive Healthcare & Biosecurity:** Strengthening early defense systems against critical animal diseases.
- **Predictable Regulation:** Collaborating with regulatory bodies to foster innovation-friendly frameworks.
- **AI & Digital Integration:** Accelerating farm-level adoption of
- **Farmer Prosperity:** Boosting livestock yields and farm profitability through precision nutrition and disease management.
- **Nutritional Security:** Linking improved animal wellness directly to national food safety and nutrition.
- **Ecosystem Collaboration:** Deepening institutional



Ms Ashwini Deshpande welcoming Mr Hareesh Tibrewala



Dr Vijay Makhija felicitated Dr Naveen Kumar, Director, ICMR-NIV



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### About INFAH

The Indian Federation of Animal Health Companies (INFAH) is the apex body representing India's animal health industry. Encompassing

producers of veterinary pharmaceuticals, biologics, and feed supplements, INFAH collaborates with regulatory agencies, government authorities, and research institutions to drive science-based policies, sustainable growth, and animal welfare across India.



Leadership of the INFAH and Member companies



Amit Vyas, Managing Director of Amul, delivering his sessionMember companies



Dr Vinayak Surve and Dr Mubeen Patel welcomed Amit Vyas



T. Natesan, Area Director - IMEA, Virbac, interacted with Burjis Godrej



Vijay Teng felicitated Burjis Godrej, Chairperson of Godrej Agrovet



Burjis Godrej Chairperson of Godrej Agrovet delivering his session



Dr Manoj Sood welcoming Burjis Godrej



Gathering of INFAH member companies and key invitees



Dr Rubina Bose, Deputy Drugs Controller (India) at CDSCO, addressing the gathering from Delhi



Session begins on a positive note with auspicious lamp lighting ceremony



Felicitations of Dr Raghuvir Krishnarao Trifale along with his family members with INFAH Lifetime Achievement Award



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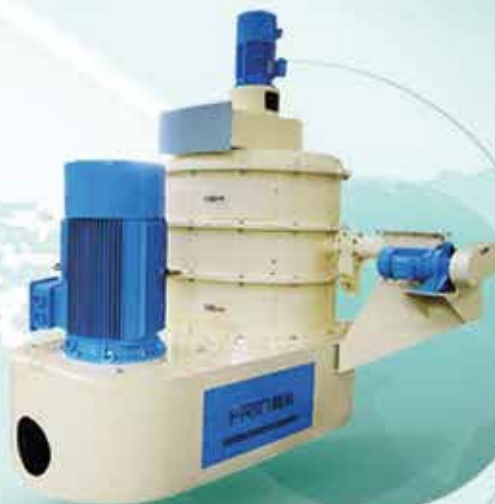
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# Monsoon and the Layer Gut: The Invisible Battle That Determines Egg Production

Dr Jyoti Sahu, Associate Product Manager & Mr Midhun Raj, Product Manager, Kemin Industries South Asia Pvt Ltd



Dr Jyoti Sahu

Many layer farms experience a familiar pattern during monsoon: feed intake becomes inconsistent, droppings become wetter, egg production plateaus earlier than expected, shell quality weakens, and flock uniformity starts to drift. While these issues are often attributed to weather, disease pressure, or management challenges, the common denominator is usually a compromised gastrointestinal tract.

For commercial layers, where productivity must be sustained for 100 weeks or longer, maintaining gut integrity is not merely a health objective, it is an economic necessity.

## Why Monsoon Creates the Perfect Environment for Gut Dysfunction

Monsoon places multiple stressors on the bird simultaneously. Elevated humidity, fluctuating temperatures, wet litter conditions, contaminated water sources, mold-prone feed ingredients, and increased pathogen load all converge on the intestine.

Unlike acute disease outbreaks that are easy to identify, monsoon-associated gut challenges are often subclinical. Birds continue to eat and produce, but not at their genetic potential.

The first signs are usually subtle:

- Reduced feed efficiency
- Declining egg mass

- Increased egg breakage
- Poor shell quality
- Higher flock variation
- Reduced persistency of lay
- Increased medication requirements

In most cases, the intestine is already under significant stress before these production losses become visible.



Midhun Raj

## Dysbiosis: The Hidden Cost of Monsoon Stress

A healthy layer gut exists in a state known as **eubiosis**, where beneficial microorganisms help digest nutrients, produce valuable metabolites, support immunity, and protect the intestinal barrier.

During monsoon, environmental and nutritional stressors disrupt this microbial equilibrium, leading to

**dysbiosis**. The population of beneficial bacteria declines while opportunistic pathogens gain an advantage. This shift triggers inflammation, compromises nutrient absorption, and reduces digestive efficiency.

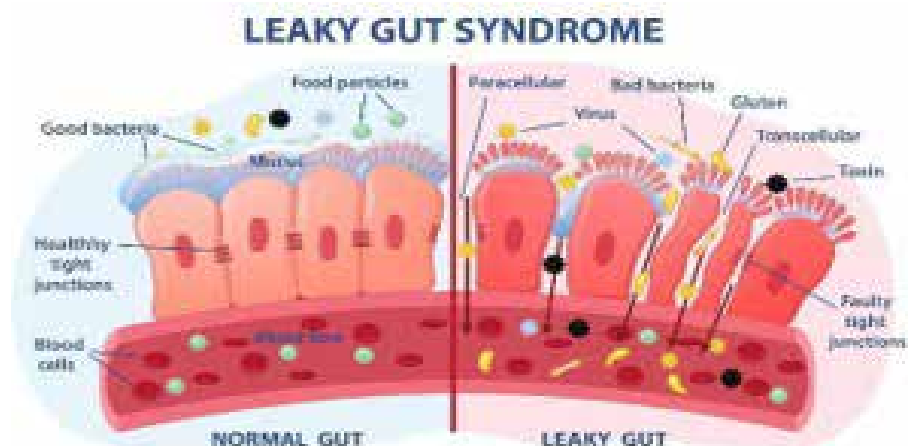
From a nutritionist's perspective, dysbiosis creates a costly paradox: nutrient specifications may be correct on paper, but the bird's ability to extract value from those nutrients is significantly reduced.

As inflammation increases, more energy is diverted toward immune responses and tissue repair, leaving less energy available for egg production and maintenance.

## The Toxin Problem: Threat of Mycotoxins and Pesticide Residues

The monsoon season also creates ideal conditions for mold growth and mycotoxin production within feed ingredients and finished feed.

During the monsoon and post-monsoon seasons, feed ingredients show seasonal spikes in mycotoxin contamination, with substantially higher average and peak levels. Contamination is not limited to aflatoxins alone; the prevalence of



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emerging and masked mycotoxins has also increased over the years, making the overall mycotoxin challenge more complex. In addition, the increased prevalence of multiple mycotoxins in feed can exert synergistic effects, negatively affecting bird health, gut integrity, immunity, and overall production performance.

Maize, rice bran, DDGS, and other hygroscopic raw materials readily absorb atmospheric moisture. Under such conditions, fungi belonging to *Aspergillus*, *Penicillium*, and *Fusarium* genera proliferate rapidly and can produce a range of mycotoxins including aflatoxins, deoxynivalenol (DON), fumonisins, ochratoxin A, T-2 toxin, and zearalenone.

Feed ingredients may also carry pesticide residues. Pesticides can enter the feed chain at multiple stages, including crop cultivation, harvesting, storage, transportation, and handling. Residues from field application may persist in grains and oilseeds, while additional contamination can occur during post-harvest storage through insecticides and fumigants used to protect stored grains from insects and spoilage. Cross-contamination may also occur when raw materials come in contact with treated commodities, contaminated containers, or pesticide-treated storage facilities. As a result, pesticide residues may enter poultry feed before it reaches the farm, posing a potential risk to bird health, gut integrity, and production performance.

The challenge is that mycotoxins rarely produce dramatic clinical signs in commercial layers. Instead, they induce chronic, subclinical damage that gradually erodes performance.

Research shows that mycotoxins can:

- Damage intestinal villi
- Reduce digestive enzyme secretion
- Suppress immune responses

- Impair nutrient absorption
- Increase oxidative stress
- Compromise intestinal barrier function

Particularly concerning is the effect of toxins on tight junction proteins such as claudins and occludins. Damage to these structures increases intestinal permeability, creating what is commonly referred to as a **"leaky gut."**

Once this barrier is compromised, bacterial toxins, inflammatory molecules, and undigested feed particles can enter systemic circulation, triggering a chronic inflammatory state that negatively affects production and immune competence.

### Why Probiotics Should Be a Core Component of Monsoon Nutrition

In recent years, probiotics have evolved from being viewed as performance enhancers to becoming essential tools for gut resilience.

Scientifically validated probiotic strains help maintain microbial balance when environmental pressures are promoting dysbiosis.

Probiotics exert their benefit through multiple mechanisms:

### Competitive Exclusion of Pathogens

Beneficial bacteria compete with pathogenic organisms for nutrients and intestinal attachment sites, helping reduce colonization by undesirable bacteria such as *E. coli*, *Salmonella*, and *Clostridium*.

### Improved Gut Barrier Function

Probiotics support villus development, mucosal integrity, and tight junction stability, enabling the intestine to maintain its role as an effective barrier against pathogens and toxins

### Modulation of Gut Inflammation

A well-balanced microbiome helps regulate inflammatory responses and reduces unnecessary immune activation. This allows nutrients to

be utilized for egg production rather than immune defense.

### Enhanced Resilience During Stress

Commercial layers are continuously exposed to environmental fluctuations during monsoon. Probiotic supplementation helps stabilize gut function and support performance despite these challenges.

Simply put, probiotics help ensure that the nutrients formulated into the feed actually reach the bird in a form that can be utilized for production.

In trials with probiotics such as *Bacillus subtilis* PB6, supplementation supported a stronger production curve by optimizing nutrient utilization and improving metabolic efficiency. It also improved feed conversion and increased egg mass, indicating better feed utilization and enhanced reproductive efficiency.

### Why Quality Toxin Binders Matter More in Monsoon?

One of the most common mistakes observed in the field is the reactive use of toxin binders after performance losses become apparent.

By that stage, valuable weeks of production may already have been lost.

Modern layer feeds are often challenged by multiple mycotoxins simultaneously. Traditional binders based solely on clay technology may perform effectively against aflatoxins but offer limited protection against toxins such as DON, fumonisins, T-2 toxin, and zearalenone.

A scientifically validated broad-spectrum toxin binder should therefore be considered an insurance policy for gut health during monsoon.

- Quality binders help:
- Reduce gastrointestinal exposure to mycotoxins
- Protect intestinal morphology



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- Support liver function
- Preserve immune competence
- Maintain nutrient absorption efficiency
- Reduce performance variability across the flock

### The Most Effective Strategy: Protection and Restoration

If monsoon challenges originate at the gut level, then the solution must also begin there.

A quality mycotoxin binder helps **protect** the gut from feed-borne toxins before damage occurs. Probiotics help **restore and maintain** microbial balance, barrier integrity, and digestive efficiency. Together, they provide complementary support against the two major drivers of monsoon-associated gut dysfunction: mycotoxins and dysbiosis.

For the modern layer nutritionist, this combination represents a practical and science-backed approach to sustaining egg production, shell quality, feed efficiency, and flock uniformity throughout the rainy season.

### Conclusion

Monsoon-related production losses are rarely caused by a single pathogen or management lapse. More often, they result from a gradual breakdown of gut integrity driven by humidity, feed contamination, dysbiosis, and chronic inflammation.

The most successful nutrition programs recognize that protecting gut health is easier and far more profitable, than trying to recover performance after losses have occurred. Strategic inclusion of **probiotics to stabilize the microbiome** and **broad-spectrum toxin binders to protect against hidden mycotoxins** can help commercial layer flocks remain productive, resilient, and profitable throughout the monsoon season.

References are available upon request.



Poultry Fortune Excellence Awards 2026

26 September 2026, Taj Deccan Hotel,  
Road No. 1, Banjara Hills, Hyderabad, India

Panel Discussion: 5:00 PM to 6:30 PM  
Awards Function: 6:30 PM to 8:00 PM

### Nomination Form for PF Excellence Awards 2026

*I wish to submit my nomination for the following category of the Award in Poultry Fortune Excellence Awards 2026 to be held on 26 September 2026 at Taj Deccan Hotel, Road No. 1, Banjara Hills, Hyderabad, India. I also submit my profile and performance details in the respective category of the Award. Please consider my nomination, verify the details given and do the needful.*

**Note: Last date for Nomination: 5 September 2026.**

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\*Please mention name of the Award you are sending nomination for "Best ----- Award 2026".

\*\*Profile: Please attach profile sheets.

\*\*\*Performance: Please attach performance particulars sheets.

Signature of the Applicant

**Please fill up the Nomination Form and send us along with your profile and performance details with supporting documents and your photograph.**

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# Phytase in Poultry Nutrition: Chemistry, Enzymatic Mechanism, and Nutritional Significance

## A Scientific Review of Phytate Hydrolysis, Nutrient Utilization, and Applications in Poultry Production

Dr Hanumant Dahiphale, Poultry Nutritionist, Uttara Impex Pvt. Ltd. (A Venky's Group Company)

### Introduction

Poultry and other non-ruminant animals mainly eat cereals, oilseed meals, and their by-products. These feeds contain phytate, which stores about 60–80% of the phosphorus in plants. Animals cannot digest phytate properly because they produce very little phytase in their digestive system. As a result, phosphorus is not used well, feed costs increase, and more phosphorus is released in manure. Adding microbial phytase to feed helps break down phytate and improves phosphorus use. Phytase also improves the use of minerals, protein, amino acids, and energy from the feed.

### Chemistry and Occurrence of Phytic Acid

Phytic acid (phytate) is a major phosphorus-storing compound found in plant seeds. It has six phosphate groups and can strongly bind



Dr Hanumant Dahiphale

### About Author:

Dr Hanumant Dahiphale is a veterinary pharmacologist and technical services specialist with expertise in animal nutrition, veterinary therapeutics, biologicals, clinical research, and regulatory affairs. Currently serving as Manager (Technical & Product Development) at Uttara Impex (Venky's) Pvt Ltd. He specializes in advanced feed additive technologies, organic trace minerals, and scientifically validated livestock health and productivity solutions.

minerals, amino acids, proteins, and polysaccharides. In seeds, phytate is mainly stored in small structures along with these nutrients. In wheat, barley, and rice, most phytate is found in the bran and aleurone layer, while in maize it is mainly in the germ. Oilseed meals and cereal by-products generally contain more phytate than cereals and legumes. Sesame meal and rice bran are rich sources of phytate, while cassava and sweet

potato contain very little.

### Phytic Acid as an Antinutritional Factor

Phytate does more than reduce phosphorus availability; it also affects the use of other nutrients in animal feed. It binds strongly with minerals such as calcium, zinc, iron, magnesium, copper, and manganese, making them less available for absorption. Zinc is especially affected and may become deficient

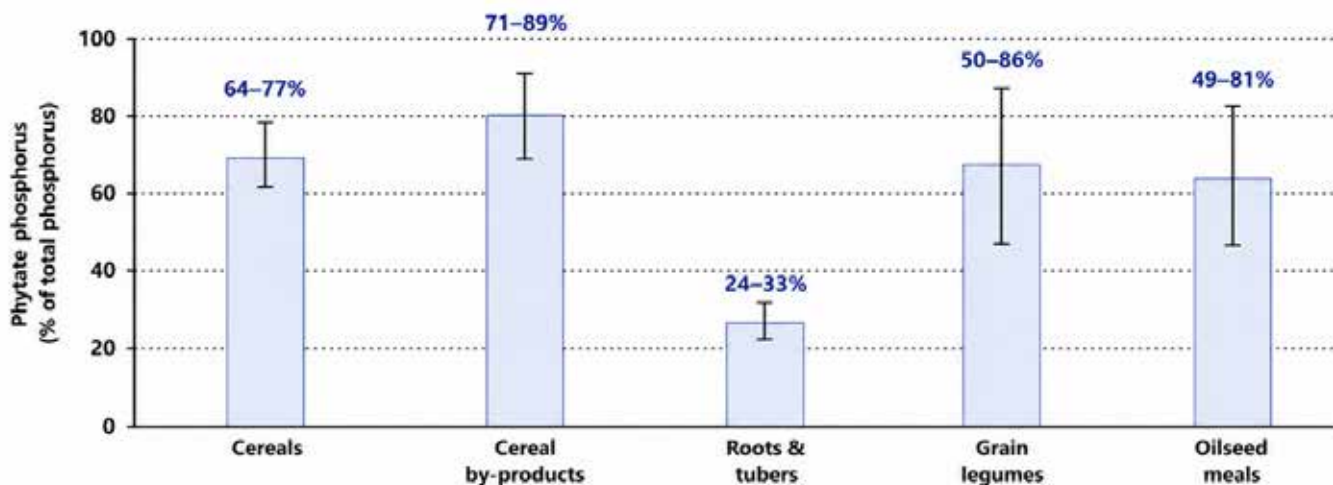


Figure 1. Typical range of phytate phosphorus as a proportion of total phosphorus across major feedstuff categories used in poultry diets (data compiled from Ravindran, Bryden & Kornegay, 1995).



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**Table 1. Phytate phosphorus content of representative feedstuffs commonly used in poultry diets.**

| Feedstuff       | Phytate P (g/100 g DM) | Phytate P (% of total P) |
|-----------------|------------------------|--------------------------|
| Maize (corn)    | 0.24                   | 72                       |
| Wheat           | 0.27                   | 69                       |
| Barley          | 0.27                   | 64                       |
| Sorghum         | 0.24                   | 66                       |
| Rice bran       | 1.03–1.31              | 80–83                    |
| Wheat bran      | 0.92                   | 71                       |
| Soybean meal    | 0.39                   | 60                       |
| Cottonseed meal | 0.84                   | 70                       |
| Sunflower meal  | 0.89                   | 77                       |
| Sesame meal     | 1.18                   | 81                       |

in high-phytate diets. Phytate can also bind with proteins and amino acids, especially arginine, lysine, and histidine. These complexes reduce protein solubility and make proteins harder for digestive enzymes to break down. Phytate can also reduce the activity of digestive enzymes such as pepsin, trypsin, and  $\alpha$ -amylase. As a result, the digestion and absorption of protein, amino acids, starch, fats, phosphorus, and minerals can decrease. Therefore, high levels of phytate can reduce overall nutrient utilization and increase nutrient losses.

### Phytase: Enzymatic Mechanism and Classification

Phytase is an enzyme that breaks down phytic acid by removing its phosphate groups step by step. During this process, phytate changes from phytic acid to smaller inositol phosphate compounds and finally produces myo-inositol and inorganic phosphorus. As phosphate groups are removed, the ability of phytate to bind minerals and proteins becomes weaker. Phytases are mainly classified as 3-phytase and 6-phytase, based on the position where they start removing phosphate. 3-phytases are mainly found in microorganisms and fungi, while 6-phytases are commonly found in plants. A few

5-phytases have also been reported. Based on their structure and working mechanism, phytases are also grouped into different families, with histidine acid phosphatases being widely used in commercial feed enzymes.

### Sources of Phytase: Microbial, Plant, and Endogenous Enzymes

Phytase is found in fungi, bacteria, yeasts, plants, and some animal tissues. Fungi such as *Aspergillus niger* and *Aspergillus ficuum* are important sources of phytase. Bacterial phytases, such as those from *E. coli* and *Bacillus*, are also widely used in animal feed. Bacterial phytases often have good

stability and can work on different forms of phytate. Today, most commercial phytase is produced using recombinant DNA technology for better quality and production. Plants such as wheat, rye, barley, and triticale naturally contain phytase, but its activity is low and variable. Plant phytase can also be damaged during feed processing and pelleting, so added phytase is usually needed in poultry diets.

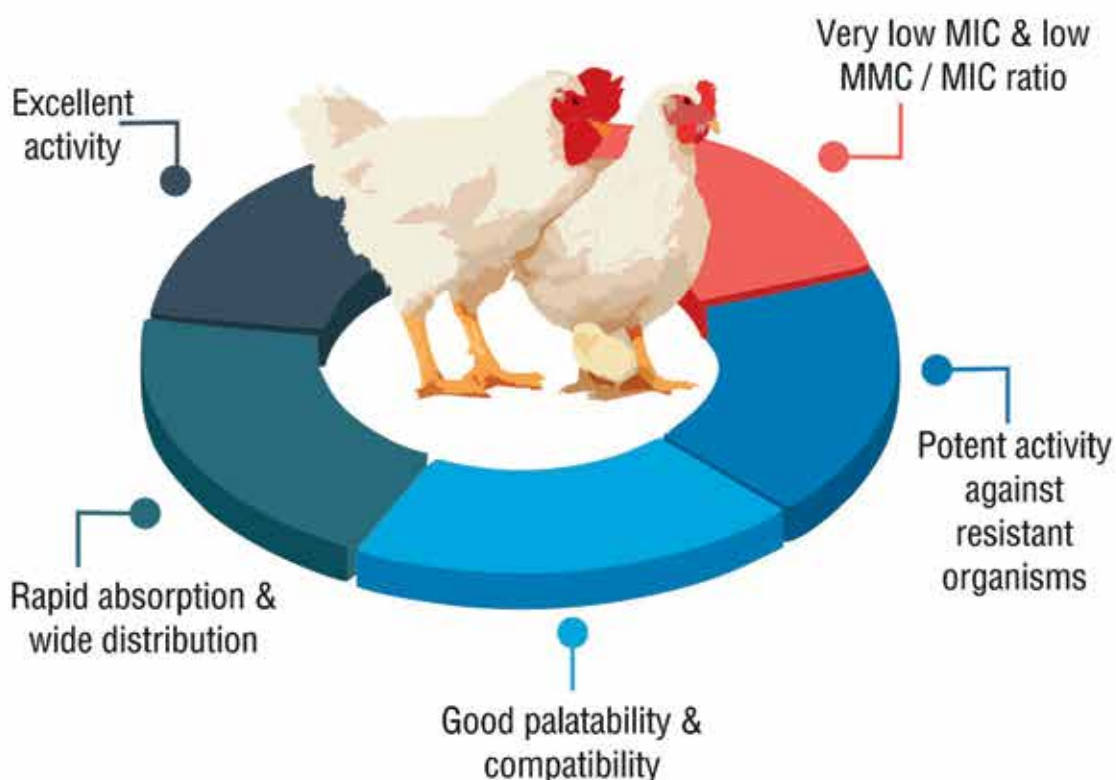
### Biochemical Properties and Site of Action within the Gastrointestinal Tract

Feed phytase works best when its pH and temperature range match the poultry digestive system. Most commercial phytases, including *E. coli*-based phytase, work well under acidic conditions, mainly around pH 2.5–5.5. *E. coli* phytase is a microbial phytase and is widely used in poultry feed because of its good activity and stability. Some phytases from *Bacillus* and plants work better at pH 6.5–8.0. Most phytases work best at about 44–60°C, while heat-stable phytases can better tolerate feed pelleting temperatures of 80–100°C. In poultry, phytase mainly acts in the crop and proventriculus, but it can also work in the gizzard and small intestine. Thus, pH activity, heat stability, and activity throughout the digestive tract are important for effective phytase action.

**Table 2. Principal classification of phytases according to the initial site of phosphate hydrolysis on the inositol ring.**

| Feature                           | 3-Phytase (EC 3.1.3.8)                         | 6-Phytase (EC 3.1.3.26)                        |
|-----------------------------------|------------------------------------------------|------------------------------------------------|
| Initial hydrolysis site           | D-3 position of the inositol ring              | D-6 position of the inositol ring              |
| Predominant origin                | Microbial / fungal (e.g., <i>Aspergillus</i> ) | Plant (e.g., wheat, barley, maize)             |
| Completeness of dephosphorylation | May leave one phosphate group unreleased       | Can fully dephosphorylate the phytate molecule |
| Typical pH optimum                | 2.5–5.5 (acid phytases)                        | 4.0–6.0 (plant phytases)                       |
| Commercial relevance              | Dominant in feed-enzyme products               | Limited; heat-labile in pelleted feed          |

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**Table 3. Principal dietary and physiological factors influencing the efficacy of supplemental phytase**

| Factor                 | Influence on phytate hydrolysis / phytase efficacy                                 |
|------------------------|------------------------------------------------------------------------------------|
| Dietary calcium        | Excess calcium forms insoluble calcium-phytate precipitates that resist hydrolysis |
| Available phosphorus   | Determines the phosphorus-sparing potential of a given phytase dose                |
| Vitamin D3 status      | Adequate vitamin D3 enhances phytate phosphorus utilization                        |
| Bird age               | Older birds generally hydrolyze phytate more effectively than young chicks         |
| Feed ingredient        | Phytate solubility and structural accessibility vary among ingredients             |
| Feed processing        | Pelleting heat can inactivate less thermostable phytases                           |
| Phytase dose           | Higher inclusion drives more extensive dephosphorylation (superdosing)             |
| Enzyme characteristics | pH profile, thermostability and substrate affinity govern in vivo performance      |

### Factors Influencing Phytate Hydrolysis and Phosphorus Utilization

The effectiveness of phytase depends on several dietary and bird-related factors. High levels of calcium can bind with phytate and make it difficult for phytase to break it down. Adequate vitamin D<sub>3</sub> can improve the use of phytate-bound phosphorus. Bird age also affects phytate breakdown; older birds generally use phytate better than young chicks. The type and solubility of feed ingredients

can affect phytase activity. High processing temperatures during pelleting may reduce phytase activity, especially in heat-sensitive enzymes. The level of available phosphorus in the diet also affects the response to phytase.

### Nutritional Consequences of Phytase Supplementation

Phytase mainly improves the availability and use of phosphorus in poultry. It can increase phosphorus availability and retention by about

20–45%, depending on the diet and phytase dose. It can reduce the need for added inorganic phosphorus sources such as dicalcium and monocalcium phosphate. Phytase also improves the use of calcium, zinc, copper, and manganese, which can support better bone development. It can improve the digestion of protein and amino acids, with reported improvements of about 3–9%. Phytase may also improve the use of dietary energy, especially in wheat-based diets. These benefits beyond phosphorus are called the “extra-phosphoric” effects of phytase.

### Economic and Environmental Significance

Phytase can help reduce feed cost by making the phosphorus already present in plant feed available to poultry. This can reduce the need for expensive inorganic phosphorus sources in the diet. It may also reduce the need for some calcium and amino acids, which can further lower feed cost. Phytase also has an important environmental benefit because it improves phosphorus use by the bird. Better phosphorus use means less phosphorus is excreted in manure. This helps reduce phosphorus buildup in soil and water and lowers the risk of eutrophication. Therefore, phytase can support both economical poultry production and better environmental management.

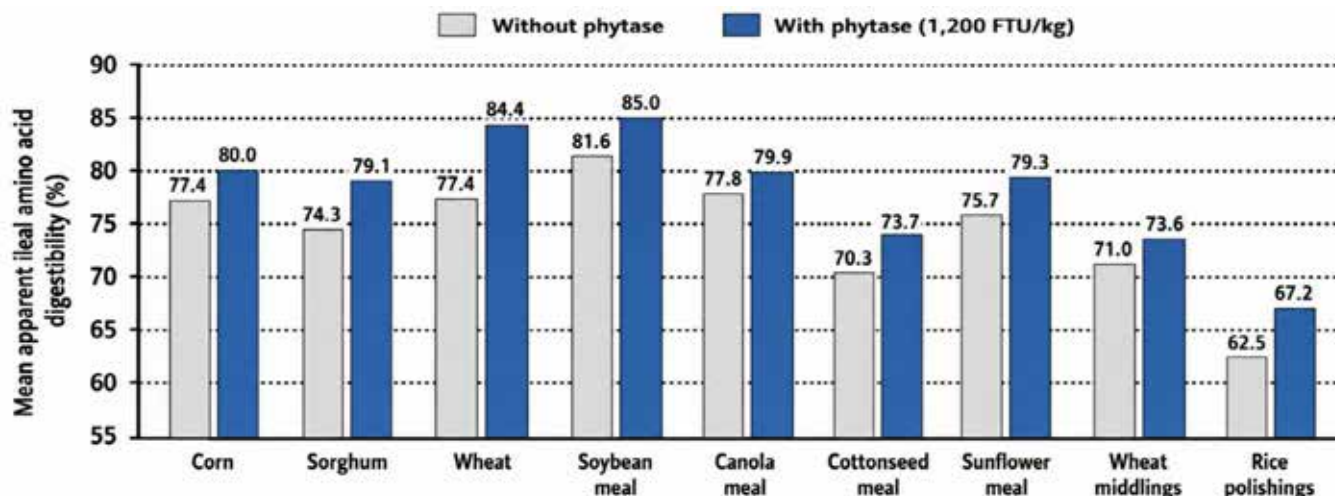
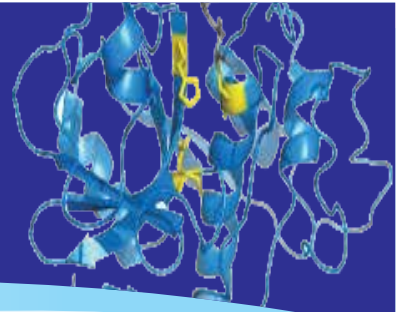


Figure 4. Amino acid digestibility of nine feedstuffs, without and with supplemental microbial phytase (1,200 FTU / kg), in 5-week-old broilers (Ravindran et al., 1999, Poultry Science 78:699–706).

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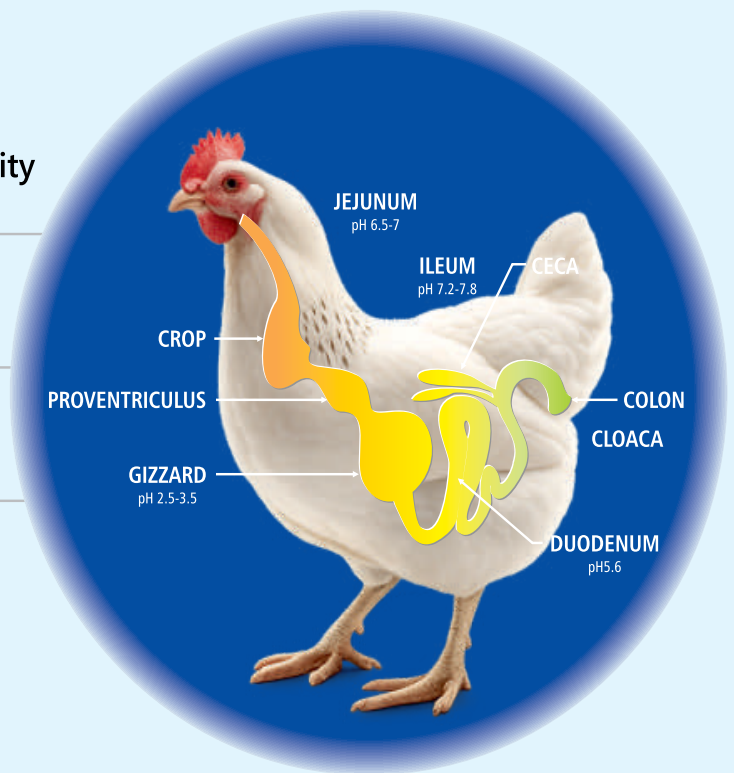
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**pH and Pepsin Stability:** Enhanced stability under gastrointestinal conditions supports phytase activity through the digestive tract.

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**Reduced DCP Dependence:** Use of UT-PHOS can support replacement of approximately 6–8 kg of DCP per ton of feed, depending on formulation and matrix application.

**Phosphorus Utilization:** Efficient phytate hydrolysis increases the availability of phytate-bound phosphorus and supports more efficient mineral nutrition.

**Feed-Cost Efficiency:** Nutrient release and DCP replacement can contribute

to economical feed formulation without compromising nutritional objectives.

### Quality-Focused Product Design:

The combination of engineered production, controlled fermentation, thermostability, and micro-granular formulation is designed for consistent field performance.

### Conclusion and Future Perspectives

Phytase is now an important feed enzyme for efficient and economical poultry production. It breaks down phytic acid and improves the use of phosphorus, calcium, and other minerals. It can also improve the digestion of protein, amino acids, and energy. These benefits may support better growth, bone development, and feed efficiency. Using phytase with enzymes such as xylanase may provide additional benefits in suitable diets. Superdosing may further reduce the harmful effects of phytate and improve nutrient use. Future research should focus on heat-stable phytase, better enzyme doses, wider pH activity, and low-phytate feed crops.

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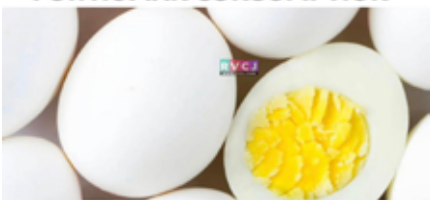
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# Four Pillars. One Goal. Peak Poultry Performance.

• Feed Quality • Water Quality • Gut Health • Livability

By Neotle Global Pvt Ltd

Modern poultry production has evolved far beyond achieving rapid body weight gain. Today's commercial broiler operations are expected to deliver superior feed efficiency, excellent livability, consistent flock uniformity, reduced antimicrobial dependence, and maximum economic returns despite increasing challenges such as heat stress, feed ingredient variability, pathogen pressure, and climate change.

Success under these conditions depends on four interconnected pillars:



These pillars are not independent. An imbalance in any one of them can compromise the others, ultimately reducing production efficiency and profitability. Conversely, strengthening all four creates a resilient flock capable of expressing its full genetic potential.

## 1. Feed Quality: The Foundation of Productivity

Feed represents nearly 65–70% of total poultry production cost, making feed quality one of the strongest determinants of profitability.

However, modern poultry nutrition faces increasing challenges:

- Variable maize quality
- Fluctuating soybean meal protein
- Mycotoxin contamination
- Nutrient inconsistency
- Oxidized fats
- Poor pellet durability
- Anti-nutritional factors

Feed quality involves more than nutrient formulation.

It includes:

- Ingredient consistency
- Nutrient availability
- Digestibility
- Pellet quality
- Feed hygiene
- Free from contaminants
- Proper storage

Suboptimal feed quality leads to:

- Reduced nutrient digestibility
- Gut inflammation
- Increased undigested nutrients reaching the hindgut
- Dysbiosis
- Wet litter
- Poor FCR
- Reduced growth performance

Maintaining stringent raw material quality control, precise feed manufacturing practices, and effective mycotoxin risk management is essential for maximizing bird performance. Equally important

is optimizing feed moisture, as appropriate moisture levels preserve pellet quality, minimize processing losses and dust, improve palatability, and enhance nutrient stability, ultimately contributing to better feed efficiency and production performance.

## 2. Water Quality: The Most Overlooked Nutrient

Water is frequently underestimated as simply a hydration source, yet it plays a fundamental role in poultry health, productivity, and welfare. Broilers typically consume approximately 1.6–2.0 times more water than feed, and water intake increases substantially during heat stress. Poor water quality immediately affects feed intake, digestion, medication efficacy, and bird performance.

Water quality encompasses:

### Physical parameters

- Temperature
- Turbidity

### Chemical parameters

- pH
- Hardness
- Alkalinity
- Total Dissolved Solids (TDS)

### Microbiological parameters

- Total bacterial count
- E. coli
- Coliform bacteria

Poor-quality drinking water can:

- Reduce feed consumption



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- Lower pepsin activity at high pH
- Impair nutrient digestion
- Damage gut microbiota
- Reduce vaccine effectiveness
- Increase pathogen transmission

Recent research emphasizes that water management should integrate microbiological control, physicochemical stability, and functional support for gut health rather than relying on a single treatment strategy. Routine monitoring of water pH, microbial load, and sanitation should therefore be considered an essential component of flock health management.

### 3. Gut Health: The Biological Engine of Performance

The gastrointestinal tract is no longer viewed simply as a digestive organ. It functions as the largest immune organ, a metabolic centre, and the primary interface between the bird and its external environment. Approximately 70% of immune cells are associated with the intestinal tract, gut-associated lymphoid tissue (GALT) making gut integrity fundamental to disease resistance and nutrient utilization.

**An ideal healthy intestine is characterized by:**

- Gut integrity
- Gut immunity
- Gut microflora

**Poor gut health results in:**

- Dysbiosis
- Reduced nutrient digestibility
- Increased intestinal permeability ("leaky gut")
- Greater pathogen colonization
- Poor FCR
- Wet litter
- Reduced growth rate

Modern nutritional strategies increasingly focus on maintaining

microbial balance using probiotics, prebiotics, postbiotics, phytogenics, organic acids, enzymes, functional amino acids, and precision nutrition rather than relying solely on antibiotic growth promoters.

**Healthy gut architecture directly translates into:**

- Improved nutrient absorption
- Better feed conversion
- Enhanced immune function
- Increased resilience against stress

### 4. Livability: The Ultimate Measure of Flock Health

Livability represents the percentage of birds that survive and remain productive throughout the production cycle. While body weight and FCR are important economic indicators, livability reflects the cumulative success of nutrition, management, biosecurity, immunity, environmental control, and disease prevention.

Every percentage increase in mortality results in:

- Reduced saleable birds
- Increased production cost per kilogram of meat
- Poorer European Production Efficiency Factor (EPEF/EPI)
- Lower overall profitability

High livability is associated with:

- Strong immune competence
- Better vital organ support
- Lower incidence of metabolic/infectious diseases
- Reduced cellular stress
- Improved welfare standards

Modern poultry production therefore aims not merely to keep birds alive but to maintain healthy, productive birds capable of reaching their genetic growth potential.

**Connecting the Four Pillars for Peak Performance**

Right Feed quality, Right water

quality, Better gut health and improved livability constitute an integrated biological system rather than independent management components. Each pillar influences the others through complex nutritional, physiological, microbial, and immunological interactions, collectively determining flock health, productivity, and profitability.

**Feed quality** provides the nutritional foundation for gastrointestinal development and function. Consistent ingredient quality, optimal nutrient availability, and high digestibility support intestinal integrity, maintain a balanced gut microbiota, and minimize the flow of undigested substrates to the hindgut. Conversely, poor-quality feed predisposes birds to dysbiosis, intestinal inflammation, reduced nutrient utilization, and impaired growth performance.

**Water quality** directly complements feed quality by facilitating digestion, nutrient transport, enzymatic activity, and metabolic processes. Microbiologically safe, chemically balanced water maintains intestinal microbial homeostasis, reduces pathogen exposure, supports water-administered therapeutic interventions, and enhances nutrient utilization. In contrast, contaminated or poor-quality water promotes biofilm formation, increases enteric pathogen load, compromises gut barrier function, and adversely affects flock performance.

**Gut health** represents the central biological interface linking feed and water quality with bird performance. An intact intestinal epithelium, balanced microbiota, efficient digestive function, and robust mucosal immunity optimize nutrient absorption while limiting pathogen colonization and inflammatory responses. Consequently, gut health acts as the primary mediator through which feed and water quality are translated into productive performance.



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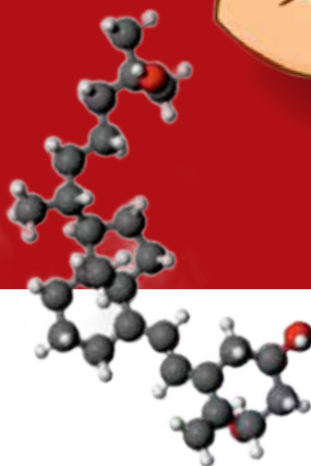
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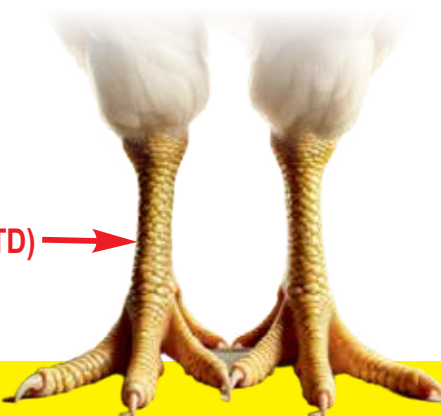


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**Livability** is the ultimate indicator of the successful integration of these three pillars. High livability reflects efficient nutrient utilization, optimal gastrointestinal function, effective immune competence, reduced disease incidence, and improved resilience to environmental and management stressors.

Conversely, disruption of feed quality, water quality, or gut health initiates a cascade of physiological disturbances that reduce growth performance, impair feed efficiency, increase mortality, and compromise overall flock productivity.

Therefore, sustainable poultry production requires a holistic management approach in which feed quality, water quality, gut health, and livability are recognized as interdependent components of a single biological continuum. Optimizing each pillar simultaneously creates synergistic improvements in health, welfare, production efficiency, and economic return, whereas failure in any one component inevitably compromises the integrity and performance of the entire production system.

### Conclusion

Modern poultry production is no longer defined solely by rapid growth or excellent feed conversion. Sustainable success is achieved by strengthening the four fundamental pillars—Water Quality, Feed Quality, Gut Health and Livability

When these pillars function together, they create healthier birds, greater resilience against production challenges, improved nutrient utilization, enhanced flock performance, and superior economic returns.

Ultimately, the future of poultry production belongs not to farms that simply grow birds faster, but to those that build stronger birds through integrated management of these four essential pillars.

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# Cyanosis (purple head) in broiler breeder males

By Aviagen India Pvt Ltd



FIGURE 1: An example of affected (left) and unaffected (right) broiler breeder males.

## Introduction

Transient cyanosis in broiler breeder males is a well-recognized issue in commercial poultry production, manifesting as a purple discoloration of the comb and skin due to deoxygenated blood. This condition is closely linked to cardiac function, feeding management, and environmental stressors. Recent collaborative studies and morphometric research have provided deeper insights into its prevalence, causes, and management strategies.

## Cyanosis in broiler breeder males

Cyanosis (purple head) is observed in breeder males, typically around 35–40 weeks of age, and is sometimes used as a management indicator (Figure 1). The condition is not limited to one breed or line and may be transient, with color changes throughout the day; cyanosis appears after feeding, then disappears during the day. Affected birds show no respiratory distress, and necropsy reveals few gross lesions except occasional flaccid hearts. Echocardiography has detected aortic insufficiency (AOI) in a significant proportion of affected males, and laboratory findings show elevated hematocrit and hemoglobin concentrations, suggesting increased

blood viscosity and potential compensatory polycythemia, a condition where an overproduction of red blood cells compensates for a lack of oxygen. This information is intended to provide physiological context and support practical management decisions, rather than to imply differences between breeds or genetic lines. There is no evidence of a genetic basis for this condition; therefore, management should be the focus to reduce field incidence.

## Practical management of male cyanosis

| Score | Fleshing Type / Age            | Description                                                                                                                       |
|-------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1     | Sunken V                       | Should not be seen within the flock. Male is emaciated, keel bone is prominent, practically no flesh to measure.                  |
| 2     | —                              | Keel bone is prominent, but male is carrying some fleshing.                                                                       |
| 3     | Standard V — 20–30 weeks       | Chest is just beginning to round out, keel bone is felt down the middle, carrying a decent amount of fleshing.                    |
| 4     | Standard U — 30–50 weeks       | Chest is getting wider, but still a U shape, practically no keel bone left to be felt.                                            |
| 5     | Wide U / Dimpled U — >50 weeks | Wide U: grossly over-fleshed. Dimpled U: breast dimples, sinking back to the keel. Dimpled U should not be seen within the flock. |

## Feeding and physical stress

Cyanosis typically occurs during periods of peak physical stress, such as feeding or mating, when oxygen demand spikes and the heart may struggle to keep pace. For this reason, feed distribution should be completed within three minutes to prevent uneven gorging and panic. Male exclusion grills must be intact to prevent males from stealing hen feed, which increases their body mass and oxygen demand while physically restricting their air sacs. In addition, verify water quality, drinker space, and water line flow rates to ensure they meet the requirements for broiler breeder males.

Field observations have also suggested that behaviors such as litter consumption may contribute to transient episodes in some flocks, although the underlying mechanism remains unclear.

## Body weight and condition control

Rear males to a body weight profile



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Figure 2: Scoring system to assess bird body condition (fleshing)

that meets or slightly exceeds current breed standards, as these higher profiles help prevent conditions such as Valgus-Varus Deformity (VVD), also known as 'X-legs'. Achieving and maintaining good body weight and uniformity in male populations is as critical as it is in females, because cyanosis occurs less frequently in well-managed, well-fed males. Over-fleshed males (with a Dimpled U-shaped breast; score 5) are at higher risk since muscle tissue is oxygen-expensive. Therefore, target a fleshing score of 2.5–3 (a Standard V or Standard U-shaped breast; score 2-3) to minimize risk (Figure 2).

### Ventilation

Oxygen demand peaks during feeding, regardless of temperature. Increase ventilation 10 minutes before and during feeding to maximize oxygen availability. Maintaining good air quality and effective air exchange is important, as suboptimal ventilation, elevated ammonia or carbon dioxide levels, and reduced oxygen availability may add to physiological stress and contribute to symptom expression, even in open-sided housing systems.

### Triage and culling

If cyanosis is observed, monitor the bird's recovery post-feeding. Persistent cyanosis indicates heart failure and warrants culling.

## Morphometric documentation of cardiac abnormalities

### Study overview

Research by Floyd D. Wilson et al (2016) documented a high prevalence of left ventricular dilated cardiomyopathy in mature broiler breeder males, both cyanotic and clinically normal. To better contextualize these findings within commercial production, the study also incorporated comparisons to market-age broilers.

### Key findings

Both cyanotic and normal broiler breeder males showed extensive left ventricular chamber dilation, with no significant difference between groups. Older males (average 42 weeks of age) had significantly higher left and right ventricular weight-to-total heart weight ratios compared with market-age broilers (average 7 weeks of age).

Morphometric data indicated that the left ventricle chamber area-to-total ventricle area ratio increased from 3.2% in broilers to 10% in broiler breeder males; 33% of males had left ventricular volume ratios above 10%, with 13% above 20%. The right ventricle-to-total ventricle weight ratio (RV/TV) increased from 0.18 in broilers to 0.25 in males, and 36% of males exceeded the threshold for right ventricular hypertrophy, although ascites was not observed.

Left ventricle wall area-to-body weight ratios were similar between age groups.

Histopathology revealed only minimal endocardiosis, with no substantial changes suggestive of dilated cardiomyopathy.

Collectively, these findings suggest that left ventricular enlargement in broiler breeder males is primarily due to dilation rather than hypertrophy, possibly linked to systemic hypertension and aortic insufficiency, and they highlight the need for further research into the relationship between cyanosis, cardiac dilation, and breeding performance.

## Conclusions and recommendations

The combined evidence from pathological and morphometric studies underscores the complexity of health challenges in broiler breeder males. Cyanosis and cardiac dilation are prevalent and multifactorial, impacting both flock management and productivity. Management strategies should prioritize rapid feed distribution, strict control of body weight and uniformity, sufficient drinker space and flow rates, and enhanced ventilation during feeding. Continued research and vigilant health monitoring are essential for optimizing breeder welfare and performance.



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