

Poultry Fortune

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Myths on Poultry Meat and Eggs

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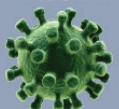
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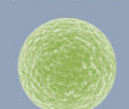
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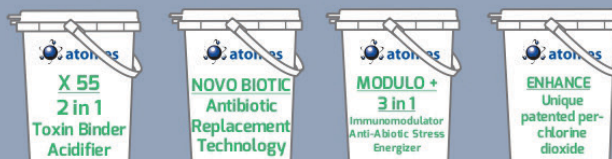
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- Editor



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As Dr Mark Lyons says, it's good to make Nutrition and Physical Health a passion in our life



Dear Readers,

The April 2021 issue of *Poultry Fortune* is in your hands.

► **In the News section**, you may find news about – Alltech, a global leader in the animal health industry, is applying

its more than 40 years of scientific innovation and proven nutrition expertise to human health. Launching on March 24, Acutia, a wholly owned subsidiary of Alltech, combines science and sustainability to provide high-quality supplements that enhance everyday nutrition and improve long-term wellness. Dr Mark Lyons, President and CEO of Alltech said, “This is an exciting and pivotal moment in Alltech’s long history of improving nutrient value throughout the food supply chain. Acutia is a natural extension of our business, allowing us to directly support people in their pursuit of improved wellness. In a time when we are all deeply aware of the importance of our health, this launch is particularly meaningful. Acutia’s initial line of products will be rolled out in phases, beginning with Acutia Selenium.” Dr Mark Lyons, who has a passion for nutrition and physical health wants to continue to work closely with the Acutia business.

► During the 8th Beneficial Microbes Conference, which took place virtually from March 22-24, Lallemand Animal Nutrition shared promising insight into different areas: addressing parturition stress in ruminants, the mother-offspring microbiota transfer in pigs, the role of external microbiota, or biofilm, in farms; and the gut-brain-microbiota communication in dogs. By touching on such diverse areas of microbiota research, the company demonstrates its expertise and position at the forefront of this field of study. Moreover, Dr Frédérique Chaucheyras-Durand, Research Manager at Lallemand Animal Nutrition, chaired several conference sessions.

► The U.S. Department of Commerce announced its preliminary determination that methionine imports from France, Spain and Japan have been illegally dumped in the U.S. This follows an unanimous decision on 11 September 2020 by the U.S. International Trade Commission (ITC) that there is reasonable indication that the U.S.

methionine industry has been materially injured by imports sold by the three countries at less than fair value. Novus International, Inc. filed anti-dumping petitions on 29 July 2020 requesting that the ITC and Commerce formally investigate methionine imports from the countries of France, Spain and Japan consistent with the World Trade Organization Anti-dumping Agreement.

► Central Poultry Development Organisation & Training Institute located at Hessarghatta, Bengaluru organized a 4-day online Entrepreneurship in Poultry – Awareness Week (EPAW) from 22 to 25 February 2021 including Entrepreneurs Day on 25 February 2021. EPAW was planned to create awareness among prospective entrepreneurs, bankers, graduates and veterinarians across India. The programme was planned to impart the knowledge for entrepreneurs focused on Business models in Indian Poultry, Commercial Poultry Farming and Rural Poultry Farming, Credit proposals for Bank, Government of India Schemes, and understanding of profitable poultry models, Nutrition, Disease Management, Medications etc.

► Central Poultry Development Organization & Training Institute organized a one day Online Discussion Forum – on Poultry Feeding Trends on 27 March 2021. Poultry sector in India is a techno-commercial sector with contribution of nearly 1.5 lakh crores to the GNP with about 6 million people being employed directly or indirectly. Agriculture drives poultry, the two major drivers of the sector are Corn and Soyabean. Poultry feed forms 70 % of the project cost either in Broiler, Layer or Breeder. Hence, this discussion forum is envisaged to outline the present feeding trends of poultry in India for efficient output.

► The egg is among the most nutritious foods; it contains a little of almost every nutrient our body needs. Cut down on the junk and tap into egg nutrition that is budget-friendly as well as an important source of protein and vitamins in your diet and healthy.

► Last year when the 2020 Global Hunger Index (GHI) was out, Indians were taken by surprise as the country was ranked 94, among 117 countries, and was listed among the nations where the hunger situation was ‘serious’. Experts point out that one of the main reasons behind this was the lack of quality proteins, essential amino acids

Contd on next page

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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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and micronutrients in the diets of Indians, which lead to under nutrition in childhood and obesity in adulthood. This highlights the need for increasing the intake of meat and eggs among Indians. According to UN body Food and Agriculture Organization (FAO), livestock products such as meat, poultry and egg proteins typically possess higher biological value, net protein utilization, Protein Digestibility Corrected Amino Acid Score (PDCAS) and Digestible Indispensable Amino Acid Score (DIAAS) than vegetable sources.

► Food inflation in India will probably accelerate in the coming months on stronger prices of fruits, vegetables and chickens following poor supplies, according to a top official of the nation's biggest animal-feed company. According to Balram Singh Yadav, Managing Director of Godrej Agrovet Ltd, weaker prices of animal protein due to poor demand from bulk users like hotels and banquets, which account for one-third of total consumption, during the coronavirus-related restrictions discouraged farmers to invest in expansion, causing a tightness in the market, but the situation could improve in the next six to eight months, he added. We strongly believe that the animal-protein sector, both in volume and prices will do much better.

► With the onset of summer, heat stress management poses a challenge for the poultry industry. Avitech Nutrition launches scientifically formulated electrolyte - Avilyte with rehydration formula.

► **In the Articles section** – Article titled Summer Stress Management for Poultry written by Dr Krishna Sahoo highlighted managing summer stress management for poultry while explaining heat wave in poultry and diseases caused due to it. Strategies to avoid heat stress by management of space or housing and controlling infections by use of technology.

► Article titled Dietary sodium diformate improves growth performance and nutrient digestibility in broilers against negative and positive controls written by Dr Christian Lückstädt and Dr Stevan Petrovic highlighted this study demonstrates that including NDF in broiler diets is a sustainable tool for improved performance and nutrient utilization, thereby saving nutrient resources, even compared to an antibiotic growth promoter and good return on investment.

► Article titled Myths on Poultry Meat and Eggs written by Vignesh G., Kumanan K. and Srinivasan G. highlighted that "Awareness is like the sun. When it shines on things, they are transformed" to ensure basic knowledge and to create awareness about egg and meat consumption to the consumers and rural people.

► Another Article titled Global challenge to rebalance poultry production written by Mr Nan-Dirk Mulder highlighted that poultry is probably the most affected among the meat proteins because of its high dependence on food service industry. If you look to most markets worldwide, somewhere between 25 % to over 50 % of poultry that is sold is going into food service. That's the reason why the impact is so significant on poultry.

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

M.A.Nazeer
Editor & Publisher
Poultry Fortune

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A global Animal Nutrition leader Alltech launches human health company Acutia

Backed by research from Alltech Life Sciences, Acutia was cultivated by an internal incubator



LEXINGTON, Ky., 31 March 2021: Alltech, a global leader in the animal health industry, is applying its more than 40 years of scientific innovation and proven nutrition expertise to human health. Launching on March 24, Acutia, a wholly owned subsidiary of Alltech, combines science and sustainability to provide high-quality supplements that enhance everyday nutrition and improve long-term wellness.

Dr Mark Lyons, President and CEO of Alltech said, "This is an exciting and pivotal moment in Alltech's long history of improving nutrient value throughout the food supply chain. Acutia is a natural extension of our business, allowing us to directly support people in their pursuit of improved wellness. In a time when we are all deeply aware of the importance of our health, this launch is particularly meaningful." Acutia's initial line of products will be rolled out in phases,

beginning with Acutia Selenium. This supplement provides immune system support, antioxidant benefits and essential nutrition and helps maintain healthy thyroid function.

Acutia Brain Health, which will follow later this spring, provides support for cognitive health and brain function, as well as antioxidant benefits and essential nutrients, by combining selenium, vitamin C and plant-based omega-3 DHA.

The selenium found in Acutia Selenium and Acutia Brain Health is made from a specialized, high-quality strain of brewer's yeast to optimize the quality, absorption, safety and efficacy of the products.

Rounding out the initial launch of supplements is Acutia Digestive Health, which will be available later this year.

Acutia products are backed by the Alltech Life Sciences division, which conducts research on digestive health, cognitive health,

brain function and cellular health. In 2019, researchers with Alltech Life Sciences achieved a breakthrough that offers a possible alternative to current insulin treatments for those living with diabetes.

"While people associate Alltech with the provision of products and solutions for the agricultural sector, we have been studying the potential benefits of a number of our products for human health for many years," said Dr Ronan Power, vice president and chief scientific officer at Alltech. "Acutia supplements have arisen from part of that work. They have been extensively tested to ensure safety, quality and efficacy. We firmly believe

that consumers will come to value these supplements as a key part of their overall health regimens."

Acutia's focus on sustainable wellness extends to its unique packaging and refill system. Upon their first order, customers receive a starter kit, which is packaged in a recyclable box and includes a reusable glass storage jar and a travel container. Subsequent orders are provided in compostable refill packs. To offset carbon emissions from shipping, Acutia partners with Nori to support farming practices that sequester CO₂ from the atmosphere.

"Acutia combines nutrition science with a sustainable packaging system that helps reduce waste," said Nikki Putnam Badding, registered dietitian nutritionist and director of Acutia. "This allows us to support a healthy future for people and the planet we share."

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1. Botero LA, Fernandez R, Rojo F, Oreaga JC, Lemiere S. Colombian chicken meat industry performance further to the use of VAXXITEK® HVT + IBD vector vaccine. Oral presentation. 16th congress of the World Veterinary Poultry Association, Marrakesh, Morocco. 2009. p169.
2. Godinho E, Pereira CJ, Fernandez A, Lemiere S. Case study of broiler chicken carcass condemnation in Brazil - Improved control using a herpesvirus turkey-infectious bursal disease (HVT-IBD) vector vaccine. Oral presentation. XVIIIth Congress of the World Veterinary Poultry Association, Cancun, Mexico. 2011.
3. Garrity AT. The effect of vectored HVT+IBD (VAXXITEK® HVT + IBD) vaccination on body weights, uniformity and virus shedding in commercial broilers. Abstract International Poultry Scientific Forum, Atlanta. 2011. p31.
4. Fernandez R, Rojo F, Garcia H, Sanchez P, Martinez H, Menendez A, Ruiz H et al. Field efficacy in broiler chickens in Latin America of vHVT-013, a Marek's HVT vector vaccine expressing VP2 in infectious bursal disease virus. Oral presentation and abstract at the 15th congress of the World Veterinary Poultry Association. 2007. p199.

PREVENTION WORKS 



“ This is an exciting and pivotal moment in Alltech’s long history of improving nutrient value throughout the food supply chain. Acutia is a natural extension of our business, allowing us to directly support people in their pursuit of improved wellness. In a time when we are all deeply aware of the importance of our health, this launch is particularly meaningful.”

continuation of a legacy of innovation that was established by Dr Pearse Lyons, the late founder of Alltech and father of Dr Mark Lyons. An avid runner who understood the benefits of proper nutrition, Dr Lyons sought to create dietary supplements for humans based on Sel-Plex® and Bio-Mos® — two of Alltech’s flagship organic nutrition solutions.

Enlisted by Dr Lyons for her vast experience as a dietitian, Putnam Badding played an integral role in building the business from its inception through today’s launch. In 2018, Putnam Badding led the project through the first cohort of Alltech’s internal incubator program. Reflecting the culture of innovation at Alltech, the incubator provides a pathway to test and

develop new business ideas while allowing a diverse group of team members to showcase their talents. As Acutia continued to evolve, it was later selected for The Pearse Lyons Accelerator (now The Pearse Lyons Cultivator) — a program that provided entrepreneurs with mentorship and resources to help bring their startup companies to market. What began as a small group project grew to include Dr Mark Lyons; Dr Power; Becky Timmons, chief product officer at Alltech; and a team of advisors. After several iterations, revised business plans and re-namings, Acutia emerged.

“As a startup that is supported by years of scientific research and dedicated experts within Alltech Life Sciences, we are uniquely positioned to provide high-quality, effective supplements to consumers,” said Putnam Badding.

Dr Mark Lyons, who has a passion for nutrition and physical health, will continue to work closely with the Acutia business. “It is incredible to see my father’s vision come to fruition,” said Dr Mark Lyons. “We carry forward his legacy of innovation and his entrepreneurial spirit by connecting science, sustainability and wellness. This is a significant moment for us as we continue Working Together for a Planet of Plenty™”, said a note from the company’s executive in India Ms Raksha P. R.

Food Inflation in India to Rise as Chickens, Milk May Cost More

Food Inflation in India Likely to Be High: Godrej Agrovet MD Dr B.S.Yadav

Mumbai, 1 March 2021:

Food inflation in India will probably accelerate in the coming months on stronger prices of fruits, vegetables and chickens following poor supplies, according to a top official of the nation’s biggest animal-feed company.

Weaker prices of animal protein due to poor demand from bulk users like hotels and banquets, which account for one-third of total consumption, during the coronavirus-related restrictions discouraged farmers to invest in expansion, causing a tightness in the market, said Balram Singh Yadav, Managing Director of Godrej Agrovet Ltd.

Farmers “are wary about the future,” Yadav told Bloomberg TV in an interview. Prices of some commodities such as fruits and vegetables are also expected to advance, but the situation could improve in the next six to eight months, he added.

An expected rise in food prices could be a setback for the monetary policy makers, who have been betting on softer levels. The nation’s food inflation rate has now eased to around 2% from a high of 11% in October on an improvement in supply chains and arrival of fresh crops.

Chicken prices are seen surging 18% to 20% in the next six to eight months from an estimated average for the January-March quarter, while rates for eggs could climb 7% to 8%, Yadav said separately by



Balram Singh Yadav, Managing Director at Godrej Agrovet Ltd, discusses India’s recovery, his business strategy and his outlook for his business. He speaks exclusively during the “India Focus” segment on Bloomberg.

text messages. Milk prices will also gain on rising costs, he added.

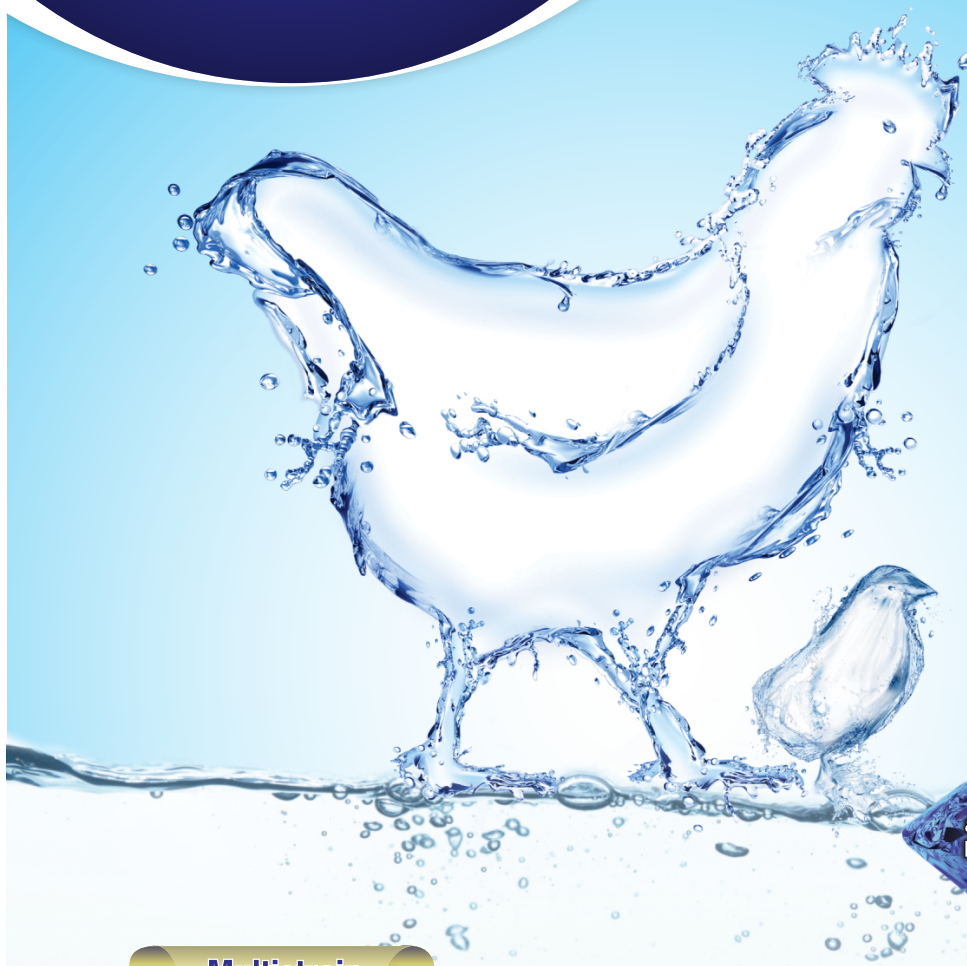
India’s \$14 billion poultry industry provides direct and indirect employment to five million people and supports more than 25 million farmers. With an annual output of 95 billion eggs, India ranks second in the world.

Godrej Agrovet is betting on the government’s vaccination drive to prevent the spread of the coronavirus. A drop in the infection rate is expected to boost demand for poultry and dairy products. Rising palm oil prices will also help boost its revenue and margins, he said.

“We strongly believe that the animal-protein sector, both in volume and prices will do much better,” Yadav said. “The margin expansion as well as the top line will grow rapidly.”

Courtesy: www.bloomberg.com

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Peter Fisher Named New President, Aviagen Asia

Huntsville, Alabama, 24 March 2021: Aviagen® Asia has appointed Peter Fisher as its new President, which will become effective on April 1. In this role, he will provide visionary and strategic leadership for the Asia region, while continuing to enhance service to poultry producers. They will benefit from his industry insight, knowledge of animal nutrition and health and passion for innovating to create greater customer value.

During his prior work with DSM Nutritional Products, Fisher fulfilled various international roles, including Vice President of Global Technical Services, Animal Nutrition and Health; Vice President of Animal Nutrition and Health for both Europe and Eastern Europe (including Middle East and Africa); Director, Animal Nutrition and Health for South and Sub-Saharan Africa; and Senior Account Manager. DSM is a company with a tradition of leveraging bright science to improve animal health and welfare through nutrition. Fisher earned a Bachelor of Science, Master of Science and PhD in Agriculture from the University of Stellenbosch in South Africa, where he also acted as manager of the Pig Research Unit and Part-Time Lecturer.

Fisher will report directly to Aviagen CEO Jan Henriksen, who commented, "We welcome Peter to the Aviagen Asia team. He was

chosen to lead our team in this highly important region due to his in-depth



Fisher will strengthen customer success with experience, knowledge and commitment

industry expertise and business development experience, which will help to strengthen our distributor network and alliances, and expand our Asia business. Moreover, Peter's optimism and strong leadership abilities, coupled with a firm focus on our customers and our birds, will help lead our company and our customers forward in the growing and opportunity-rich Asia market."

About Aviagen

Since 1923, Aviagen® has been a preferred global poultry breeding company with a mission to help its customers -- the world's chicken meat producers -- supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of "Breeding Sustainability," Aviagen implements efficiencies that make commercial

chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres®, Indian River® and Ross® brand names. The Rowan Range® and Specialty Males®

target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

For more information, please visit Aviagen.com, or follow Aviagen on LinkedIn.

Avitech launches Avilyte with rehydration formula

Gurugram, Haryana: With the onset of summer, heat stress management poses a challenge for the poultry industry. Avitech Nutrition's scientifically formulated electrolyte -Avilyte offers a proven solution with its distinct 3 fold advantage.

1. Avilyte's zero ionic balance composition ensures that the crucial Dietary Electrolyte Balance in the body is left undisturbed.
2. Avilyte contains monovalent ions, which are better absorbed internally and offer a

quicker response.

3. With significantly higher concentrations of important ions such as sodium, potassium, chloride and bicarbonate as compared to competition, Avilyte gives more value to the customer.

Available in two forms, Avilyte WS, a water soluble version ideal for the stand alone farmer and Avilyte FS, a feed supplement version better suited for integrated and contract operations, informed a release from Avitech Nutrition Pvt Ltd.



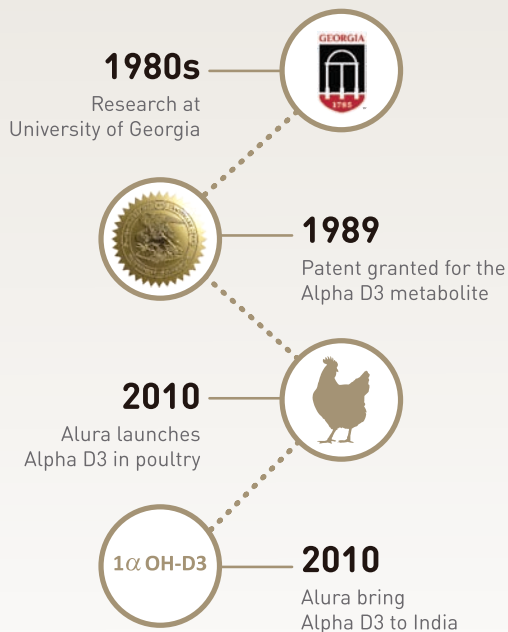
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Courtesy: Vencobb

THE ORIGINAL ALPHA D3



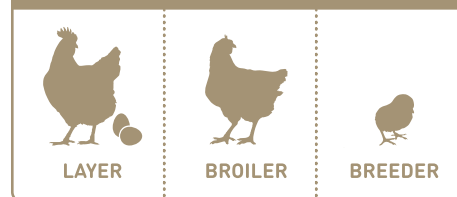
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Novus Animal Nutrition India Hires Dr D. Krishnamurthy as Sales Director for South, East India & Sri Lanka

Chennai, Tamil Nadu, 1 March 2021: Novus Animal Nutrition (India) Pvt Ltd hired Dr Krishnamurthy D. as Sales Director South, East India & Sri Lanka. Dr Krishnamurthy will be responsible for sales function for South, East India & Sri Lanka region reporting to Neeraj Kumar Srivastava, Managing Director – South Central Asia.

Dr Krishnamurthy brings with him 19 years of experience working across the sales & technical function with Provimi Animal Nutrition, India. He holds Masters in Veterinary Science and Animal Health from University of Agriculture Sciences, Bangalore. Dr Krishnamurthy, said I am excited to join Novus International, a global leader in animal nutrition & health, which believes in adding value to customer's business through unique, innovative & sustainable solutions in animal agriculture. I look forward to driving the business in the region to even greater levels of success through honoring & patronizing the Novus's core values of "Maximize long-term customer satisfaction" and "Provide products & services with demonstrable value" to our customers. Neeraj Kumar Srivastava, MD of Novus Animal



Dr Krishnamurthy

Nutrition (India) Pvt Ltd said we are very excited to have Dr Krishnamurthy on board, his depth of experience, technical knowledge and management capabilities will complement our growing team. Novus International, Inc. is a leader in scientifically developing, manufacturing and commercializing animal health and nutrition solutions for the agriculture industry. Novus's portfolio includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other specialty ingredients. Novus is privately owned by Mitsui & Co., Ltd and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world. For more information, visit www.novusint.com.

Investigation finds Foreign Methionine has been illegally dumped in the U.S.

SAINT CHARLES, MO, 26

February 2021: The U.S. Department of Commerce this week announced its preliminary determination that methionine imports from France, Spain and Japan have been illegally dumped in the U.S.

This follows a unanimous decision on 11 September 2020 by the U.S. International Trade Commission (ITC) that there is reasonable indication that the U.S. methionine industry has been materially injured by imports sold by the three countries at less than fair value.

Novus International, Inc. filed antidumping petitions on 29 July 2020 requesting that the ITC and Commerce formally investigate methionine imports from the countries of France, Spain and Japan consistent with the World Trade Organization Antidumping Agreement. The petitions include information regarding the increase in methionine imports from 2017-2019 that led to substantial price depression and harm to the domestic methionine industry. Dumping, as an illegal activity, is taken seriously by the international trade community and governments have processes in place to ensure proper

investigations occur.

"This preliminary decision confirms what we believed – that our industry has been harmed by unfair trade practices," said Ed Galo, Novus vice president and chief commercial officer – Americas. "Fair and competitive trade is critical to the health of our industry and all industries. Novus is grateful that the ITC and Commerce exists to ensure fair trade for all."

The final phase of this investigation is expected to begin next month and will conclude with the final determination regarding the injury or threat of injury to the U.S. methionine industry from unfairly traded methionine imports. If the ITC reaches a final determination that low-priced methionine imports have caused injury to the domestic industry and Commerce issues a final determination that France, Spain and Japan illegally dumped foreign products, importers from those countries may have to pay a duty on methionine imports, which would be collected by the government as a tax.

Novus is a global leader in developing, manufacturing and commercializing nutrition solutions to the animal agriculture industry. Visit www.novusint.com for more information.



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CPDO & TI organises Entrepreneurs Day to impart knowledge

Bangalore: Central Poultry Development Organisation & Training Institute under Government of India, Ministry of Fisheries, Animal Husbandry & Dairying, a premier Institute located at Hessarghatta, Bengaluru organized a 4-day online **Entrepreneurship in Poultry – Awareness Week (EPAW)** from 22nd to 25th February 2021 including **Entrepreneurs Day** on 25th February 2021.



Manjith Kumar

The programme was planned to impart the knowledge for entrepreneurs focused on Business models in Indian Poultry, Commercial Poultry Farming & Rural Poultry Farming, Credit proposals for Bank, Government of India Schemes, and understanding of profitable poultry models, Nutrition, Disease Management and Medications etc.

EPAW was planned to create awareness among prospective entrepreneurs, bankers, graduates and veterinarians across India. The schedule was very comprehensive covering all the aspects above



Dr Mahesh P. S.

mentioned. **Dr Mahesh P.S.**, Joint Commissioner, GoI & Director inaugurated the EPAW and presented an overview of poultry sector. **Dr Lipi Sairiwal**, Assistant Commissioner GoI briefed on Government of India Schemes in poultry followed by a comprehensive presentation by **Dr Mukund Kadam**, Head Poultry AICRP, Nagpur who presented on various business models of Rural Poultry.



Kunal Pathre

On 23rd February 2021, the presentations were in detail on Management by **Dr Abhijeet Kumar**, Diseases by **Dr Baburaj** and Nutrition by **Prof. B.S.V. Reddy**. On 24th February 2021, the first presentation was given

by **Dr Jeevan Sonawane**, Director, Novelvet on Why Chicken and Egg for protein requirement in human beings. He elaborated on Facts and Myths about Egg and Chicken. **Dr Mahesh** presented on availing credit facilities in Nationalized Banks and various business models of poultry in detail as a final session.

The entire programme was live telecasted on both youtube channel of CPDO&TI and Hybiz TV.



Sagar URS

All these recordings are date wise posted on our Facebook page with the link <https://www.facebook.com/cpdoti.bangalore>. All are requested to browse any time at your convenience.

ENTREPRENEURS DAY (25th February 2021):

The Entrepreneurs Day was inaugurated by **Prof. Ajit S. Ranade**, Associate Dean, Mumbai Veterinary College, Mumbai who acknowledged the contribution of CPDO&TI in his personal career and contribution to the poultry training in India and Abroad. In his address, he mentioned that poultry



Dr Sharad Bharsakle

entrepreneurship is not just for persons of Agriculture or Veterinary background, but being taken up by lot of technocrats these days. He appreciated the panel for the day consisting of three engineers, a commerce graduate, a MBA and a post doctorate in Veterinary Science.

Dr Mahesh P.S. Joint Commissioner and Director thanked Prof. Ranade and narrated about changing world order in favour of India to lead in the present decade. Further, he mentioned that epicenters have shifted from Silicon Valley, Shanghai to Bengaluru as a capital of Unicorns (a billion dollar valuation) in India. So far, India has developed 38 Unicorns of which 14 are from Bengaluru. The opportunities are very high in the areas of digitech, fintech and foodtech. He also mentioned a word Soonicorn (soon becoming Unicorns) for the likes of Licious, Fresh to Home, Nandu's, Tender Cuts etc., in India. As per the data there are about 64 such Soonicorns in Bengaluru. The first speaker of the ED was, **Mr Amit Kumar Saraogi**, Co-founder and

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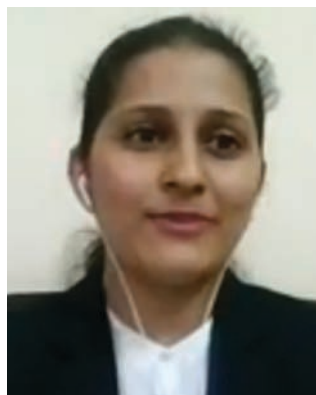
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Dr Ajit S. Ranade

Managing Director of Anmol Feeds India Pvt. Ltd., who founded first poultry feed plant at Muzaffarnagar, Bihar at the age of 23 graduating out of MSRIIT, Bengaluru. In a span of over 20 years “Anmol Group” has brought a transformational change at Muzaffarnagar, Bihar by creating cluster of feed plants of large capacities in the state.

for creating livelihood for 51,000 families under the group. He proudly mentioned that Anmol group has empowered all the families with pride and sustainability. His vision and leadership is recognized by several awards in India and abroad. He voluntarily expressed cooperation and help for the budding entrepreneurs. In his message to the audience



Ms Shirly Cutinha

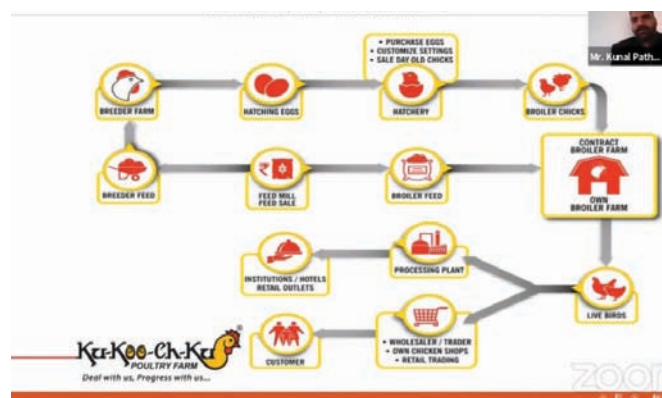
Mr Amit mentioned simple mantra for poultry business is “Lage Raho Munnabhai”. Meaning consistency is the mantra not to look for daily balance sheet but annual balance sheet.

Mr Kunal Pathre, a commerce graduate from Maharashtra established his group by name “Kukoochku Poultry Farm Pvt Ltd.” At Alibag, Raigarh District, Maharashtra. He started this venture joining his father in 2006. He acknowledged that he underwent a training programme at IPMT, Pune. Presently, his entire family including spouse, father, brother, sister-in-law all are professionals involved in the group. In his talk he mentioned poultry business is always like navigating the uncertainty with catastrophic Tsunamis like input price rise, low demand, birdflu, corona



Amit Kumar Saraogi

Presently, Anmol Group has grown to a capacity of 1,300 MT per day from 10 MT per day with pan-India and supplying to neighboring countries like Bangladesh, Nepal and Bhutan. Anmol Group has diversified into cattle, fish, fertilizer and rice mill, contributing entire ecosystem of livestock management and agriculture. In his talk he mentioned about hardship, focus, dream of visualizing



etc., he also agreed with Amit that the person need to keep upfloat his business during crisis and be grounded for good times. His group is involved basically in Contract Broiler farming with backend of breeders,

feed mill, hatchery, lab and a frontend with retailing by their own shops. The speciality of the group being adoption of SAP software to monitor the entire operations at ease. They have established their headquarter based at Gram

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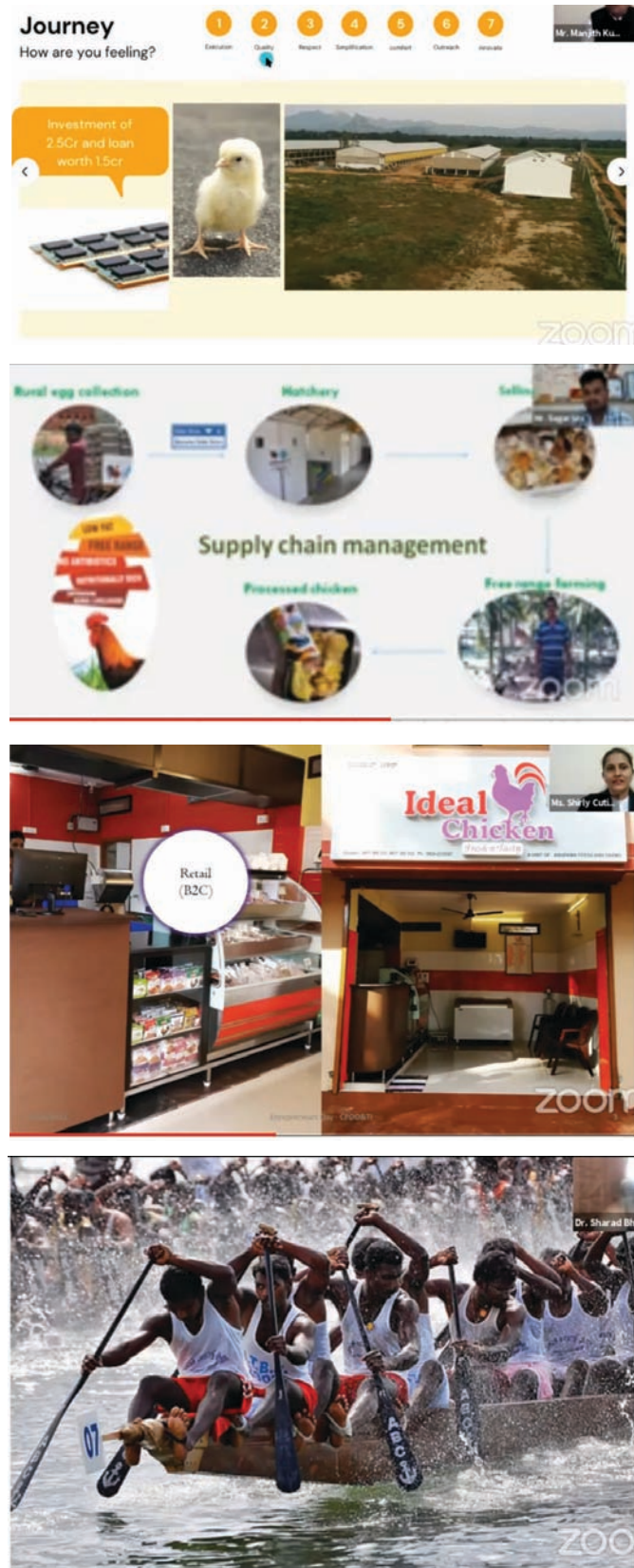


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Panchayat level in Alibag and have five branches. They are involved in selling live birds and chilled chicken. The group is supporting about 500 families.

Ms Shirly Cutinha, daughter of Mr Vincent Cutinha of Anupama Feeds and Farms, Mangalore, Karnataka narrated about her journey of joining family business after

graduating in Engineering in Biotechnology. Her father has assigned her job of looking after the finance and administration of the company. In her presentation she narrated about very few women entrepreneurs joining poultry as a choice. She explained about the group Anupama Feeds and Farms which started in 2005 dealing with commercial broiler farming, animal feed production and meat processing. It is specialized in business to business (B2B – Institutional sales) and business to customer (B2C – Retail) with 16 retail stores. The company has introduced franchise model and recently started online app for home deliveries across Mangalore. Their group is trying to establish all the value chain in poultry including back-end operations like breeding farms, feed mill, hatchery etc. their group is diversifying into many other livestock businesses in the near future.

Mr Sagar Urs, social entrepreneur from Mysore did his graduation in MBA with career at SBI, Airtel HDFC life and moved to entrepreneurship in 2011. He has established his group in August hence named it as “August Backyard Chicken Pvt. Ltd”. He has taken up this enterprise focusing on supply of coloured / desi chicken to the market. The brand of the group is “Mysore Nati Chicken” with complete outsourcing model of supply chain from the villages in Mysore District. He has mastered the know-how of collection of eggs, hatching, processing, value addition and branding of coloured birds in Karnataka. Several awards are a recognition

and inspiration for Sagar Urs to continue his journey and to inspire others to enter the market.

Dr Sharad Bharsakle, a postgraduate in Veterinary Science from Akola, Maharashtra started his career as farm manager in poultry in 1983 and established his own venture in 1990 by name “Shri Kripa Poultury Feeds” and then established Amrutha Hatcheries in 2013 for production of 6.5 lakhs chicks per month. Dr Sharad’s group is supporting 2000 farmers across Vidarbha in Maharashtra. They are producing 10 lakh kg chicken per month, 2000 tons of feed per month and production of 6.5 lakh chicks per month. They have established recently “Amrutha Fresh Chicken” brand at Amaravati. In his talk, Dr Sharad mentioned to identify “Blindspots” in your career and work to convert those into strength for your entrepreneurship. His mantra for success is also like that of Amit, Kunal that being consistently in business with perseverance is the key for success. The great message given by him through a picture of boat festival in Kerala – “All action at once without a talk to win the race”. His group has taken a consultant firm for organizational transformation ideas by spending 40 to 50 lakhs per year. This firm is also consulting Reebok etc.

Mr Manjith Kumar, a technocrat, Engineer from software domain experience with IBM, Intel and DRDO as a chip designer developing standard chips for crucial operations. He relocated back to India from US to

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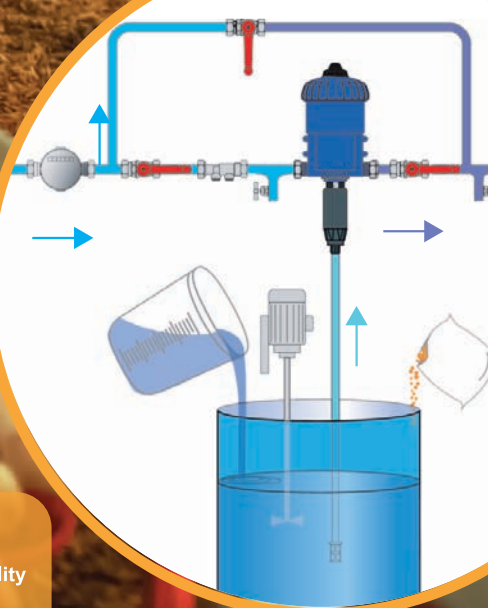
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RESULT PERIOD	FLOCK SIZE	MEAN AGE (IDAYS)	BW
February-2021	1040	37	2.671 Kg

Mor%	CFCR	DAILY GAIN	EPEF
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“Make in India” shifting from **“chip to chick”**. In his talk, he narrated focus of entrepreneur in a business should be of two pronged approach, one

being preliminary to focus on finance and quantity to get appropriate credit facilities other important being primary to focus on quality, service and

sustenance. He narrated his enterprise journey by his coding skills for poultry in 7-stage mantra **1. Execution, 2. Quality, 3. Respect, 4. Simplification, 5. Comfort, 6. Outreach and 7. Innovation.** He encouraged all the upcoming entrepreneurs to adopt these steps to get sustainable enterprise in poultry.

The entrepreneurs day programme has become a platform for showcasing entrepreneurs across the value chain in poultry sector. The programme is well received in both zoom and Youtube with a viewership crossing 2000 for the day. **All presentations of the speakers can be viewed at our face book page and youtube channel posted on 25th February, 2021.** CPDO&TI acknowledges and expresses gratitude to Hybiz TV for live-telecasting

both EPAW and ED in their channel with a subscription of 5 lakhs. Dr Mahesh P.S. thanked all the panel members and the chief guest for taking out their time and expressing their inspirational stories to copy for the youth of India. CPDO&TI is bringing up an app in the near future which will be menu-driven to listen to each speaker’s inspirational story at a touch of a button and requested the audience to keep a watch on our facebook and youtube.

Mr Anwar Basha, Senior faculty of CPDO & TI executed the job of admin of conducting EPAW and ED very effectively. The other team members of CPDO&TI worked hard in making this programme successful.

CPDO & TI organises ODF on Poultry Feeding Trends

Bangalore: Central Poultry Development Organization

& Training Institute under Government of India,

Ministry of Fisheries, Animal Husbandry &

Dairying, a premier Institute located at Hessarghatta, Bengaluru organized a one day Online Discussion Forum on **Poultry Feeding Trends** on 27 March 2021.

Poultry sector in India is a techno-commercial sector with contribution of nearly 1.5 lakh crores to the GNP with about 6 million people being employed directly or indirectly. Agriculture drives poultry, the two major drivers of the sector are Corn and Soya. Poultry feed forms 70% of the project cost either in Broiler, Layer or Breeder. Hence, this discussion forum is envisaged to outline the present feeding trends of poultry in India for efficient output.

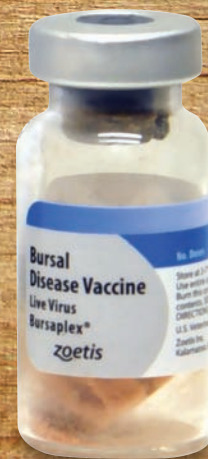


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The Online Discussion Forum started sharp at 10.30 am on 27th March, 2021 by opening remarks from **Dr Mahesh P. S.**, Joint Commissioner & Director, CPDO&TI. He addressed about current shocking prices of Soya crossing Rs. 50/- per kg due to various global and national factors. Further he said that poultry sector cannot be in isolation in the present context because, Corn and Soya availability and price is influenced by weather conditions in Brazil, Argentina, United States and India on an annual basis. The present observations are severe wet conditions in Brazil preventing the harvest, high dry weather in Argentina reducing the crop, extended lean season in US with stocks completely exhausted. Local issues like unforeseen rains in Madhya Pradesh and Maharashtra during November, 2020 made Soya to suffer fungal infection forcing millers to crush the grain to create soya meal which was exported due to global lucrative demand. This observation set the note for further discussions. The present global crisis of grounding of ship “Ever Green” in Suez Canal impacting global movement of goods across Asia and Europe was also brought out.

CPDO&TI is a trend-setting organization in offering online programmes from Sept. 2020. So far, three flagship programmes are rolled out. 1. Enterprisership in Poultry Awareness Week (EPAW), 2. Entrepreneurs Day (ED) and 3. Online Discussion Forum with

specific objectives of basic awareness in poultry by EPAW, Success stories by ED and In-depth analysis of a topic by ODF. CPDO&TI launched its youtube channel by name **CPDO&TI TRAINING** and regularly streamed live episodes and uploaded past episodes by editing individual speaker videos. Team CPDO&TI developed a concept to create a Diary of past and present online events which led to the release of App “**CPDO&TI**” in **Google Playstore Android Version** on 27th March, 2021.

Dr Mahesh made a presentation about the contents of the app which is very user friendly and low in size (6.5 MB). This app provides navigation by choosing language – English and Kannada and takes the viewer to the catalogue of events namely ED and ODF. Further the viewer can choose the choice of the event and choice of the speaker to see the video content of the speaker. A small attempt is made to dub few of the events in Kannada also.

Prof. Ajit S. Ranade, Associate Dean, Mumbai Veterinary College and subject matter expert on Nutrition was the guest of honour. In his address he appreciated the efforts of CPDO&TI in designing innovative programmes especially the release of CPDO&TI app to keep abreast with the technology. He emphasized importance of nutrition and research to exploit fullest genetic potential of the bird for the specific purpose of meat output, egg production or hatching eggs production in India

matching international standards.

Mr Neeraj Kumar Srivastav, Chairman, CLFMA and Managing Director – South Central Asia, Novus Animal Nutrition (India) Pvt Ltd. Was the Chief Guest for the programme. In his presentation, he mentioned about the great glory of India in Livestock and Agriculture sector, namely, No.1 in milk production (188 MMTs), No.1 in pulse production (23 MMTs), No.1 in Millet production (11 MMTs), No.1 in Fresh Water Aquaculture, No.2 in rice production (112MMTs), No.2 in wheat production (23 MMTs), No.3 in egg production (108 billion eggs) and No.4 in Broiler Production (4.5 MMTs). He further stressed the need of large quantity of protein requirement for the population of 1.3 billion people which is estimated to be 25 to 30 MMTs of protein per year. This signifies the

role of livestock sector in contributing protein for the human population. He congratulated Team CPDO&TI for bringing out app and appreciated professional conduct of online training programmes over the years.

Dr Rama Rao, Principal Scientist, Directorate of Poultry Research, Hyderabad spoke on “Trends in Broiler Feeding”. In his address, he requested the sector to make a huge claim of the revolution in poultry in India similar to Green Revolution and White Revolution putting the facts of achievement in broiler sector which has grown 1825 times and layer sector 55 times since independence. He illustrated phenomenal achievement of development in broiler nutrition attaining 2 kg body wt. with efficient FCRs of 1.4 to 1.5 in 32 days. He advised



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Targets and eliminates specific bacteria, even those resistant to antibiotics

Protective:

Maintains gut bio-balance by retaining beneficial bacteria

Probiotic:

Enriched with *Bacillus Subtilis*

Flexible:

Compatible with all Performance Enhancers, Growth Promoters, Acidifiers, Anti-Oxidants, Minerals & Enzymes

Stable:

Thermostable and suitable for Pelleting

BACTERIA IT CONTROLS

Salmonella

Typhimurium, Gallinarum, Choleraesuis, Derby, Dublin, Enteritidis, Pullorum

E. Coli

F4 (K88), F5 (K99), F6 (987P), F18, F41

Clostridium Perfringens

Type A, C, B, D, E

Staphylococcus Aureus



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precision feeding for the broilers with more critical analysis of formulations mainly focused on digestible amino acids. In his summary of the presentation, he advised scope of dietary phytase in comparison to inorganic Phosphorus (DCP). The concept of maximum response by phytase super dose (1500 – 2500 fyt/kg). Usage of low calcium and high D3 in the diet can save dietary phosphorus to a large extent. Further he advised to reduce the NPP requirement to 0.2% in broiler breeders. The innovative ideas of use of hydrolyzed protein, emulsifier, fiber, papain and bacteriophage to improve the feed utilization are being adopted for better feed utilization in Broilers. The present over dependency on corn and soya is compelling to explore alternates for the same. In this regard, Dr Rama Rao advised the great potential of wheat as an energy source in broiler diets in the future days. He presented various trial reports about the concepts mentioned above. Concludingly, he advised change of floor from mud floor to concrete and better sanitation instead of Feed AGP which is not beneficial according to Dr Rama Rao.

Dr Nataraja H. B., expert Nutritionist and Managing Director of Higain Feeds presented in detail about basic concepts of “Broiler Breeder Nutrition”. He remarked major mistakes carried by many breeders focusing on egg number output, least cost formulations, altering feed formulations according to the market. These are some

of the errors committed by breeders with a skewed approach. He suggested to consider breeder nutrition as an “Investment” for the future broiler chicks rather than expenditure for the present breeder farm. He nicely narrated about cost economics and future gain by way of critical analysis in the present investment. In his one slide he illustrated nicely the correct logic of reduction of energy based on “egg mass output” rather than “egg number”. Generally farmers reduce 5% of energy with respect to 5% reduction in egg production. Whereas according to egg mass calculation, it should be just 1.4% reduction. In his presentation he emphasized need of pre-breeder precise ration, focus on energy for the breeders rather than focus on protein since they are adults and they need 70 – 80% of ration for maintenance. He suggested to invest on vitamins, minerals D3, Carotenoids for better hatchability as well as better chick quality. Calcium particular size and a correct use of calcium feeding will benefit breeder hatching egg quality and hatchability. Need of updating of matrix values frequently with best cost feed over least cost feed was also recommended. Finally he advised to take advantage of phytase for extra phosphoric effect for better performance as also recommended by Dr Rama Rao.

Prof. Natarajan. A., is an expert in the area of layer nutrition from Namakkal. His team has developed 100% self financing laboratory - Animal Feed Analytical and Quality Assurance Lab since 1996.

Calcium Nutrition



Precise Feeding

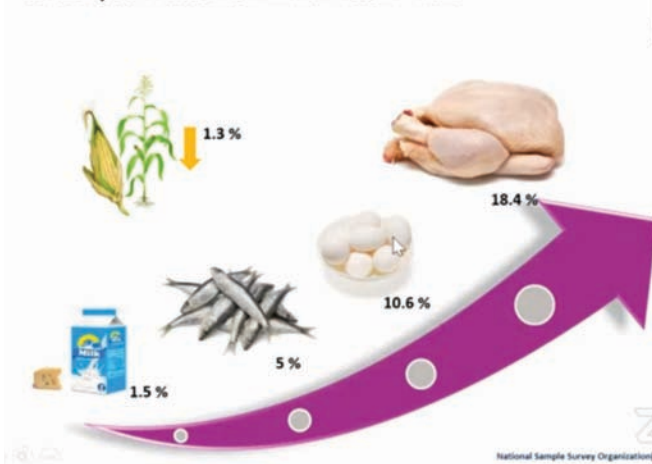
Nutrient	Starter	Grower
Energy, kcal/kg	3000	3200
Crude protein	23	20
Calcium	1.16	0.90
NPP	0.45	0.35
Lysine	1.06	1.00
Methionine	0.46	0.38
Methionine-cystine	0.89	0.72
Arginine	1.00	1.10
Isoleucine	0.83	0.73
Leucine	1.43	1.09
Phenylalanine	0.83	0.65
Threonine	0.72	0.54
Tryptophan	0.20	0.18
Valine	0.95	0.82
Sodium	0.15	0.15
Chloride	0.14	0.15
Vitamin A	9000	8000
Vitamin D3	2800	3600
Vitamin E	1	1
Vitamin K	25	25
B complex	required	required
Zn, Se, Cu, Fe, Mn	required	required

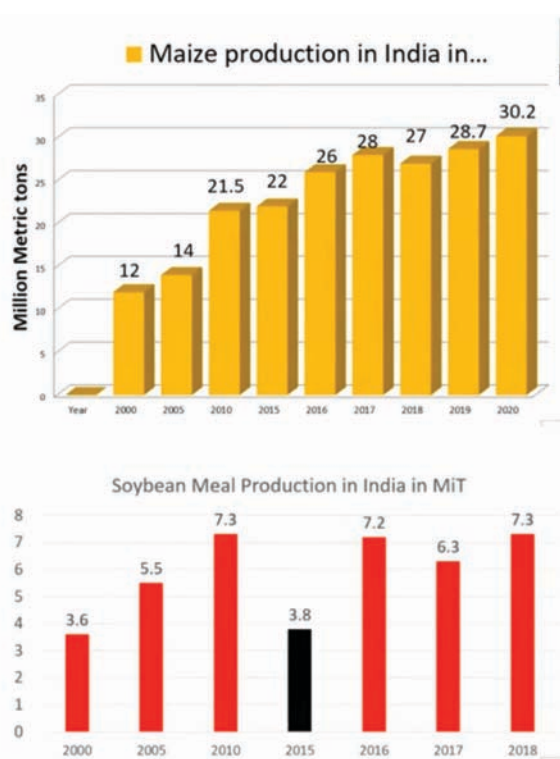
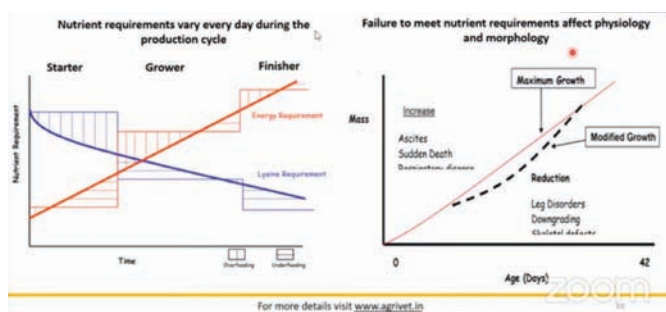


Poultry possesses little sense of olfaction and taste – why not to utilize this advantage?



Consumption Pattern Of Animal Protein - India





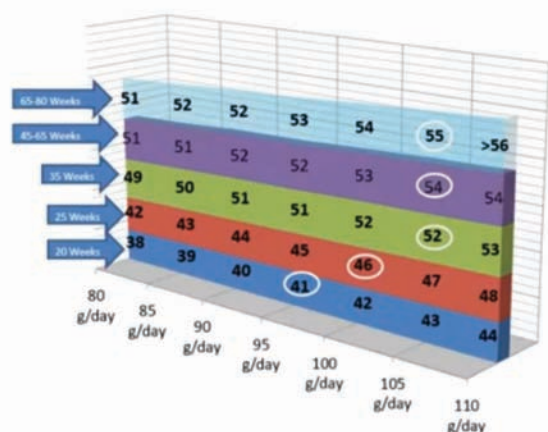
This is a unique facility in the country servicing not only layer farmers of Namakkal with a capacity of 5 crore layers in the district but also extending services across the country. In his presentation he nicely narrated impact of changes of temperature on layer egg production. He advised feed intake of more than 100gm pre summer for the growers with uniform body wt. in the flock can influence to get optimum performance with egg weights over and above 55 gm in the layers in comparison to reduction in production for the birds which are fed less than 100gm with un-uniform body weights in the flock. He also narrated the availability of maize and soya presently with 30 MMTs and 8 MMTs respectively in India. Keeping in view of the growth of broilers and layers he suggested additional 2 - 3 MMTs of maize and 1 MMTs of soya requirement for the next year which sounds alarming and scary for the poultry sector. The sector has to resolve to find alternate source of energy and protein as an essentiality in the future. The layer nutrition has to cope up with the highest potential of the bird and the performance in the field. In order to do this, the need of the layer industry is to focus on better uniformity and better body wt. before the laying period, early egg start in egg size and egg percentage, touching the peak in time and sustaining it and sustain post peak maintenance without much egg shell problems. He presented a slide on distribution of modern layers across India with 8.5 crore in Andhra

and Telangana, 5 crore in Tamilnadu, 4 crores in Punjab and Haryana, 2 crores in Odisha, 1.4 crore in Karnataka followed by Maharashtra 1 crore, West Bengal 80 lakhs, totally 25.5 crore population including the rest of the states.

Dr Sudipto Halder, Director, Agroviet Consultancy pvt. Ltd., Kolkata presented about new approaches for sustainable poultry production with disease free status. He summarized very nicely predictable and unpredictable stress factors causing "oxidative stress" by release of Reactive Oxygen Species (ROS) which can impact performance, gut health, liver function and immunity of the bird. He illustrated the danger of "Feeding Excess" over "Feeding Less" in a slide by pointing out under feeding during starters and over feeding during grower and finisher stage with respect to energy. Similarly, overfeeding during starter, optimum feeding during grower stage and under feeding during finisher with respect to proteins. This he said that need to change and farmers are advised to follow precision feeding i.e., apt feeding as per the requirement. Further he said about a new truth of birds adaptability for high density rations very efficiently over the earlier belief of natural downgrading by the birds. He suggested calculation of Feed Price Ratio (FPR) (cost of 1kg feed to 1kg poultry product) as a new focus Area over mere calculation of body wt. and FCR.

Dr S. K. Bhardwaj, Nutritional Expert from North India (Jind, Haryana)

If feed intake remains >100g pre-summer, pattern of egg weight



illustrated increase of consumption pattern of animal protein in recent times by way of 18.4% (chicken), 10.6% eggs, 5% fish and 1.5% milk. The consumer choice is leaned towards animal protein and it has reduced by about 2% in the choice of protein. In

his presentation, he gave an example of altering the ideal dietary protein contribution from 42% in the production cost to 30% in order to balance the cost of the feed due to hike in prices of protein sources. This he advised should not be followed for efficient

productivity. However, he emphasized the choices of alternatives in detail about rapeseed, cottonseed, sunflower, sesame, groundnut, maize gluten meal, DDGS (Rice / Corn origin) and Rice gluten to use as alternate protein source for poultry.

Prof. Ajit S. Ranade conducted Q&A session from the panel and all the queries were answered. **Dr Mahesh P. S.**, Joint Commissioner & Director, CPDO&TI mentioned that Team CPDO&TI would conduct many such programmes in the coming months during the next academic year 2021-22. The programme was conducted live on zoom, youtube channel of CPDO&TI and Hybiz TV along with recordings posted

on facebook: cpdoti. bangalore and on youtube: CPDO&TI TRAINING. All are requested to download "Latest App of CPDO&TI" from Google Playstore by typing "CPDO&TI" for Android Version.

Mr Anwar Basha, Senior faculty of CPDO&TI executed the job of admin of conducting Discussion Forum very effectively. The other team members of CPDO&TI worked hard in making this programme successful. Team CPDO&TI thank all the viewers participated in Zoom, Youtube and Hybiz TV. It is also acknowledged that Print Media extends great support by wide coverage of all online events of CPDO&TI across the country.

VIV Asia and Meat Pro Asia postponed to January 2022

Leading events to open the year of animal protein production business in 2022 in Asia

Bangkok, Thailand, 31 March 2021: VIV Asia, the complete Feed to Food global trade show in Asia, is postponed to January 12-14, 2022, as announced by the show organizers VNU Asia Pacific and VNU Europe. Meat Pro Asia, Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood & food products, organized by Messe Frankfurt (HK) Ltd. and VNU Asia Pacific is also postponed to be co-located with VIV Asia. Two international leading events for the animal protein production business in Asia, under one roof: an unprecedented and remarkable

opportunity. VIV Asia and Meat Pro Asia will take place on January 12-14, 2022, at the Challenger Halls - IMPACT, Bangkok, Thailand based on the announcement by The Ministry of Tourism and Sports on a new four-phase plan that would see the country fully opened to international visitors by January 2022.

"Our new dates and plan are aligned with the announcement from the Thai Government to fully reopen by January 2022" said Heiko M. Stutzinger, Director VIV worldwide and Managing Director VNU Asia Pacific and VNU Europe. "As for

VICTAM and Animal Health and Nutrition Asia, the organizers are working on a forward-driven solution in order to synergistically combine the events in Bangkok. All details and implications for partners and customers regarding the new set-up will be communicated in the coming weeks" added Stutzinger.

VIV Asia and Meat Pro Asia postponement

"The reason for this step into 2022 is our strong commitment to offer our clients a truly international platform in Bangkok. Stakeholders from all over the world should be in the condition to participate and make the 3-day event a real booster for business. We strongly believe that the new dates will benefit all parties and stakeholders planning to attend VIV Asia" said Zhenja Antochin, Senior Project Manager VNU Europe.

"Thanks to the good cooperation with our

partners, we were able to secure a prime timeslot for VIV Asia and Meat Pro Asia in 2022. From this postponement our exhibitors and visitors can expect a fruitful and safe event" said Panadda Kongma, Director Agribusiness and Operations VNU Asia Pacific.

Digital event heading up to the in-person dates

Prior to the in-person trade shows in January next year, VIV Asia and Meat Pro Asia will organize a digital event in September 2021. Both events exhibiting companies will be invited to join buyers and visitors online during this year. Networking and knowledge sharing sessions will also be facilitated through the platform. More details on the digital dates will follow in due course.

Stay tuned on www.viv.net and see you next year at VIV Asia and Meat Pro Asia on **January 12-14, 2022**, in Bangkok, Thailand.

4 exciting areas in animal health and nutrition identified at the 8th Beneficial Microbes Conference

Blagnac, France,

26 March 2021: During the **8th Beneficial Microbes Conference**, which took place virtually from March 22-24, Lallemand Animal Nutrition shared promising insight into different areas: addressing parturition stress in ruminants, the mother-offspring microbiota transfer in pigs, the role of external microbiota, or biofilm, in farms; and the gut-brain-microbiota communication in dogs. By touching on such diverse areas of microbiota research, the company demonstrates its expertise and position at the forefront of this field of study.

Moreover, Dr Frédérique Chaucheyras-Durand, Research Manager at Lallemand Animal Nutrition, chaired several conference sessions.

Probiotics alleviate the stress of parturition in ruminants

Dr Lysiane Dunière from

the Lallemand Ruminant Center of Excellence presented the first results of a two-year study conducted with INRAE in gestating ewes: *“Supplementation of a live yeast probiotic improves rumen functions and oxidative status of gestating ewes.”*

She explained: *“This study aimed at investigating the modifications of gastrointestinal microbiota and ruminal function during the highly challenging peripartum period in ruminants, as well as the parturition impact on the animal’s metabolic and oxidative status. We also looked at the preventive effects of live yeast probiotic daily supplementation.”*

The study confirms how **parturition represents a stress for the ruminants’ digestive microbiota and oxidative status**. Rumen and fecal microbiota were affected a few days before parturition, with

reduced diversity and a strong decrease of the relative abundance of Fibrobacteres phylum (bacteria involved in fiber

group, strengthening the hypothesis of a more balanced microbial ecosystem during this highly challenging event.”

In addition, the supplemented ewes showed more active removal of free radicals and reduced lipid peroxydation close to parturition,



Lysiane Dunière, Research Scientist, Ruminant Center of Excellence, Lallemand Animal Nutrition

degradation). The ewes were also more prone to oxidative stress.

This stress was alleviated when the animals were fed daily the live yeast probiotic (*Saccharomyces cerevisiae* CNCM I-1077, or Levucell SC) during the last month of gestation. The probiotic group showed a more stable microbiota and fermentative activity in the rumen.

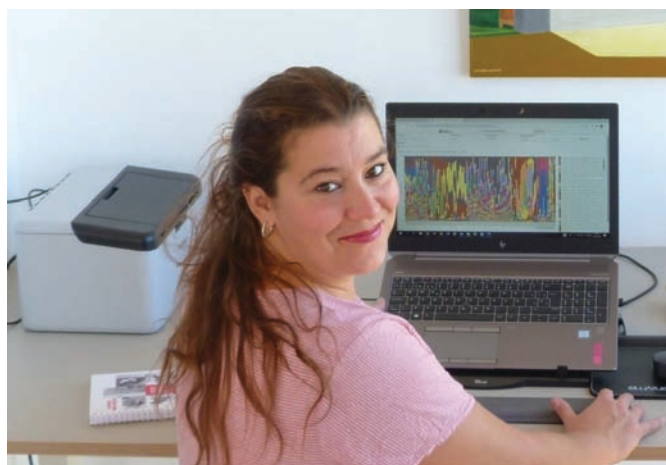
Lysiane Dunière explains: *“When the ewes received the live yeast, the Fibrobacteres populations were more steady along the digestive tract, suggesting a more stable microbial ecosystem. The protozoa populations, also involved in fiber degradation in the rumen, were also more stable than in the control*

indicating an alleviation of oxidative stress linked to parturition.

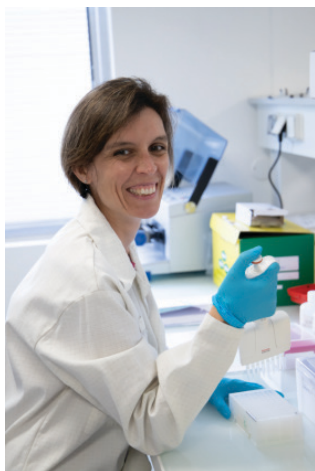
Shaping the piglet microbiota through its mother

Dr. Caroline Achard from the Monogastric Center of Excellence, was the leading author of a poster: *“Effect of *Saccharomyces cerevisiae* var. *boulardii* supplementation in sow diet on sow and piglet microbiota, health and performance.”*

Early exposure to environmental microbiota from birth (from the mother’s vagina, skin, gut and also through the milk) shape the digestive microbiota of newborn mammals. In piglets, weaning constitutes an important source of



Ana Rodiles, Research Scientist, Monogastric Center of Excellence, Lallemand Animal Nutrition



Caroline Achard, Research Scientist, Monogastric Center of Excellence, Lallemand Animal Nutrition

stress. The objective of this new study was to evaluate whether sow probiotic supplementation with *Saccharomyces cerevisiae* var. *boulardii* CNCM I-1079 could help improve microbiota balance in both the sows and its offspring. The goal is to help the neonatal piglets prepare to face the stress of weaning.

The results presented indicate that **feeding the live yeast probiotic to sows throughout the last two months of gestation and lactation was able to influence microbiota of both the sows and of their piglets.** Five days post-weaning, the piglets from both groups still exhibited different microbiota profiles, with lower alpha-diversity in the live yeast group. This study confirms the concept of ‘maternal imprinting’ when it comes to microbiota establishment, and the possibility of early intervention by feeding probiotics to the mother.

Beneficial microbes: around the animals too!

Dr Ana Rodiles from the



Francesca Susca, Pet Development Manager, Lallemand Animal Nutrition

Monogastric Center of Excellence presented a poster reporting a new study on positive biofilm results in broiler farms: “Assessment of a microbial external inoculation in a broiler chicken production building post disinfection and prior to animal entrance on environmental biofilm using 16S rRNA analysis.”

The study aimed to evaluate the effect on the environmental microbiota (biofilm composition on surfaces around the animals) after the application of a positive biofilm formula following the cleaning and disinfection cycle, four days before the entrance of the animals in the barn. This study, using the latest microbiota gene analysis technologies (16S rRNA amplicon sequencing), confirmed that **such approach helps to establish a protective microbial environment and a lower occurrence of undesired bacteria populations:** families such as Enterococcaceae and Enterobacteriaceae were decreased during

the first week of rearing. These results indicate that an early microbial intervention on building surfaces can influence the biofilm-associated microbial communities in a commercial chicken production system.

The gut, the brain and the bug: application to pet well-being

Dr. Francesca Susca gave a presentation titled: “Gut-brain axis: a two-way connection for pet well-being.”

This presentation reviewed the implications of the gut and its microbiota to pet well-being, based

About Lallemand Animal Nutrition

Lallemand Animal Nutrition is committed to optimizing animal performance and well-being with specific natural microbial products and service solutions. Using sound science, proven results, and knowledge, Lallemand Animal Nutrition develops, produces, and markets high-value yeast and bacteria products including probiotics, silage inoculants, and yeast derivatives. These innovative solutions positively benefit animal nutrition and well-being, forage management, and animal environment.



Frédérique Chaucheyras-Durand, Research Manager, Ruminant Center of Excellence, Lallemand Animal Nutrition

on the central role of the microbiota and the current understanding of the brain-gut communication axis. She demonstrated how the brain-gut axis represents one of the newest and most promising areas of research in microbiota and probiotics. The currently available studies in cats and dogs pave the way for new, holistic approaches to modern pet well-being issues by targeting the gut microbiota using pre- and probiotics.

Lallemand offers a higher level of expertise, leadership, and industry commitment with long-term and profitable solutions to move our partners *Forward*. Lallemand Animal Nutrition is *Specific for your success*.

For more information, please visit **www.lallemandanimalnutrition.com**

Not all products are available in all markets nor all claims allowed in all regions.

The second generation of the Wasikowski family leads Poland's ZWD Czarne hatchery into the future with Royal Pas Reform technologies



Wiesława and Marek Lewandowski, Jan Wasikowski's proud successors, are pictured centre with their son Mateusz outside the ZWD Czarne head office. Niels Stam and Hans Mateman of Royal Pas Reform are to the left and Jarosław Piankowski of Jarmax is on the right.

Netherlands, 1 April

2021: The thriving family hatchery business ZWD Czarne was founded more than 50 years ago by Jan Wasikowski in Czarne, Poland. Today, the second generation of Wasikowskis are managing the company – proud successors of Jan, who are continuing a thirty-year partnership with Royal Pas Reform.

Marek Lewandowski and his wife Wiesława Lewandowski, who is founder Jan's daughter, (pictured, centre) are building on a strong heritage and using their great drive and energy to lead the company into the future – based on Smart™, future-focused technology from Royal Pas Reform.

Jan Wasikowski started his business in 1967 and ZWD Czarne quickly became known as 'Jan Wasikowski's Hatchery'. He adopted Pas Reform incubation systems more than 30 years ago. In 2006, in a bid to increase

production inline with growing opportunities in their domestic market, the hatchery took the decision to transfer its operations to single-stage, closed-door, Smart™ technologies.

Over the years, the hatchery has grown organically, with the addition of several smaller extensions. In addition to investment in new setters and hatching, the company also embraced hatchery automation systems. In 2014, ZWD Czarne installed the intelligent SmartCount™ counting and dosing system, and Pas Reform's climate control equipment. By early 2019, the setting capacity had increased to 56 million day-old chicks per year.

ZWD Czarne's partially integrated operations also include parent-stock farms, to produce Ross and Cobb day-old broiler chicks for sale into the domestic poultry meat production market.

"Today, our hatchery is

fully programmable – to optimize production across a variety of breed and age-related incubation programs," Marek Lewandowski explains.

Throughout this time, Wasikowski's Hatchery has received service and support from Royal Pas Reform's agent in Poland, Jarmax – which provides rapid supply of spare parts from its locally held stock. Royal Pas Reform's Sales Director Niels Stam says: "We are very proud to have worked with Jan Wasikowski, and now his daughter and son-in-law, for so long, and we look forward to continuing that strong relationship in the future."

Coimbatore: Poultry farm manager steals Rs 33 lakh, arrested

Coimbatore, 20 March

2021: A sales manager of a poultry farm was arrested by the District Crime Branch (DCB) police on March 18 for swindling Rs 33 lakh from the firm by forging bill books. G. Manikandaraja, 39, General Manager of MBS Hatcheries in Pollachi, lodged a complaint with the District Crime Branch (DCB) police on March 18. In his complaint, Manikandaraja said V. Giriprakash, 30, of Bharath Nagar in Pollachi, was working as a sales manager in his poultry farm. Giriprakash had forged bill books and sold chicken worth Rs 33,20,380 from 2017-2019. During the audit, Manikandaraja learned about the forgery. When

Manikandaraja demanded Giriprakash to return the swindled amount, he refused.

The CCB police registered a case against Giriprakash under sections 34, (acts done by several persons in furtherance of common intention), 408 (criminal breach of trust by clerk or servant), 420 (cheating) and 468 (forgery for purpose of cheating) of the Indian Penal Code and arrested him on March 18.

Police recovered Rs 25,000 in cash from him. He was produced before the Pollachi judicial magistrate on Friday and later remanded in judicial custody. Further investigation is on.

Courtesy: The Times of India

Livestock sector can address mass hunger

Poor performance of India in the 2020 Global Hunger Index highlights the need to include quality proteins, essential amino acids and micronutrients in our diets

Hyderabad, 28 February

2021: Last year when the 2020 Global Hunger Index (GHI) was out, Indians were taken by surprise as the country was ranked 94, among 117 countries, and was listed among the nations where the hunger situation was 'serious'. Experts point out that one of the main reasons behind this was the lack of quality proteins, essential amino acids and micronutrients in the diets of Indians, which lead to under nutrition in childhood and obesity in adulthood.

This could be associated with the low consumption of meat and eggs among citizens. The average per capita consumption of meat and eggs in India is around 5.5 kg and 79 eggs per annum. This is several folds lower than the global average of 40 kg meat and more than 200 eggs per annum. Also, studies show that in India, only six per cent of the total calories consumed comes from proteins, compared to the global average of 30 per cent.

This highlights the need for increasing the intake of meat and eggs among Indians. According to UN body Food and Agriculture Organization (FAO), livestock products such as meat, poultry and egg proteins typically possess higher biological value, net protein utilization, Protein Digestibility Corrected Amino Acid Score (PDCAS) and Digestible Indispensable Amino



Dr S. B. Barbuddhe, M.V.Sc., Ph.D., Director, ICAR - National Research Centre On Meat

Acid Score (DIAAS) than vegetable sources.

Moreover, animal-sourced foods provide multiple nutrients simultaneously, whereas vegetarian foods lack several essential amino acids and bio-available nutrients. To ensure high produce and availability of wholesome meat in India, it is essential that the livestock resources are efficiently utilized. This includes steps to boost their integrated production, processing and marketing, to fetch increased economic returns to the farmers as the livestock production system in India is a livelihood activity.

Investments need to be increased to improve infrastructure at slaughterhouses and wet markets to enhance food safety and community wellbeing, while keeping up markets as inclusive public spaces where local vendors provide quality fresh products at reasonable prices.

Creation of live animal markets separately for each species considering

bio-security issues cannot be stressed more, owing to the outbreak of Covid-19 pandemic, which brought the world to its knees and has been blamed on the unhygienic conditions of a wet market in China. There is also a need to develop more hygienic slaughterhouses, waste disposal and effluent treatment facilities in peri-urban areas and to take up training and certification of producers, processors, retailers, butchers etc. The development of livestock sector will not just provide nutritional security to the country, but will ensure improvement of economic conditions for lakhs of people and contribute to the economic wellbeing of the country as well.

Enhancing the income of rural households

It may be mentioned here that the livestock sector contributes 12 per cent to the rural household income, and nearly 45 to 60 lakh people are directly or indirectly employed in the poultry industry. On top of this, the buffalo meat export sector employs about 2.25 lakh workers across India, in both the domestic slaughterhouses and leather sector.

According to the estimates made in 2012 by the Government of India, an increase of one egg and 50 grams of meat in the per capita consumption in India would create an additional employment opportunity for about 25,000 people. Meat, poultry and egg

sectors in India contribute 24.08 per cent (₹2.51 lakh crore) to the total output of livestock sector, which stands at around ₹10.43 lakh crores per annum.

The Hyderabad-based National Research Centre on Meat plays an important role in developing the Indian meat sector towards an efficient and organised activity, to efficiently utilize the country's livestock resources to provide meat and its byproducts. The Institute, which functions under its parent body Indian Council of Agricultural Research (ICAR), was established in 2007.

Since then, it has been playing a pivotal role in conducting basic and applied research in various aspects of meat science and technology and has been providing various services, which include capacity development in the livestock sector, provision of technology transfer to meat businesses, operation of an agribusiness incubator for startups, provision of support on Intellectual Property Right for technology commercialization to small businesses and maintenance of the Meat Research Information Repository. Last year, the NRCM was granted the Food Safety System Certification (FSSC) 22000 certification, for slaughtering chicken and processing ready-to-eat chicken products.

Dr S. B. Barbuddhe, M.V.Sc., Ph.D.

Director, ICAR - National Research Centre On Meat

Courtesy: The New Indian Express

An egg for a healthy heart

Cut down on the junk and tap into egg nutrition that is budget-friendly as well as an important source of protein and vitamins in your diet

Pune, 18 February 2021:

How often is it that a food you love is also deemed good for you? Almost never, right? But if you've always loved the convenience and versatility of eggs, you've been eating right. You've been tapping into egg nutrition. Eggs are superfoods loaded with nutrients, which means egg nutrition is an important aspect to consider in your diet.

For people across the world, the egg is a dietary mainstay, not only for breakfast, but also to be transformed into lunch, dinner and snacks, and used as an ingredient in savoury and sweet dishes. In fact, on streets in India, you will often find carts selling hardboiled eggs sprinkled with pepper and salt, relished by people across the board as a quick pick-me-up on the go. Egg nutrition is also a budget-friendly way to amp up your diet for the better.

Egg nutrition cannot be underestimated

The egg is among the most nutritious foods across the board; it contains a little of almost every nutrient our body needs.

In addition to all these nutrients, an egg is also a storehouse of good amounts of vitamins (D, E, K, and B6), calcium and zinc, as well as amazing amounts of high-quality protein and good fats. Eggs are also a good source of choline. Choline is an important nutrient, used



to build cell membranes within our body. This nutrient helps in producing signalling molecules in the brain, and an egg comes packed with over 100 mg of choline.

High-quality protein and healthy fats

An egg is replete with six grams of protein. Protein is necessary for us to grow and flourish, especially to make the tissues and molecules that we need for functional and structural purposes. We need protein to increase muscle mass, lower blood pressure, optimise the health of our bones, and even help us maintain the optimum weight. Protein also helps us grow strong nails and hair, and fight infections. Eggs also have the essential amino acids in the correct ratios, which help you make good use of the protein that they contain. Additionally, egg yolks also contain healthy fats that help our bodies absorb

nutrients like vitamins and antioxidants. And, don't worry: heat from cooking does not destroy the healthy fats in eggs.

Egg nutrition is linked with disease prevention

Eggs are linked with a reduced risk of heart disease. In studies, consuming eggs has been seen to change the patterns of LDL particles from small, dense, bad-for-the-heart LDL cholesterol to large LDL, which is associated with a reduction in the risk of heart disease.

Eggs also contain antioxidants that benefit eye health. Eggs contain good amounts of lutein and zeaxanthin, nutrients that help counteract the degenerative processes associated with ageing in the eyes. Additionally, vitamin A in eggs also helps prevent blindness, since a deficiency of this vitamin is known to be a leading cause of blindness.

Egg nutrition is connected with satisfaction

Eggs are wonderfully filling, and, although low in calories, it can make you feel full. In more technical terms, these little nutrition powerhouses score high on the satiety index, a scale that measures the ability of foods to make us feel full and therefore, reduce our intake of calories.

How to build it into your diet

We have so many ways of eating eggs in India, including egg bhurji, egg ghotala (usually with minced meat), egg masala, egg biryanis, egg koftas and the egg curries that are different in every Indian state.

In fact, many states have their own specialised ways of working with eggs - the ros omelets of Goa, the Kerala egg roasts, even the amazing baida roti that is found across the country. The Parsis, of course, love adding eggs to most dishes and there are so many food carts across the subcontinent that only have eggs on the menu - that's how versatile the nutritional powerhouse is.

Around the globe, the egg finds other ways to shine - as shakshuka in the Middle East, menemen in Turkey, eggs Benedict in the US, Scotch eggs in the UK, huevos rancheros in Mexico, egg hoppers in Sri Lanka, Croque Madame in France, and, of course, pavlovas from New Zealand and Australia. The list is endless, the dishes are delicious, and we're sure you can't wait to go fry up an egg now!

Source: punemirror.indiatimes.com

Summer Stress Management for Poultry

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Studies have revealed that changes in the environment, like the heat wave, adversely affect poultry. It affects their egg size, egg-shell quality and egg production, body weight & hatchability. Heat stress means that a bird is unable to manage the heat it loses and produces. Though there can be many stressors, such as nutritional, physiological, psychological, social and poor management, but environmental stress affects poultry the worst. Ideal temperature for proper production is 65-75 degree Fahrenheit, and when it changes, production performance of commercial poultry declines.

Effects of Heat wave on Poultry

During the heat wave, birds start eating less and drinks more water, but their body's capacity to retain it is affected due to the loss of potassium and other electrolytes from the body. So, even though they try to keep up with the weather, they are still affected massively. They get dehydrated and lose body weight as well, which impacts the production.

Diseases caused during the Heat Wave

The worst thing that happens during such high temperatures is that birds become more vulnerable to CRD (chronic respiratory disease) *E.coli* & *Salmonella* sp.. *E.coli* is specifically problematic as a secondary disease. The moment birds become a little susceptible to any disease, *E.coli* wiggles in, adding to the poor birds' deteriorating the health. It is essential to add proper supplements like BAFACOL & BAFASAL+G to support birds health & prevent the mortality.

Symptoms of sickness

Birds show clear symptoms of heat stress.

- Panting
- Increased body temperature
- Reduced appetite
- Increased intake of water
- Reduction in egg production
- Reduced body weight gain
- Poor egg-shell quality
- Reduced hatchability

How to avoid heat stress in poultry?

These diseases caused by heat stress lead to major

Highlight Points

Managing the summer stress management for poultry while explaining heat wave in poultry and diseases caused due to it. Strategies to avoid heat stress by management of space or housing and controlling the infections by use of technology.

financial losses and increased birds' mortality. There are many preventive measures that help in avoiding such a problematic situation. But it takes proper preventive 'medication', housing management and caution to care for poultry and avoid heat stress. One important fact to remember here is that adding unnecessary antibiotics to the bird's feed can be quite counter-productive. It adversely affects the bird's health and the environment. There is a better way to get through this.

Using Bacteriophages

Bacteriophages are better at the job here, since they are easy to use, non-toxic and helps in reducing the infection without creating antibacterial resistance. It took years of research and development to get Bacteriophages to be industrially used. Proteon Pharmaceuticals rose to the challenge of establishing a platform for deeper research into these possibilities and developed BAFACOL & BAFASAL+G. It is natural, non-GMO and biodegradable, and is suitable for all poultry species. This may as well be the birds' best friend, since it supports their health, production performance and FCR. It is highly effective and can be used for packaged and processed meat production. BAFACOL & BAFASAL+G is revolutionizing poultry management by keeping poultry farms from lowered productivity and financial losses. And the interesting fact is that it does this without negatively affecting the microbiome.

Management of space and housing for poultry

Other than using as BAFACOL & BAFASAL+G as a feed supplement, there are several basics that farmers should adhere to during the heat wave.

- Overcrowding of birds should be avoided.
- Proper cross ventilation, fans, water sprinkled curtains, thatched roofs and other structural measures to keep the birds away from all that heat.
- All transport activities should be carried out at night.
- Increase clean and cool watering frequency, as deprivation of water can increase risk of mortality.
- Cover water tanks with gunny sacks to avoid it from direct sunlight.

- Feed to water ratio is usually 1:2, but in temperatures beyond 95 degree Celsius, the ratio should be changed to 1:4.
- Feed should be provided during early hours of daytime in broilers.
- Increase nutrient density to compensate for reduced feed intake.
- Available phosphorous content should be increased.

Keep an eye on those birdies. They shouldn't get too hot, no matter how much the weather does.

This is literally just the half of it. Birds need a lot of good care and management to be healthy and productive. Proteon Pharmaceuticals is dedicated to help farmers make the best of their farms and makes an effort through its products to improve their profitability.

Dietary Sodium Diformate (Acidomix DF +) Improves Growth Performance and Nutrient Digestibility in Broilers against negative and positive controls

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Broiler growth rate and feed efficiency are key to economic performance through to market. Dietary formic acid and its salts act against pathogens, helping to decrease pressure on the immune system and improving nutrient digestibility. Previous studies on the antimicrobial impact of organic acids and their salts, including sodium diformate (**Acidomix DF +**, Venkys), placed less emphasis on the impact in the GI-tract of birds. This formed the impetus for this study, which assessed the impact of the additive on pH-levels at different locations of the GI-tract and digestibility parameters. In a trial conducted at a research farm in Iran, 0.1% NDF was tested in a typical corn-soy diet, against both a negative (NC) and positive control (PC) containing an antibiotic growth promoter (500 mg Trimethoprim-Sulfadiazine per kg). 216 day-old broiler chicks (male Ross 308) were randomly selected into 3 treatment groups with 6 replicates of 12 birds each. Feed, in mash form, and water were available *ad libitum* throughout the 42-day trial period. The effects of dietary NDF on performance (body weight gain BWG, FCR, broiler index EBI), pH in the gizzard and ileum, Protein Efficiency Ratio (PER) and apparent ileal digestibility of

Highlight Points

This study demonstrates that including NDF in broiler diets is a sustainable tool for improved performance and nutrient utilization, thereby saving nutrient resources, even compared to an antibiotic growth promoter and good return on investment.

protein and minerals were examined at the end of the trial. Data were analysed using the t-test and a confidence level of 95% defined for these analyses.

Performance was boosted in the birds fed 0.1% NDF. Treated birds had a significantly increased BWG against NC and PC respectively (2126 g vs. 2007 and 2006 g; $P < 0.05$), while the FCR tended ($P < 0.1$) to be improved (1.78 vs. 1.87 and 1.86). EBI was enhanced by almost 11% against both NC and PC. Utilization of nutrients was also significantly improved in the NDF-fed broilers, especially for crude protein, crude ash, calcium and phosphorus. Calculated as PER, the usage of NDF led to an increase of protein utilization against both controls by more than 5%.

This study demonstrates that including NDF in broiler diets is a sustainable tool for improved performance and nutrient utilization, thereby saving nutrient resources, even compared to an antibiotic growth promoter.

Valuable synergistic effects between Enzymes and Probiotics

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Highlight Points

- ▶ An established microbiota helps young birds during times of stress such as transportation, changes in feed or temperature, and overuse of therapeutic antibiotics.
- ▶ Feeding probiotics from day one promotes the quick establishment of a positive microbiota and guards against colonisation by coliforms that may have a negative impact on performance in growing animals.
- ▶ Independently, enzymes and probiotics have a well-documented ability to improve healthy performance by enhancing the digestion and absorption of nutrients, and promoting growth uniformity within flocks. However, an enzyme/probiotic combination delivers an approximate three-to-one return on investment, even for low challenge birds, due to improved digestibility and gut health.
- ▶ Volatile feed conditions, reduced antibiotic use and increasing pressures to reduce production costs have collided, creating a demand for innovative solutions aimed at unlocking the full nutritive potential in feed.
- ▶ The synergistic benefits of enzymes and probiotics have proven to be a notable way for producers to realise performance and digestibility improvements, and flock uniformity – all while enjoying a substantial return on investment.

While there have been significant changes in the poultry industry in recent years, bird health and disease has consistently ranked as the top two industry concerns since 2013, according to a global media survey - and for good reason. The costs of many disease challenges are high and well documented. Necrotic enteritis alone, caused by the bacterium *Clostridium perfringens*, was estimated to cost the poultry industry close to US\$ 6 billion in 2015.

Disease costs aside, optimal bird health remains a top concern because of its role in the efficiency by which birds convert feed into protein. With global meat consumption expected to double by 2050, gaining better value from feed, in order to deliver high-quality protein, will remain one of the biggest challenges producers face. That challenge will be compounded by shortened production cycles, variability in feed ingredients, digestibility and cost. Considering that raw feed materials make up about 70% of overall production costs, innovative strategies will be required to meet the growing protein demand while remaining profitable. Several studies point to a future where the use of enzymes and probiotics in combination will be a key strategy to meet demand profitably.

The performance / feed relationship

As producers respond to pressures to reduce production costs, the quality of feed and its subsequent ease of digestibility may be sacrificed. Since optimal nutrition and a balanced gut microbiota are the two components that work in-tandem to enable healthy performance, it is essential to understand how the diet and its level of digestibility affect the gut microbiota. The single biggest contributor to microbial composition and the number of non-beneficial bacterial in the intestines is the type, amount and availability of undigested nutrient substrate present in various segments in the gastrointestinal tract. Undigested nutrients flowing to the hind gut impact growth performance and directly contribute to undesirable shifts in the gut microbiota, negatively affecting feed conversion ratio (FCR) and bird health.

Unlocking nutritive value of feed

In response to the demand for decreased feed costs, feed producers may substitute corn with other crops that have less nutritive value, such as wheat, grain by-products, triticale, distiller's dried grains with solubles (DDGS) or barley. While more affordable, these cereals are rich in non-starch polysaccharides (NSPs), which have a substantial

negative impact on monogastric digestion and performance. Enzymes, which were first introduced to the poultry industry in the 1980s, are now used in more than 90% of all broiler diets. Products containing xylanase, phytase, amylase, protease and other enzymes are used to improve the nutritive value of cereals containing high levels of soluble NSPs to enhance the animal's performance to a level compared with that obtained in corn-based diets. It is generally acknowledged that the lower and more variable the feeding value of individual raw materials, the greater the potential for feed enzyme response. Appropriate combinations of feed enzymes are therefore particularly valuable in diets containing cheaper, high-fibre ingredients, which contain higher levels of anti-nutritional factors (ANFs), such as NSPs.

Enzymes can positively affect the gut microbiota by improving feed digestibility. As a group, the enzymes enhance digestion of the feed for measurable benefits like absorption of nutrients and improvements in growth uniformity in flocks.

Balanced gut microbiota

Defined as combinations of beneficial bacteria that maintain the gut microflora and assist with natural defences against non-beneficial bacteria, probiotics (DFMs in the US) are well-recognised for their ability to support gut microbiota balance in animals. The microbiota plays a vital role in inhibiting the colonisation of potential pathogens, supporting immune development and providing nutrients to the host. An established microbiota helps young birds during times of stress such as transportation, changes in feed or temperature, and overuse of therapeutic antibiotics. However, the establishment of a mature and beneficial microbiota takes time.

Feeding probiotics from day one promotes the quick establishment of a positive microbiota and guards against colonisation by coliforms that may have a negative impact on performance in growing animals. Spore-forming *Bacillus* strains are often favoured for use in animal feed due to their ability to withstand harsh conditions during pelleting and to successfully reach the lower intestinal tract by resisting enzymatic digestion and stomach acidity. *Bacillus*-based probiotics have also been shown to promote the

development of villi in the gut lining.

Multiple trials have shown a 4% to 5% improvement in feed conversion when a three strain *Bacillus* probiotic was added to the diet. Other research using a necrotic enteritis (NE) challenge model noted that broilers maintained good performance during the challenge when probiotics were added to their feed. In the combined analysis of two NE challenge studies, a 17-point difference in FCR was seen in the challenged control versus the group fed a three-strain *Bacillus*-based probiotic (Figure 1). In addition, the *Bacillus*-fed group showed a 1.71% increase in bodyweight gain and a 7.5% increase in liveability compared to the challenged control.

By adding the three-strain *Bacillus* probiotic, bird performance returned to the unchallenged control level, mortality was reduced to 2.43% and lesion scores decreased to 0.12. At 42 days, challenged birds receiving the three-strain *Bacillus*, experienced mortality-corrected FCR that was equivalent to a US\$ 130,000 (based on 2016 feed prices) saving per million birds. The ability of the three-strain *Bacillus* to support a balanced gut microbiota will become even more important as antibiotic use is reduced.

Synergistic effects in antibiotic-free production

Independently, enzymes and probiotics have a well-documented ability to improve healthy performance by enhancing the digestion and absorption of nutrients, and promoting growth uniformity within flocks. They also show promise in studies that use them in combination from synergistic benefits. Results from multiple broiler trials conducted in antibiotic-free conditions have shown that an enzyme/probiotic combination delivers an approximate three-to-one return on investment, even for low challenge birds, due to improved digestibility and gut health. Also, a 2.5% improvement was seen when phytase, xylanase, amylase, protease and three-strain *Bacillus* were used in combination, instead of an antibiotic growth promoter (AGP). One trial, conducted at the Poultry Research Foundation, Sydney University, showed additional performance and digestibility improvements in broilers that were fed wheat-based diets containing Axta XB (xylanase and beta-glucanase) as well as the three-strain *Bacillus* Enviva PRO, when compared to the diet containing just enzymes (Figure 2). Another trial, conducted at Purdue University, evaluated the performance and nutrient digestibility benefits of combining the enzyme phytase Axta PHY and the three-strain *Bacillus* Enviva PRO

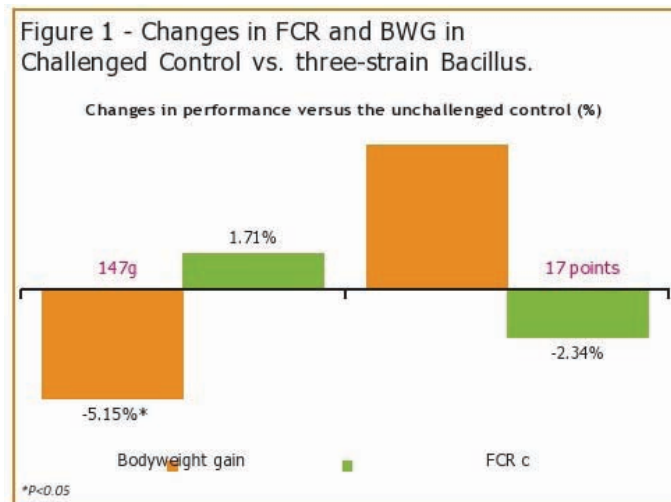


Figure 2 – Axta® XB with Enviva® PRO improves FCR in broilers.



in a corn/soybean meal diet. While significant performance improvements were seen at every dose, the best performance gains were seen with higher enzyme doses, exhibiting the compatibility of the products (Figure 3).

Figure 3 – Axta® PHY plus Enviva® PRO combination increased body weight gain with largest improvements seen with higher rates of



Improvements in digestible calcium and phosphorus were seen from another trial that combined the three-strain *Bacillus Enviva PRO* with Axta XB and Axta XAP (xylanase, amylase and protease). Performed at the Poultry Research Foundation, Sydney University, a 55.9% increase in digestible calcium and a 26.9% increase in digestible phosphorus were measured at the highest studied doses (50 g/t Axta XAP + (75000 CFU/g feed) Enviva PRO).

Market conditions drive synergistic solutions

Volatile feed conditions, reduced antibiotic use and increasing pressures to reduce production costs have collided, creating a demand for innovative solutions aimed at unlocking the full nutritive potential in feed. The synergistic benefits of enzymes and probiotics have proven to be a notable way for producers to realize performance and digestibility improvements, and flock uniformity — all while enjoying a substantial return on investment.

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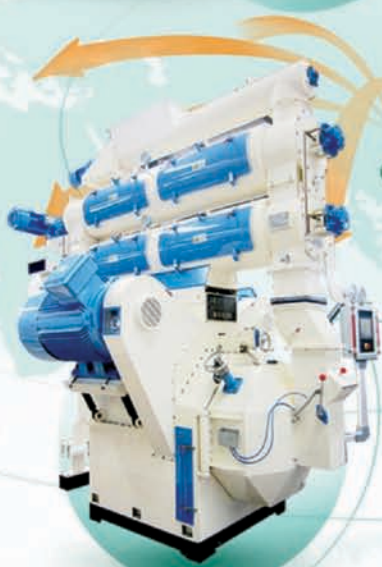
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MYTHS ON POULTRY MEAT AND EGGS

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In India, the development and growth of poultry sector is phenomenal in the last few decades. However, this growth of the poultry industry was not smooth and easy, and had several impediments on its way to its today's position. Even today there are several misconceptions / myths doing the rounds in poultry farming and related activities. Here are some of the myths and facts.

I. MYTHS ON MEAT

1) Myth: Consuming broiler chicken meat is the reason for early Onset of puberty in young girls and infertility in males.

Fact: No, not at all. This misbelief is created based on the assumption that broilers are reared by injecting hormones. This is purely a distortion of facts. Hormones are costlier and it will not possible to use in the field and it is not economically feasible. As per ICMR recommendations 250g non veg per person per week is essential for healthier body. Poultry is the cheapest protein source available in our country compared to other animal proteins (fish, mutton, etc.). Social media rumors are false statements, and the reason for delayed puberty could be due to consumption of junk foods available in the market, lack of exercise, obesity, etc.

2) Myth: Broilers are attaining higher body weight by scheduled vaccines and hormones.

Fact: Generally hormones are costlier and using hormones under commercial farming conditions is impossible. Scheduled vaccines are given only to induce immunity in birds to protect them against various diseases. Moreover, vaccines are not growth promoters. Attaining 2 kg body weight in 6 weeks is based on the genetic factors and the management practices, wherein highly nutritive feed is given to the chicken.

3) Myth: Antibiotic and pesticide residues which are

Highlight Points

“Awareness is like the sun. When it shines on things, they are transformed” to ensure basic knowledge & to create awareness about egg and meat consumption to the consumer's & rural people.

harmful to human health are present highly in broiler meat.

Fact: Not really. This can happen only when antibiotics are used indiscriminately without consulting a Veterinarian or poultry health expert. Pesticide residues can be present when poor quality feed ingredients are used for preparing poultry feed. Usually this does not happen since, in this competitive world when everybody is health concerned, the farmers know that such practices can affect their business, and use only quality feed free from antibiotics and pesticide residues. In this context, sooner or later we will have certified products available in the market for human consumption.

4) Myth: Antibiotics used as growth promoter in poultry can give resistance to disease causing pathogens present in human when they consume chicken.

Fact: This could be possible if antibiotics are used indiscriminately. But in reality, this could happen only very rarely because of few selfish farmers. Even in such cases, if the meat is consumed after the residual period is over, it is considered to be very safe. One more fact is, our cooking habits also will help in reducing the residual effects of antibiotics if at all they are present.

5) Myth: Some foreign countries produced plastic eggs (artificial eggs) and are marketed in India.

Fact: No. Egg has many components. The outer eggshell is made almost entirely of calcium carbonate (CaCO₃) and is covered with as many as 8000 tiny pores. Also there are outer and inner shell membranes surrounding the albumen (egg white). There is a dense, matted, fibrous capsule of albumen around the vitelline membrane of the yolk. The matted fibrous capsule terminates on each end in the chalazae, which are twisted in opposite directions and serve to keep the yolk centered. Yellow yolk, a major source of vitamins, minerals and almost half of the protein content, and all of the fat and cholesterol of an egg. An air space is formed when the contents of the egg cool and contract after it is laid. The air cell usually rests between the outer and inner membranes at the eggs larger end. Producing

plastic eggs with the same structure in an artificial manner is an imaginary thing and producing an artificial egg for less than Rs.3 is practically not possible.

II. MYTHS ON EGGS

1) Myth: To lay eggs male birds (rooster / cock) are needed.

Fact: No, Cocks are not needed for the hens to lay eggs. Hens will start its egg producing cycle (18 to 72 weeks) automatically after attaining its sexual maturity without mating. These eggs laid without mating are called as table eggs. In commercial farms, only female birds are reared and the eggs laid by them are used for consumption only. The farmers have to rear both males and females together only for producing hatching eggs and not for producing table eggs.

2) Myth: Sex of the chicks can be decided based on the shape of the eggs.

Fact: No, there is no correlation between the shape of the egg and sex of the chicks. Similarly it will not be possible to conclude whether eggs are fertile or infertile without candling, a process by which the internal structures of the egg can be seen using a light source.

3) Myth: Brown shelled eggs are superior over white shelled eggs in terms of nutritive value.

Fact: Not really. The Porphyrin pigments only provide brown colour to the shells. Moreover, the egg shells are not utilized by human beings for food purpose. Based on the research findings it is concluded that there exists no difference in the nutritive value of the white shelled and brown shelled eggs. Based on the health conditions and feed consumed by the birds there may be some differences in the composition of albumin and yolk.

4) Myth: Egg yolk is not a healthy food.

Fact: Wrong. People are of the opinion that cholesterol content will increase by the consumption of egg yolk alone which is nothing but a myth. Several factors increase the blood cholesterol level. But the yellow portion of the egg (yolk) contains proteins, vitamins, minerals and several fatty acids due to which egg is considered as a nutritive food for the growing young ones. USDA compared the nutrients of the egg white versus the egg yolk, along with a comparison of the percentage of total nutrients found in the egg yolk and egg white, and reported that yolk contains 4.5 grams of total fat whereas egg white contains 6.3g of protein.

5) Myth: White feathered birds lay only white shelled eggs and multi-color feathered birds lay brown shelled eggs.

Fact: No, egg shell color mainly depends on the breed to which they belong. Mediterranean birds like White Leghorns and Minorca lay only white shelled eggs. Whereas, Araucana birds lay blue shelled eggs. There is no correlation between the color of the plumage and the color of the shell. Example: White Cornish birds lay brown shelled eggs. Black leghorns and Black Minorca birds lay white shelled eggs.

6) Myth: Nutritive value of the eggs laid by backyard chicken is superior over the eggs laid by birds reared under

intensive system.

Fact: Research findings reveal that there exist differences in the chemical composition of the eggs laid by the backyard chicken. Solid smell is evinced in the eggs, due to the consumption of worms and insects by the birds while grazing. Intensity of the yolk color is darker, because of the pigments like carotenoids, leutein and xanthophyll which are derived from plant sources and grass while grazing. The above said fatty acids and pigments are also available to human beings by other sources. Based on the nutrient contents in eggs laid by the backyard and farm chicken no difference is observed among protein, fat, amino acids, vitamins and minerals. Hence, there is no major difference between backyard chicken eggs and commercial table eggs in terms of nutritive value.

7) Myth: Consuming eggs increased blood cholesterol level.

Fact: Now a days cholesterol is always highlighted as bad for health but the fact is cholesterol is an essential compound for a healthier body. Cholesterol is synthesized by liver and sent all over the body via cell membrane present in the body. Bile juice is essential for digestion and cholesterol helps in the mechanism of producing bile juice and also helps in proper functioning of heart, liver, skin and nerves. 300mg cholesterol is required per person per day for a healthier body. It is reported that on an average, one egg contains 210mg of cholesterol. Adding 3 eggs per day in food doesn't change cholesterol levels in 70 percentage of people whereas, the remaining 30 percentage of people there is a slight change in blood cholesterol levels. Egg could serve as an unadulterated rich source of Omega-3 fatty acid. Eggs contain a high density of nutrients and are a good source of proteins, vitamins, and lipids of high quality such as phospho lipids and polyunsaturated fatty acids which are reported to reduce heart related diseases.

In 1980's a rumor doing the rounds among common public that, consuming egg is the reason for cardiovascular diseases which has led to a reduction in egg consumption all over the world. The Food and Agriculture Organization (FAO), a specialized agency of the United Nations that leads international level research, proved that consuming egg is good for human health. Moreover, British nutrition foundation has stated that, there is no evidence that consuming egg is a reason for cardiovascular diseases.



Courtesy: NECC

Global challenge to rebalance poultry production



Nan-Dirk Mulder,
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Senior Analyst - Animal Protein

Due to the COVID-19 outbreak, people have moved to at-home food consumption over the last six months. Globally, we haven't seen this big or dramatic of a change in food consumption in many, many years. As a result, global markets have been shaken up, primarily due to movement restrictions mandated in many countries.

"Poultry is probably the most affected among the meat proteins because of its high dependence on the food service industry," said Nan-Dirk Mulder, Senior Analyst - Animal Protein with Rabobank. "If you look to most markets worldwide, somewhere between 25% to more than 50% of poultry that is sold is going into food service. That's the reason why the impact is so significant on poultry."

Looking at protein prices, levels are appropriate or more than average for beef and pork. Pork is supported by the African swine fever (ASF) outbreak which is creating a significant pork shortage still in Asia, more specifically China, Vietnam, Philippines.

"Companies who are in trade or selling poultry into international markets are more effective at this time," he said. "Today, poultry products are sold to retail are performing better than food service."

Highlight Points

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reduced their use except those affected by ASF due to the ongoing shortage of pork."

China and Vietnam are two key markets that have increased protein imports. This is why Brazil has been shifting its attention to China. The US is also taking advantage of this opportunity by increasing Asian protein exports.

"China is saving, to some extent, a very difficult global market situation and creating a buffer. However, even with China's support, prices are very low which continues to be a big problem," he said. "The main global challenge is balancing production with the changing consumption trend and the pressure of consumption worldwide. Poultry could do quite well in this situation because of its short production cycle. They actually have the tool in their hands to rebalance quickly. But most regions are really struggling – they are too slow in rebalancing – which is why margins are under pressure."

Outlook for 2020/early 2021: highly volatile and price-driven market conditions

US: Oversupply to pressure prices

- 20% lower composite broiler prices, legs -42%
- Tough export markets, China key growth market
- Production to stay high (+1.5% full year)



Brazil: Rising China dependence

- Reduced supply helped prices to recover
- Exports more focused on China
- Higher feed prices challenge industry



Europe: Rebalancing supply/demand challenge

- Ongoing but improving food service demand
- 1H: imports -12%, exports -8%
- Volatility in poultry placements, high stock levels



China: Fast growing poultry supply, low prices

- Domestic production to rise 15% in 2020
- Imports Jan-Jul already higher than for FY 2019
- Low prices for live broilers and imported poultry



Pressure on exports

"Thai exporters, Brazilian exporters, but also US and Europe, are really are feeling the impact or at least the downward pressure on trade in the international markets," Mulder noted. "Almost all import markets in the world have

Brazil's discipline benefits industry

The exception to margin pressure, so far, is Brazil. They have been facing tough domestic markets because of Covid-19 and the shift from food service to retail. Markets locally have been highly pressured, and the economic condition is weak. International trade has also been very difficult, but

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poultry placements are a bright spot.

"I think Brazil is as a pretty disciplined industry. What they have been doing is reducing poultry production in the last couple of months," Mulder said. "The latest figures I've seen from June indicated poultry production was down 3.8% which is definitely helping them. In Q1, production was up, but since then they have been able to shift or reduce production. This has directly resulted in improved pricing and practices in Brazil and is a real strength of the Brazilian poultry industry."

Looking at trade, Brazil has shifted poultry volumes from their traditional import markets – Europe and the Middle East – to China and are benefitting from relative strong demand in China due to ASF.

"This shift is definitely showing some trade improvements for Brazil," he noted. "However, looking at the long term, I think there is a risk because they are so dependent now on export to China, while the rest of the market is weak."

"At the moment, we see China pig production in recovery. That's a big concern because many – not only Brazil, but other countries as well – have been becoming very dependent on China exports. The moment that pork production recovers in China, there's a big risk of oversupply of protein sources which includes imports of chicken."

Regarding the rebuilding of the pork supply, pork production in China will still be down for the year by 50% to 70%. Rabobank is seeing massive investments in pig farming in China. Mulder said looking forward to the next six months, the rebuilding process will continue, and exports will remain strong. But in 2021, expect to see the impact of that rebuilding process in China already, he said.

"This year, chicken production in China is growing 15%; it's so much chicken that the prices are low. There is already a lot of supply and the market is food service driven as well," he explained. "However, we know that the Chinese people have a significant preference for pork. When it's available, they'll switch back."

Brazil needs to be flexible in terms of where they sell their products. When a country becomes too dependent on one market, especially one that is known to be in a recovery process, there's a risk. This could easily be an issue for the US as well since they are in a similar scenario along with Russia.

"Russian exports have been booming over the last couple of years," he noted. "Now 50% of their exports are to China, so all these countries have a significant risk."

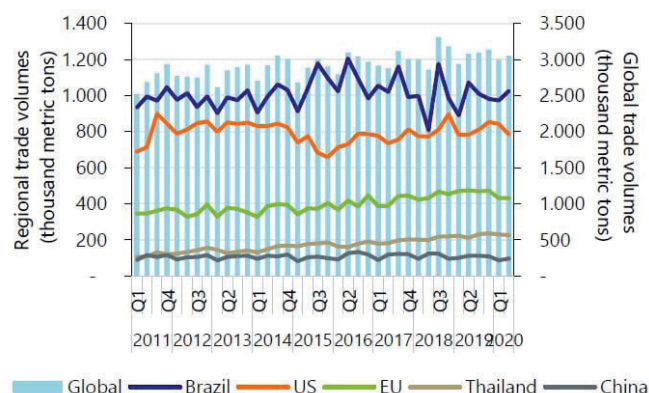
Europe needs to rebalance

European poultry markets, on the other hand, are dealing with weak import markets due to the pressure on food service where traditionally imported products are sold. Furthermore, Brazil – who is the main exporter to Europe – is still facing several plants being still banned from exporting because of the salmonella outbreak experienced earlier in the year. However, Europe maintains a strong foothold for frozen breast meat from a global perspective.

At this time, the European food service market is over supplied.

"There are big volumes of cold storage in Europe for frozen chicken breast and more is coming from Poland and Eastern Europe," Mulder explained. "In Europe, about 25% of the

Figure 2: Rabobank global poultry trade monitor, Q1 2011-Q2 2020



Source: Bloomberg, national statistics, Rabobank 2020

market is food service. But in some countries, like the UK, it's as high as 45%."

Frozen chicken breast is a product that is used for processing and for producing products which are sold in food service throughout Europe.

"Europe is the only market worldwide which pays the high prices, usually, for breast meat. There is no other market or other alternative for Europe because other potential markets like the US or Australia don't buy or import breast meat. This creates a world dependency on the EU market and the UK," he said.

Europe is also seeing this shift from out-of-home to at-home consumption. Supermarkets have benefited heavily from this shift, with sales up 15% to 20% in most countries. There are some companies who are performing relatively well, for example, supermarkets and fresh meat producers in Europe. But most businesses are really in trouble because of oversupply and low prices.

"Consumption in Europe is down 3% to 5%, while poultry production is still flat. The challenge will be to reduce production in Europe and bring supply and demand back into balance," he explained. "If you look to chicken placements in Europe, it was very high until April – on average 3% to 4%, but it's up and down in subsequent months. That's the struggle, the European poultry industry needs to be very disciplined in the second half of the year and reduce placements to rebalance the market."

With a new wave of corona virus cases hitting many countries, this will continue to create ups and downs in government containment measurements. Given this situation, it's going to be important to be relative restrictive in production. Too much production at this time will cause prices to fall to very low levels, Mulder said.

"The chicken sector has been growing all over the world for many years, so no one is used to this context where production needs go backward," he noted. "Poultry can do it easier than other proteins because of the short production cycle – a few fewer birds and you can easily reduce placements and prices turn stronger. But this is a mentality change, and the European industry will need to embrace it to bring balance back to their market."

Courtesy: The Poultry Site

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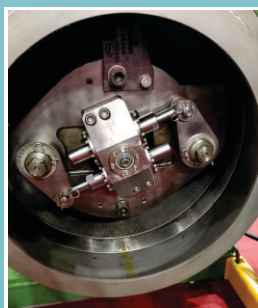


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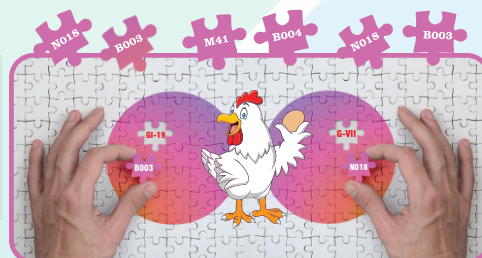


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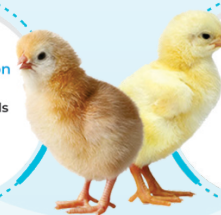
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