

# Poultry Fortune

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• Production • Nutrition • Management • Marketing

August 2023

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**Inside...**

Editorial:  
Egg is not as perishable  
as meat and milk ...



Vets In Poultry  
organises National  
Poultry Symposium  
2023 at Hyderabad



Lumis Enzymes  
Seminars  
Provide a  
Platform  
for Industry  
Professionals

Hy-Line  
around  
the World



DSAND  
Group now  
has multifield  
and growing  
with sole aim

Phileo celebrates  
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Weeks Above 90% **13**

Week Hit 90%

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Peak Weekly  
Production **93%**

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Week Hit 90%

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Production **94%**

Batch Still Continuing



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Dr. Raghunadh Reddy

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Weeks Above 90% **36**

Week Hit 90%

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Peak Weekly  
Production **94%**

Batch Still Continuing



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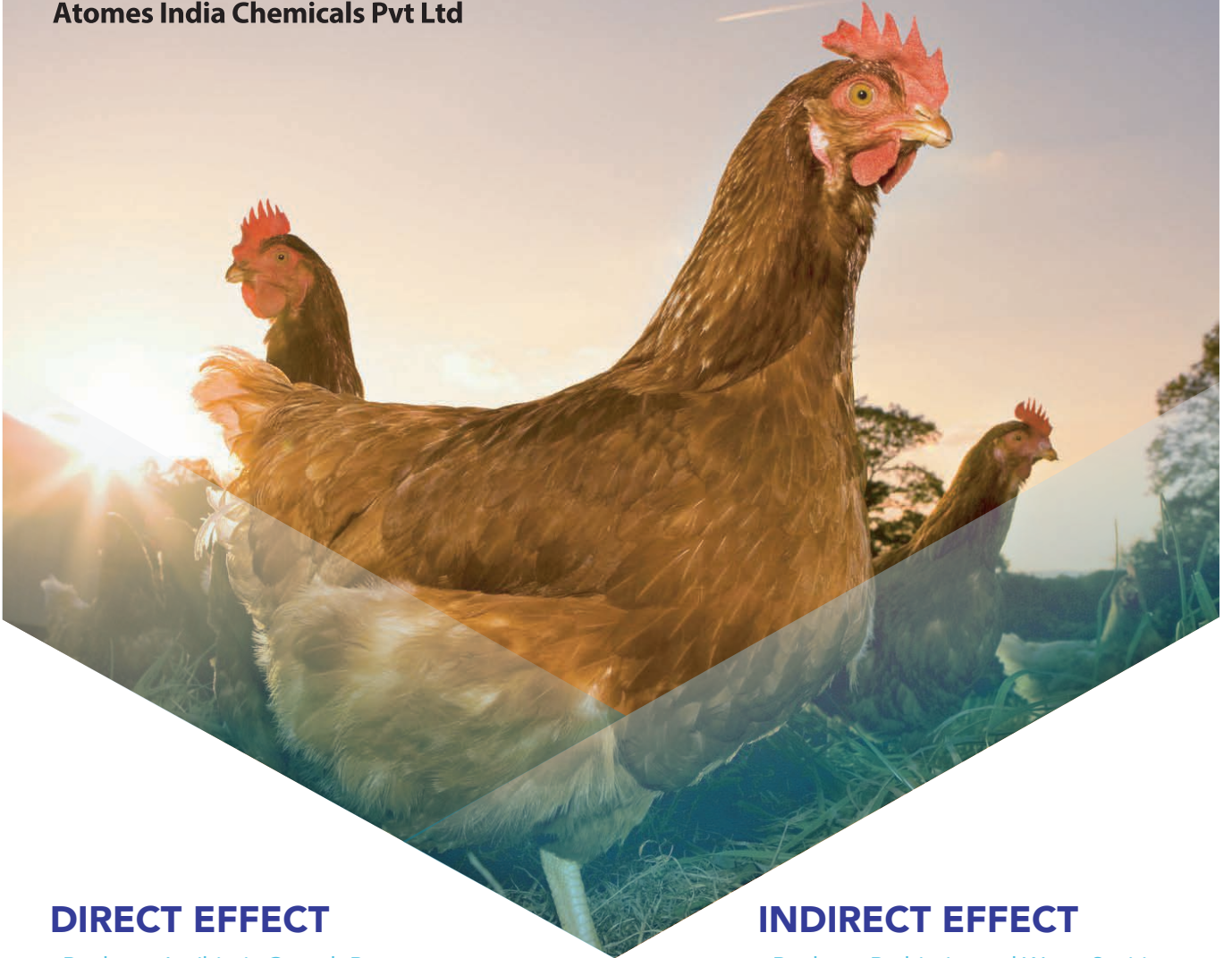




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11-4-634, A.C.Guards,  
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- Editor



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Nikhila Raj

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# Egg is not as perishable as meat and milk, farmers should hold eggs whenever it is needed without hurry in disposing off eggs

*Zero day vaccination gaining importance, broiler farmers noted importance of broilers reaching upto 2200 to 2600 grams of weight in farms*

***Poultry farming is a significant source of revenue generation for people in developing countries. It plays a vital role in fulfilling the daily protein requirements of humans through meat and egg consumption. Poultry farming business is highly profitable if it is properly run under the acceptable methods and follows specific operational principles; but when such principles are ignored by the farm authority, it causes serious losses.***



Dear Readers,

The August 2023 issue of Poultry Fortune is in your hands.

Recently, I was discussing with the senior executives of Venkateshwara Hatcheries Group and NECC about new technology and

innovations in poultry, and also egg market trends. The growth of layer farming is positive all over India and farmers are waiting till 80 to 100 weeks age for culling of layers. Summer went off without much mortality in poultry and the diseases were also under control this year.

Broiler farmers noted the importance of broilers reaching upto 2200 to 2600 grams of live weight in the farms. With the cost of production gone up, the farmers are trying to achieve better FCR. ₹ 80 to 85 would be a good price for broilers if we can manage production cost at a reasonable level.

'Zero day vaccination' is gaining importance in Indian poultry industry and vaccination is done on day one at hatchery level mostly by broiler integrators. This system helps farmers in early immunization and for healthy condition of the birds.

Although we have about 25,000 layer farmers in the country, there are only 1,200 traders dealing with eggs and farmer – trader ratio is very less. There is no price sensitivity analysis in the industry. Industry is going on sentimental bases and not

scientific way. India is producing about 30 crore eggs daily with 35 crore layer population. There is no excess production of eggs, most of the eggs produced are consumed domestically everyday.

When NECC was formed in 1985, the egg production was 5 crores per day in the country and today it has gone upto 30 crore.

In egg production, while Tamil Nadu occupied number one position, Andhra Pradesh, Telangana, Karnataka and West Bengal occupied 2nd, 3rd, 4th and 5th positions respectively.

Egg is not as perishable as meat and milk. It shell stay over 12 days and farmers should hold eggs whenever it is needed without hurry in disposing off eggs.

\*\*\*\*\*

**Vets In Poultry** organised 'National Poultry Symposium 2023' at Hyderabad on 28 June 2023 and it was well attended with the theme of event 'Exploring Poultry Paradigm – A Holistic Approach by Professionals'.

**Hy-Line International** recently hosted an event in Thailand with customers throughout the region. The multi-day meeting focused on the most recent trends in the industry, sessions on practical management and nutrition solutions, recognition of regional customers anniversaries with Hy-Line and awards for top performing flocks. The Hy-Line W-36, W-80 and Hy-Line Brown varieties excel in the United States market and the recent meeting was to communicate practical tips and strategies

*Contd on next page*



## Poultry Fortune

### Our Mission

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

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

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

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

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

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to maximize the variety's genetic potential throughout the U.S. egg farming base. The U.S.A. is the second largest egg producing country in the world.

**Lumis Enzymes** organized seminars at Hyderabad and Namakkal recently which was addressed by Mr Lesley, a distinguished speaker, captivated the audience with his presentation on the *Use of Alternative Ingredients in Poultry Feeding Programs*.

**Global feed formulation** software leader A-Systems set an agreement with Dr Amit Das to distribute and support animal feed producers in South Asia. Versailles, France - A-Systems a market-leading provider in animal nutrition software announced its partnership with Dr Das to strength its position in South Asia (India, Bangladesh and Sri Lanka).

**Aviagen** North America has successfully concluded its 2023 Production Management School, which took place on May 2 to June 24 in Huntsville, Ala., USA. The event brought together 32 students from 20 countries -- all with a common goal of advancing their expertise in managing successful breeder and broiler operations. This year's edition was particularly significant as it celebrated the 60th anniversary of the school. Since its inception in 1963 in Connecticut, the School has expanded its reach, welcoming over 2,000 students from 100 plus countries. Today, it stands out for its commitment to excellence and its global impact, contributing to the development of successful poultry professionals.

**Phileo by Lesaffre** celebrated the opening of the new factory in Valladolid, Spain. More than 100 customers and business partners from the agricultural industry joined Phileo for an afternoon and evening of networking and celebration followed by a thought-provoking symposium entitled 'Reconciling Planet. The inauguration of the new selenium-enriched yeast factory to serve the animal nutrition sector is an example of Lesaffre's desire to evolve and grow alongside its customers in a spirit of partnership, said Brice-Audren Riché, General Manager of Lesaffre during his speech.

**With a modest beginning in 2010** from a Poultry Nutrition Service Provider, DSAND Group now has multifold and growing with sole aim to provide solutions base on innovation to the industry. Thorough system validations and quality assurance process were the key to ensure product identity, purity, safety and efficacy. In-house lab provides advanced analytical services to food and feed segment. Spread over 8000 sq.ft., this lab is most modern for analytical and microbiological evaluations. Over last 12 years, DSAND has developed its production facility which is now FAMIQS and ISO9001:2015.

**In the Articles Section – Viability of Poultry Projects** - authored by **R. Amutha**, said that poultry farming is a significant source of revenue generation in developing countries. It plays a vital role in fulfilling the daily protein requirements of humans through meat and egg consumption. Poultry farming business is highly profitable if it is properly run under the acceptable methods and follows specific operational principles; but when such principles are ignored by the farm authority, it causes in serious losses. Viability / Financial Viability of poultry business / projects is the ability to generate sufficient income to meet operating payments, debt commitments and where applicable, to allow growth while maintaining service levels. The viable

poultry project will create market access, employment opportunities and thereby improve income of farmers.

Another article titled – **Feed Restriction in Broiler Production** - authored by **R. Amutha**, discussed that Feed restriction has been adopted in broiler production to avoid rapid growth rate, which is associated with ascites, lameness, mortality and poor reproductive health. In addition, feed restriction in the early stage is beneficial for improving the feed efficiency and decreasing the rearing cost. This article will provide some insight into feed restriction methods, duration and advantages along with the strategies to be considered for maximum benefits of that system.

Article titled – **The Unique Approaches for Antibiotic Free Poultry Production** - authored by **Dr Sharad Durge**, discussed that the Government of India recently issued a comprehensive ban on the use of antibiotic growth promoters in layer feed as stated in a notification published on February 27, 2023 (GOI, 2023). This move comes in response to the presence of antibiotic residues in animal-based food and the subsequent adverse effects on human health, particularly regarding antimicrobial resistance. AMR poses a significant concern for both animal and human health and has become a pressing global issue. Several countries took action against AGP use in the late 19th century acknowledging its threat to human health.

Another article titled – **COCCIDIOSIS, A Threat to Broiler Production** - authored by **G. Vignesh**, discribed that Indian poultry industry is one of the most fastest growing sub-sector in agriculture. Disease outbreak in poultry causes various losses to the birds health and it reduces the potential of the bird. The estimation has revealed that commercial broiler industry is a major sufferer due to coccidiosis wherein 95.61 percent of the total economic loss occurs due to the disease. Profitable poultry production demands efficient management as well as effective coccidiosis control measures since diseases remain and will continue to remain a major profit limiting factor in poultry industry. The potentials for increasing poultry population and its product such as meat and eggs can only be met and fully realized if birds are adequately protected against major diseases like Coccidiosis.

Results in Layer and Broiler farming can be achieved as per specifications when the breeder guidelines are followed. Farmers and Integrators have to give sufficient time and attention to farm management and check the developments there time to time to ensure results. When you invest your hard earned money into it, a little more care and attention can prevent losses and help in profitable farming all the time.

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

**M.A.Nazeer**  
Editor & Publisher  
Poultry Fortune



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# Vets In Poultry organises “National Poultry Symposium 2023” at Hyderabad

*The event by VIP in Hyderabad was well attended*



*Dr Ajay Deshpande along with other VIPs lighting the lamp to make the opening of symposium by Vets In Poultry at Hyderabad on June 28, 2023. Dr Ajit Ranade, Dr Devegowda, Dr Ranjit Reddy, Dr Ravinder Reddy, Dr Santosh Ire, Dr B.S.Yadav and O.P.Singh are seen in the picture.*

The Vets In Poultry is thrilled to announce the successful completion of its highly anticipated symposium. The event held on June 28, 2023 at Taj Deccan hotel Hyderabad, brought together more than 650+ esteemed poultry professionals across India from various sectors such as Poultry Farmers, Veterinarians, Integrators, Feed Millers,



**Dr G Ranjith Reddy**

Broiler & Breeder State Associations, Academicians, Scientists, Media Partners, Pharmaceutical Companies and other segments. Theme of event was “**Exploring Poultry Paradigm – A Holistic Approach by Professionals**”. This event was one of its kind because, during it a greater number all time of poultry producers and key



**Dr Santosh Ire**



**A view of VIPs in Symposium**

stakeholders attended the event. The Vets In Poultry (VIP) would like to extend its deepest gratitude to all the stakeholders who contributed to the symposium's success.

Dr Santosh Ire formally welcomed the speakers, panelists and participants.



**Dr Ajay Deshpande**

Dr Ajay Deshpande during his presidential address introduced Vets In Poultry to the audience and explained objective, vision and activities of Vets In Poultry to the audience.

The symposium was formally inaugurated by the Chief Guest Dr Ranjit Reddy, Honourable Member of Parliament, Chevella Constituency in Telangana along with Dr Ajit Ranade, Mr B.S. Yadav, Mr O.P. Singh, Dr Devegowda, Dr Ajay Deshpande and Dr Santosh Ire.



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K. Kishore Kumar Hegde



Dr Harsha Kumar Shetty



Dr G Ranjith Reddy during his speech shared his own journey in poultry industry and mentioned his views on current poultry challenges and opportunities in the poultry farming in the state of Telangana and in



India. He assured complete support from for poultry sector.

The symposium was moderated by Prof. Ajit Ranade. During his opening remarks he explained theme of symposium to the



audience. The symposium featured an impressive lineup of renowned speakers.

All these eminent speakers who captivated the audience with their thought-provoking,



practical presentations and engaging discussions. The industry experts shared their expertise and practical problem, providing attendees with invaluable insights into probable solutions for the problems. Their contributions were pivotal in shaping a highly informative and enlightening event. Throughout the symposium, participants were treated to a diverse range of presentations covering various challenges, opportunities, practices and way forward for the industry fostering an environment conducive to collaborative learning and networking. Attendees were able to expand their knowledge, exchange ideas, and form valuable connections with fellow professionals. Dr Ajit Ranade summarised first session with few key take away points from all speaker presentations.

In addition to the stimulating presentations, the symposium also



A view of participants the National Poultry Symposium held by VIP at Hyderabad on June 28



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**Dr T Ramesh Babu**



**Abhay Tangade**

featured interactive panel discussions. This session was moderated by Mr O. P. Singh and panelists for session were Dr Girish Kolwankar, Dr J S Reddy, Dr S B Barbuddhe, Dr T Ramesh Babu, Mr Abhay Tangade. This session

allowed participants to discuss deeper into specific areas of interest, facilitating dynamic conversations and enabling the exploration of new possibilities. The engagement and active participation of attendees greatly enriched the symposium's overall experience. Mr O. P. Singh summarised the event with his concluding remarks and paved way for future collaboration between industry, academics and Government of India for better future of poultry farming.

The success of the symposium would not have been possible without the support of our esteemed sponsors, media partners and various state level broiler, layer and breeder associations. Their dedication and commitment to support Vets In Poultry's symposium played a pivotal role in making this event a resounding success. We are incredibly grateful for their unwavering support and contribution. All speakers, panellist, moderators, sponsors, media partners and associations were

felicitated by Vets In Poultry. The Vets In Poultry would like to extend its heartfelt appreciation to all the attendees who joined us for this extraordinary event. Your presence and enthusiasm created an inspiring atmosphere, stimulating meaningful discussions and forging new connections. We hope that the symposium has provided you with valuable insights and fresh perspectives that will propel you towards success in poultry farming.



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Hon'ble Member of Parliament Dr G.Ranjit Reddy being felicitated by Dr Ravinder Reddy, Dr Ajay Deshpande and others.

Lastly, the Vets In Poultry would like to express its sincere gratitude to the Organising Committee, Regional Heads and

Regional Committee who worked tirelessly behind the scenes to ensure the symposium's smooth execution. Their dedication,



Vets In Poultry team

professionalism and attention to detail were instrumental in delivering an outstanding event.

As the symposium comes to a close, the Vets In Poultry looks forward to building on the momentum generated by this successful event.

**Team Vets In Poultry remain committed to drive positive changes across Indian poultry Sector to improve farmers livelihood, ensure animal welfare and food safety and security for all.**

**About Vets In Poultry**  
Vets In Poultry, an association having national presence has more than 1000 members actively working in Poultry Farming. Vets In Poultry always put relentless efforts into promoting the health benefits of eggs and Chicken in an innovative and scientific way. Vets In Poultry have a strong commitment to promoting excellence and fostering collaboration with all



like-minded associations working for betterment of poultry farming. Team Vets In Poultry always brings together industry experts, researchers, and enthusiasts to advance the poultry farming and drive positive change. Through events, Seminars, Webinars, and networking opportunities, the association aims to empower poultry professionals and contribute to the growth and development of the poultry farming community.





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# Hy-Line around the World

Congratulations on your Hy-Line  
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**Agripoult**  
Lebanon

President Jonathan Cade with Mr Amine El Ghissassi congratulate Mr Sleiman Kaadi of Agripoult Lebanon for the company's 25th year anniversary distributing Hy-Line chicks to the Lebanese market. Congratulations Sleimann!

Hy-Line International values the time spent with our customers around the world. Recently, Hy-Line along with several sponsors hosted a fantastic event in Thailand with customers throughout the region. The multi-day meeting focused on the most recent trends in the industry, sessions on practical management and nutrition solutions, recognition of regional customers' anniversaries with Hy-Line and awards for top performing flocks. At Hy-Line, we learn a lot from our customers and value the feedback from the market as we aim to continue to deliver the best genetic solutions for our worldwide partners. It was also a great time to celebrate and re-engage with our friends and colleagues of the Southeast Asia region after several years of very limited in-person engagement.



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**Livestock  
Philippines**

5-7 July, 2023



Hy-Line's Princess Cortez, Southeast Asia Technical Advisor based in the Philippines, attended the Livestock Philippines show recently working with Coral Farm company to receive and support the Hy-Line W-80 customers attending the show. The show was a great success and Princess was able to engage with the W-80 customers at the show. Thank you all for visiting us at the booth!







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**VIV Turkey**  
6-8 July, 2023



*VIV TURKEY 2023 was a great success! Hy-Line International hosted local and regional customer last week together with the Hy-Line distributor to Turkey, Garanti company. Turkey is a crossroad for Europe and Asia and we had the pleasure to host visitors from North Africa, the Middle East, as well as Europe. We want to thank all of our customers and allied industry personnel who came to see us at the booth and we look forward to partner with you all and Garanti company in this dynamic part of the world!*



*Hy-Line International's Dr Danny Lubritz, Director of Research and Development, together with Mr Vitor Arantes, Director of Technical Services and Nutrition, presented the latest in genetic improvements and the updated nutritional requirements for gaining the genetic potential from Hy-Line varieties to a group of North American technicians recently. The Hy-Line W-36, W-80 and Hy-Line Brown varieties excel in the United States market and the recent meeting was to communicate practical tips and strategies to maximize the variety's genetic potential throughout the U.S. egg farming base. The U.S.A. is the second largest egg producing country in the world.*

## Stop introduction of GM crops in Telangana, KCR urged

**Hyderabad:** Concerned citizens, organisations and Rythu Swarajya Vedika (RSV) have urged the Telangana government to assert its authority and protect the public interest regarding the breach of policy decision on Genetically Modified (GM) crops by the Genetic Engineering Appraisal Committee (GEAC), the regulator appointed by the Government of India.

In a letter addressed to Chief Minister K. Chandrasekhar Rao and Agriculture Minister S. Niranjana Reddy here recently, they said that the Telangana government has taken a decision to not allow *Bacillus thuringiensis* cotton field trials. However, there are growing concerns that the GEAC is attempting to introduce GM crops in Telangana through alternative channels.

"The current regulatory framework poses significant risks to the environment and public health. The near-deregulation of Site Directed Nuclease (SDN) -1 and SDN-2 gene-edited crops, which are categorised as GM crops, raises concerns about uncontrolled proliferation and potential contamination. Independent experts appointed by the Supreme Court have already recommended a ban on herbicide-tolerant GM crops and a 10-year

moratorium on *Bacillus thuringiensis* food crops. Moreover, the GEAC has been granting approvals for open-air releases of GMOs in states with explicit policies against GM crops," they said in the letter adding that instances of GM mustard being planted in States without obtaining No-Objection Certificates (NOCs) from the state governments, including in state agriculture universities, raise concerns about regulatory oversight and accountability.

They said that open-air trials such as GM banana are being conducted without adhering to the Telangana state NOC system.

"Withdraw the environmental release approval for GM mustard by the Union government and GEAC. Prohibit all forms of open-air releases of GMOs in Telangana, including event selection trials, confined field trials, seed production trials, Biosafety Research Level Trials (BRLT)-1 and BRLT-2, and environmental release. Reject the proposal for notified field trial sites in Telangana and uphold the integrity of the NOC system for GM crops. Ensure that GEAC does not entertain any applications for open-air releases of GMOs, including genome-edited organisms, in Telangana or any other state with an explicit policy against GM crops," the letter read.





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# Lumis Enzymes Seminars Provide a Platform for Industry Professionals in Namakkal & Hyderabad



**Kartikey Shah,**  
Vice President – Marketing,  
Lumis Enzymes

Lumis Enzymes, a leading core manufacturer of enzymes, recently hosted a series of impactful seminars in Namakkal and Hyderabad. These seminars provided a platform for industry professionals to gather valuable knowledge and explore new



**Ramakrishna,**  
Zonal Head welcoming  
Dr Chandrashekar



**Dr Chandrashekar**  
and Lesley



**Lesley**

opportunities in the realm of poultry nutrition.

The Namakkal seminar took place on June 19th, 2023, at the esteemed Nala Hotel. Distinguished speakers Dr Chandrashekar and Mr Lesley shared their expertise on critical subjects. Dr Chandrashekar delivered an enlightening presentation on "Managing the Micro Nutrient Nutrition to Optimise Egg Shell Quality," while Mr Lesley discussed the "Use of Alternative Ingredients in Poultry Feeding Programs." The seminar witnessed the participation of approximately 100 attendees, who expressed their satisfaction with



**Dr Chandrashekar –**  
Namakkal

the topics covered and provided positive feedback.

Hyderabad witnessed Lumis Enzymes' seminar on June 22nd, 2023, at the



**Ramakrishna with Channel partner (FARMACY Agrovot) and esteemed customers in Hyderabad seminar**

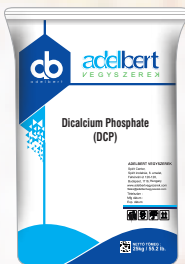
renowned Radisson Blu Plaza Hotel in Gachibowli. Mr Lesley, a distinguished speaker, captivated the audience with his presentation on the "Use of Alternative Ingredients in Poultry Feeding Programs." The seminar attracted 60 esteemed customers representing the Breeder, Broiler and Layer segments, all of whom commended the session and expressed their appreciation for the valuable insights gained.

These seminars facilitated discussions and explorations of novel pathways in poultry nutrition. Attendees recognised the importance of utilising alternative ingredients to enhance poultry feeding programs and applauded the

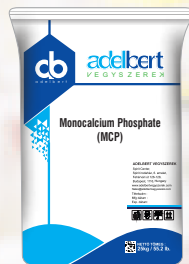


**A view of audience in Namakkal seminar**





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▶ engaging topics covered during the sessions.

The seminars, conducted under the supervision of Mr Kartikey Shah, Vice President of Marketing at Lumis Enzymes, received tremendous support from channel partners Pournai Enterprises in Namakkal and FARMACY Agrovit in Hyderabad.

As Lumis Enzymes continues to conduct seminars and knowledge-sharing initiatives, it aims to empower industry professionals to make informed decisions and optimise their operations.

For more information about Lumis Enzymes and its upcoming events, please visit [www.feedenzymes.com](http://www.feedenzymes.com).



*A view of participants in the seminar at Hyderabad*

## A-Systems announces partnership with Dr Amit Das

*Global feed formulation software leader A-Systems set an agreement with Dr Amit Das to distribute and support animal feed producers in South Asia.*

### Versailles, France:

A-Systems a market-leading provider in animal nutrition software, today announced its partnership with Dr Das to strengthen its position in South Asia (India, Bangladesh and Sri Lanka).

For the last 20 years, A-Systems has developed the Allix feed formulation software, KAllix quality control software and Ruminix Ruminant Ration Balancer. These solutions are some of the most used solutions in some parts of the world. So far South Asia has not been marketed by A-Systems but now aims Allix to be one of the most used formulation software in the area in the coming years.

Dr Amit Das is a well-known reference in the animal nutrition industry. By the past, Dr Das has worked for some of the main feed producers of the region. He has been Animal Nutrition Manager at Godrej Agrovit and V.H group and Operation



*Benoit chesnais, Incharge of the Asian Development of A-System with Dr Amit Das*

Manager at Amrit feeds. In addition, for many years he has been providing consultancy to key players in India, Nepal, Myanmar, Africa and Bangladesh. Dr Das has a deep knowledge of the existing feed formulation software market available in India. He is very confident Allix3 Formulation software has a great chance of success thanks to the technology used and the premium service provided by his team. "I have been very

impressed by the quality of the solutions and services provided by A-Systems'; having more than 20 years of experience in feed formulation, I have never experienced such a great software. I am truly confident Allix3 users have a lot to gain switching to this modern solution."

This new partnership enables A-Systems to rely on a local and trusted consultant providing high quality advice and support. "A-Systems is very excited

to start marketing in this key market collaborating with Dr Das. His long experience in the animal nutrition industry and his choice to collaborate with A-Systems to provide a better service to his customers and South Asia market gives a good reason to South Asian feed mills to give a try to Allix3." Said Benoit Chesnais incharge of the Asian development of A-Systems.

### About A-Systems:

Incorporated in 2001, A-Systems publish specialized software geared toward the feed formulation industry. Focused on the development of innovative solutions, our team of mathematicians and software developers is based in Versailles (France) and manages all aspects linked to feed formulation software development.

Thanks to our knowledge of client's needs, gathered through years of attention to client's requirements, A-Systems became a leader in the feed formulation and quality control software industry with an international presence in over 70 countries.

[www.a-systems.com](http://www.a-systems.com)  
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## 2023 Aviagen North America Production Management School – Experiencing the Benefits of “Breeding Success Together”



2023 Production Management School students at Aviagen's newest and most advanced feed mill in Pikeville, Tenn.

**July 13, 2023 – HUNTSVILLE, Ala.** – Aviagen North America has successfully concluded its 2023 Production Management School, which took place May 28-June 24 in Huntsville, Ala., US. The event brought together 32 students from 20 countries – all with a common goal of advancing their expertise in managing successful breeder and broiler operations. This year's edition was particularly significant as it celebrated the 60th anniversary of the School. Since its inception in 1963 in Connecticut, the School has expanded its reach, welcoming over 2,000 students from 100+ countries. Today, it stands

out for its commitment to excellence and its global impact, contributing to the development of successful poultry professionals.

### Enriching and innovative learning opportunities

The Production Management School offered a unique learning experience through an extensive curriculum that covered more than 35 topics. Students gained valuable insight into the latest best practices in poultry production, with a focus on enhancing broiler and breeder welfare, sustainability, and productivity, while increasing profitability. The comprehensive

program included seminars, workshops and field experiences, led by passionate experts from Aviagen and guest lecturers specializing in various areas such as veterinary care, nutrition, genetic research and development, production and farm management and hatchery and incubation.

Innovative learning tools and hands-on practice played a significant role in this year's School. One notable innovation was Aviagen's remote customer service system, which used virtual reality/augmented reality glasses. This technology enabled students to virtually

tour facilities that were restricted to protect their biosecurity.

Furthermore, students had the opportunity to engage in hands-on field experience at breeder and broiler facilities across Alabama. They participated in a platinum brooding trial at the Albertville Research and Training Facility, where they practiced specialized care for newly hatched chicks. They also honed their diagnostic skills through hands-on exercises at the Elkmont Veterinary Lab. Additionally, for the first time, students explored the Aviagen feed mill in Pikeville, Tenn., renowned as one of the world's most advanced feed processing facilities.

### Power of diversity and networking

The School's strength lies in its diverse instructors and attendees, enabling students to gain insights from the varied experiences of their international peers. As students return to their respective operations armed with newfound knowledge, their impact multiplies as they share insights with colleagues, having a positive impact on the global poultry industry. Outside the classroom, students enjoyed multiple networking events, fostering connections and lifelong friendships.

### Demonstrating excellence

Research shows that frequent testing boosts retention by reinforcing key learnings. That's why each year students take weekly tests, and at the end of the course, the highest scorers are acknowledged. Congratulations to this year's top achievers:





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1<sup>st</sup> place: **Kim Kyujik**, Veterinarian for Cherrybro in Korea

2<sup>nd</sup> place: **Carlos Collado**, Production and Nutrition Manager, San Fernando S.A., Peru

3<sup>rd</sup> place: **Muhammad Yasir Sarosh**, Directory Quality Feeds, Quality Poultry Breeders, Pakistan

3<sup>rd</sup> place: **Caroline Braga**, Production Supervisor, Aviagen Brazil

“We are proud of our 2023 top achievers and the outstanding engagement and knowledge-sharing among all our students,” said Wouter “Woody” Lassauw, Aviagen’s Commercial Support Manager. “Their passion and ingenuity will shape the future of our industry and contribute to its global sustainability. We extend a special thank you to Caroline Lumb, Marketing Generalist, and Taylor Davis, Digital Marketing Specialist, for their tireless dedication in making the School a resounding success.”

**Charting a path to success** “Knowledge and learning play a vital role in driving the success of our industry. Our North America Production Management School is dedicated to shaping the future by embracing technology and offering exceptional practical experiences that empower students to thrive as industry professionals and leaders,” remarked Marc de Beer, President of Aviagen North America. “Through fostering collaboration and embracing our ‘breeding success together’ philosophy, our students are forging a path towards

a prosperous future.”

### Through the student’s lenses

Reflecting on the school experience, Ruan Germishuizen, SNR Operations Manager, Supreme Poultry, Countrybird Holdings, South Africa, expressed his gratitude for the opportunity to be part of the 60<sup>th</sup> Production Management School. “The school has exceeded my expectations, with abundant information shared in all aspects of the industry from all parts of the world, and it was eye opening to see how other countries operated and how we compared to them. The School was able to strike a balance between engaging those without prior experience, while challenging seasoned professionals.”

“I appreciated the level of detail and clear understanding of management advice that will ultimately head to improved output, results and profitability. All in all, I would describe my Aviagen Production Management School experience as a beautiful, unforgettable journey of learning and friendships,” added Muhammad Yasir Sarosh, Director Quality Feeds, Quality Poultry Breeders.

For more information about the Aviagen Production Management School, please visit Aviagen Production Management School.

### 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 for Welfare and 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](http://Aviagen.com) or follow Aviagen on LinkedIn.

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## Phileo celebrates sustainable agriculture at its new factory in Spain

*Phileo by Lesaffre brought together more than 100 key stakeholders of the livestock industry at its new Selsaf production factory to discuss the future of a sustainable agriculture.*

**Spain:** Phileo by Lesaffre celebrated the opening of the new factory in Valladolid, Spain. More than 100 customers and business partners from the agricultural industry joined Phileo for an afternoon and evening of networking and celebration followed by a thought-provoking symposium entitled ‘Reconciling Planet, People and Profit for a positive impact.’

An integral aspect of sustainability is the responsible local sourcing of raw materials and ingredients. Committed to a sustainable agrifood industry and to answer the growing demand, Lesaffre constructed a new factory in Valladolid for the production of Selsaf, Phileo’s nutritional solution enriched in organic selenium and the ideal location to discuss the future, and examine available and future solutions for a sustainable agriculture.

“For 170 years, and on the initiative of its founders Louis Lesaffre and Louis Bonduelle, the group has built itself up with a very strong entrepreneurial spirit, and a constant concern to meet the evolving needs of its customers in various fields of expertise. The inauguration of this new selenium-enriched yeast factory to serve the



**General Manager Lesaffre, Dr Brice-Audren Riché welcomes visitors**

animal nutrition sector is an example of Lesaffre’s desire to evolve and grow alongside its customers, in a spirit of partnership,” said Brice-Audren Riché, General Manager of Lesaffre during his speech.

In the event, Jean Baptiste Dollé, Head of Department Environment at Institut de l’élevage, set de scene of a climate smart agriculture, showcasing methodologies and tools like Cap’2r, that are developed to evaluate the impacts on climate change and water pollution and to assess the positive contributions on biodiversity and carbon

sequestration of milk and beef production. A practical example of low carbon dairy and beef farming was given by Maxime Briche, Phileo’s Western Europe Ruminant Manager with data showing how Actisaf, Phileo’s yeast probiotic helps to reduce the climate impact of milk production.

Dr Elisabeth Santin, ISI Institute Brazil, had the attention of the public when she emphasized the importance of avoiding oxidative stress in animals as it has shown to compromise their health status and lead to immunosuppression and decreased production parameters.

Dr Ruth Raspoet shared this vision and elaborated how Selsaf helps the body resist against oxidative stress (which is detrimental to animal performance), both in the short term (thanks to selenocysteine) and in the long-term (due to selenomethionine) and boosts natural defences of animals.

This dual protection leads to dual benefits to farmers and consumers. For farmers, Selsaf supports animal health (better embryo viability and survival rate, more selenium transfer to offspring, less morbidity) and increases animal performance (higher feed efficiency, growth performance, laying intensity). In reducing the oxidation and therefore the rancidity of animal-derived end-products, Selsaf also brings a lot of benefits to consumers, with more selenium in meat, milk and eggs and more food pleasure with increased meat quality (less drip loss, increased juiciness, and tenderness).

Dr Julie Schulthess concluded with a comprehensive talk on immunity and explaining how immune fitness is a measure of animal health, welfare and productivity.

Nourishing the world and preserving the planet is a huge responsibility — and opportunity — for agriculture and Phileo by Lesaffre following the group’s vision, concluded, Dr Gildas Joalland, chairman of the symposium.



**Left photo: Celebration 170 years Lesaffre at the new factory (from left to right: Luis Ronda, General Manager, Lesaffre Iberica – Brice-Audren Riché, General Manager, Lesaffre - Joost Welten, Global Sales Director, Phileo by Lesaffre)**





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- ▶ Vitamin - A/D3
- ▶ Vitamin - A
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- ▶ Vitamin - B5
- ▶ Vitamin - E
- ▶ Vitamin - D
- ▶ Vitamin - K

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- ▶ L-Valine

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- ▶ Chlortetracycline(CTC)
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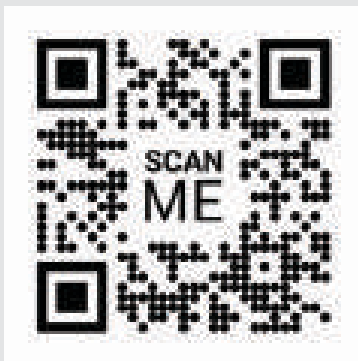






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# DSAND Group now has multifield and growing with sole aim to provide solutions based on innovation to the industry

*DSAND Group now has multifield and growing with sole aim to provide solutions based on innovation to the industry. Thorough system validations and quality assurance process were the key to ensure product identity, purity, safety and efficacy. Stringent In-process and finished product quality control R&D within DSAND along with collaborations with reputed institutions, make our products reliable to the customers. In-house lab provides advanced analytical services to food and feed segment. Spread over 8000 sq.ft., this lab is most modern for analytical and microbiological evaluations. Over last 12 years, DSAND has developed its production facility which is now FAMIQS and ISO9001:2015.*

*Poultry Fortune, Editor, M. A. Nazeer had an exclusive interview with Dr Sandeep Gupta, CMD, DSAND Animal Nutrition Pvt Ltd. Excerpts:*



**Dr Sandeep Gupta**  
CMD, DSAND Animal  
Nutrition Pvt Ltd

### **Name of Poultry Healthcare products manufacturing company**

DSAND Animal Nutrition Pvt Ltd.

### **Name of Promoter**

Dr Sandeep Gupta, CMD

### **Brief Profile of Promoter**

DSAND founder Dr Sandeep Gupta is a visionary entrepreneur with strong technical knowledge and expertise in Animal feed supplement premixes with over 12 years of experience in Poultry Feed supplements. He holds Ph.D. in Animal Nutrition from NDVSU, Jabalpur, along with a management course of GMPE, IIM Indore.

He has done several research studies on feed particle sizes, enzyme supplementation, cysteine protease enzyme supplementation in broiler and Kadaknath diets.

In dairy, he has developed and successfully launched nutritional formulation for milk yield improvement, milk fat, optimum reproduction and mastitis condition. He has also published several papers in national, international journals and compendium.



**Batch Automation System**

### **Location of the Head Quarter & production units in India**

**Head Quarter** – Indore (MP)

**Production Unit** – Indore (MP)

### **Key persons of the company**

Dr Sandeep Gupta, CMD

Dr Ashwani Jadaun, Business Head.



**Packaging Unit - Larger SKUs**





**Manufacturing Unit - 2**



**Warehouse - Finished Product**

**Company Establishment & build up growth in business**

With a modest beginning in 2010 from a Poultry Nutrition Service Provider, DSAND Group now has multifield and growing with sole aim to provide solutions based on innovation to the industry. Thorough system validations and quality assurance process were the key to ensure product identity, purity, safety and efficacy. Stringent In-process and finished product quality control R&D within DSAND along with collaborations with reputed institutions, make our products reliable to the customers. In-house lab provides advanced analytical services to food and feed segment. Spread over 8000 sq.ft., this lab is most modern for analytical and microbiological evaluations. Over the last 12 years, DSAND has developed its production facility which is now FAMIQS and ISO9001:2015. The production facility is fully automated with Batch Automation System which ensures no possibility of errors.

**Category of products being manufactured**

Category – Animal Feed Supplement Important Products

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2. Growease – an unique growth Promoter
3. Bactozest – a novel combination of 5 strain of Bacillus species probiotic
4. Superclausii – a potent anti-diarrheal probiotic



**Packaging Unit - Smaller SKUs**

**R&D facilities**

We have fully functional, environmentally controlled R&D facility at Indore.

**Sales & Technical Services network, Dealers & Distributors in the country**

1. A team of Veterinarians including
  - a. Dr Sandeep Gupta (CMD)
  - b. Dr Ashwani Jadaun (Business Head)
  - c. Dr Siddhartha Sharma (Product Manager)
  - d. Dr Jayashri (Asst. Manager – Techno-Marketing)
2. Sales Team Include –
  - a. North – Mr Arun Chauhan (Sr. ZSM) and Mr Rajesh Kumar (ASM)
  - b. West & Central – Mr Umesh Yadav (RSM)
  - c. East – Mr Siddhartha Mukherjee (ZSM)
  - d. South – Mr Rajasekhar Reddy (RSM-AP), Mr S. Raju Reddy (RSM-TS) and Mr Dharmendra TV (RSM-Karnataka)
3. We have our channel partners across India, which includes 12 Major Distributors including M.G. Marketing (Zirakpur) A.R. Enterprises (Pune) Stats Specialty (Kolkata)



**Manufacturing Plant - Front & Aerial View**

Tara Enterprises (Hyderabad)  
 Bhadra Bionutrition (Bangalore)  
 Prime Enterprises (Coimbatore)  
 Mateshwari Distributors (Patna)  
 Shri Sai Marketing (Indore)  
 N.D. Enterprises (Anand)  
 Om Sri Enterprises (Anaparthi)  
 Divi Siva Sivani (Vijayawada).

### Acceptance level of products from the customers

Acceptance level of our products from the customers is very high. We give utmost importance to the consistent quality of the products which results in satisfied customers. We assure best of the benefits to our valuable customers in terms of better ROIs, better results and the best quality of our products.

### Best aspects of company for the benefit of your customers

1. Fully automated production facility with Batch Automation system ensures consistency in product quality.
2. System validation systems and Quality Assurance Process, ensure product purity, safety and efficacy.
3. Stringent in-process and finished product Quality control.
4. Result oriented unique, patented products.

### Size of company's market in Value

Approximately Rs 50 Cr

### Comments on harmful chemicals and antibiotics

We do not use any kind of harmful chemicals and antibiotics in our products. We even ensure, no harmful

chemical is available in our products post production. We conduct regular analysis of all of our raw materials and finished products to ensure safety to the food chain.

We believe in 3 core values –

- a. Honesty – Deliver what we commit.
- b. Transparency – We maintain 100% transparency.
- c. Quality – We strive for excellence through continuous improvement.

### Future plans and targets

We thrive to provide innovative nutritional solutions to the industry for best profitability. We are also investing laboratory and R&D which will help us to provide world class laboratory and R&D services to the industry. We are also focusing upon overseas market to expand our business to various countries including South Asia, South-East Asia, Middle East, Africa etc. We have plans to diversify our business to food and engineering sectors, by which eventually we will again try to provide unique solutions to our customers, said Dr Sandeep Gupta.

### Message to customers

We are committed to provide research based scientific solutions to our customers. Our sole aim is to provide solutions based on innovation. By using our products / formulations, you will get best of the benefits. Give us a chance to serve you and we believe you will never be disappointed, he added.

## Dr Ashwani Jadaun joins DSAND as Business Head



Dr Ashwani Jadaun, Business Head,  
 DSAND Animal Nutrition Pvt Ltd

DSAND Animal Nutrition Pvt Ltd known for its unique and patented solutions for Poultry Nutrition, strengthens its team to put best foot forward. Dr Ashwani Jadaun joined DSAND Animal Nutrition Pvt Ltd as Business Head – Poultry Division. A native of Uttar Pradesh, Dr Ashwani Jadaun has over a decade of Poultry Industry experience. In his professional journey, he has worked in different capacities and performed multiple roles in the industry ranging from technical, marketing, business development and sales. Previous to DSAND, he was handling Animal Nutrition & Health (ANH) division at Piramal Pharma Solutions. Dr Ashwani Jadaun is a veterinary graduate from College of Veterinary Science, Tirupati, who also completed his post-graduate diploma in Marketing Management from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai. He will be involved in all domestic and international business operations related to animal nutrition business of DSAND.



DSAND Production Team



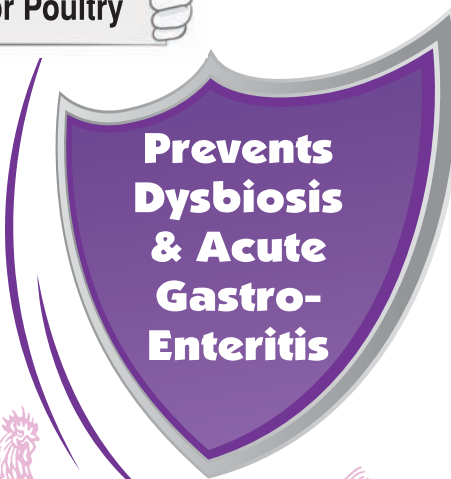
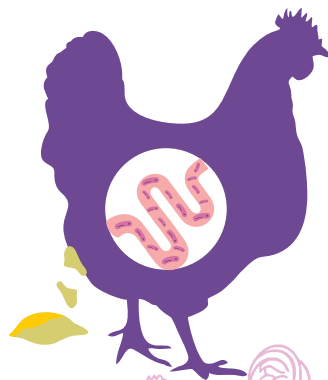
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# VIABILITY OF POULTRY PROJECTS

Email: [drramutha@yahoo.com](mailto:drramutha@yahoo.com)

**K. S. Shubhankar, R. Amutha and E. L. Aadhe Shrie**  
 Department of Poultry Science,  
 Veterinary College and Research Institute, Namakkal.

Poultry farming is a significant source of revenue generation in developing countries. It plays a vital role in fulfilling the daily protein requirements of humans through meat and eggs consumption. Poultry farming business is highly profitable if it is properly run under the acceptable methods and follows specific operational principles; but when such principles are ignored by the farm authority, it causes in serious losses. Viability / Financial Viability of poultry business / projects is the ability to generate sufficient income to meet operating payments, debt commitments and, where applicable, to allow growth while maintaining service levels.

## Methods of assessing financial viability of projects

### 1. FINANCIAL PROJECTIONS:

- Profits after Tax at Optimal Year of Production.
- Net cash Accruals from Profitability Estimates at Optimal Year of Production.
- Net Surplus/ Deficit from Cash Flow Estimates at Optimal Year of Production.

All the above should be positive. The basic objective of working out the financial projections is to facilitate the detailed financial analysis of the projects. The figures of financial projections in isolation cannot be used as a tool for accepting or rejecting a proposal. Therefore, financial analysis of the projects has to be carried out to ascertain the financial soundness of projects and to comment upon the financial implications.

### 2. FINANCIAL ANALYSIS:

Financial analysis of viability of poultry projects includes

- Ratio analysis
- Break even analysis
- Traditional appraisal methods
- Discounted cash flow techniques

#### a) Ratio analysis:

There are various ratios which enable to focus attention on the interrelationship of certain items or a group of items with certain other items or group of items so as to pinpoint

the strengths and weaknesses, if any, in the financial position.

- Debt equity ratio
- Debt service coverage ratio
- Net profit ratio
- Interest coverage ratio
- Return on capital employed

#### i) Debt equity ratio:

The debt-to-equity (D/E) is a financial ratio indicating the relative proportion of shareholders' equity and debt used to finance a company's assets should be low

$$\text{Debt equity ratio} = \frac{\text{Total liabilities}}{\text{Shareholders' Equity}}$$

#### ii) Debt service coverage ratio:

It indicates the capacity of the unit to repay the term loans; is regarded as a very important ratio for development banks providing long term assistance to the projects.

In general, it is calculated by,

$$\text{DSCR} = \frac{\text{Net Operating Income}}{\text{Debt service}}$$

Where,

$$\text{Net Operating Income} = \text{Net Income} + \text{Depreciation} + \text{Interest Expense} + \text{Other Non-cash Items}$$

$$\text{Debt Service} = \text{Principal Repayment} + \text{Interest Payments} + \text{Lease Payments}$$

#### iii) Net profit ratio:

Profit margin, net margin, net profit margin or net profit ratio is a measure of profitability. It is calculated by finding the net profit as a percentage of the revenue.

$$\text{Net profit ratio} = \frac{\text{Net profit}}{\text{Revenue}}$$

(OR)

$$\text{Net profit ratio} = \frac{\text{Revenue} - \text{Cost}}{\text{Revenue}}$$

#### (iv) Interest coverage ratio:

The interest coverage ratio is a debt ratio and profitability ratio used to determine how easily a company can pay interest on its outstanding debt. The interest coverage



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ratio may be calculated by dividing a company's earnings before interest and taxes (EBIT) during a given period by the company's interest payments due within same period.

The method for calculating interest coverage ratio may be represented with the following formula:

$$\text{Interest coverage ratio} = \frac{\text{Earnings before interest and taxes}}{\text{Interest expense}}$$

#### (v) Return on capital employed:

Return on capital employed (ROCE) is a financial ratio that measures a company's profitability and the efficiency with which it's capital is employed. ROCE is calculated as:

$$\text{ROCE} = \frac{\text{Earnings Before Interest and Tax (EBIT)}}{\text{Capital Employed}}$$

#### b) Break-even analysis:

The Break-even point (BEP) in economics, business and specifically cost accounting is the point at which total cost and total revenue are equal (i.e.) **EVEN**. There is no net loss or gain and one has "**BROKEN EVEN**"

A break-even point (BEP) or break-even level represents the sales amount in either unit (quantity) or revenue (sales) terms, that is required to cover total costs, consisting of both fixed and variable costs to the company. Total profit at the break-even point is zero. It is only possible for a firm to pass the break-even point if the dollar value of sales is higher than the variable costs per unit. This means that the selling price of good must be higher than what the company paid for the good or its components for them to cover the initial price they paid (variable costs). Once they surpass the break-even price, the company can start making a profit.

The break-even point is one of the most commonly used concepts of financial analysis and is not only limited to economic use, but can also be used by entrepreneurs, accountants, financial planners, managers and even marketers. Break-even points can be useful to all avenues of a business, as it allows employees to identify required outputs and work towards meeting these.

The break-even value is not a generic value and will vary dependent on the individual business. Some businesses may have a higher or lower break-even point, however it is important that each business develop a break-even point calculation, as this will enable them to see the number of units they need to sell to cover their variable costs. Each sale will also make a contribution to the payment of fixed costs as well.

#### c) Traditional appraisal methods:

Two methods **viz** ; payback period and accounting rate of return has been used to focus on the financial viability of the projects. Payback period which indicates the total period within which the capital investment will be recovered through net cash flows (after tax). Accounting rate of return (ARR) takes into account the financial accounting practices of the unit for working out of the annual profits.

As an accept-reject criterion, the ARR is to be compared with a predetermined or a minimum required rate of return or cutoff rate. Cost of capital has been used as a cut - off rate for evaluating the projects.

#### d) Discounted cash flow techniques:

##### (i) Net Present Value (NPV):

Net Present Value (NPV) is the difference between the present value of cash inflows and cash outflows over a period of time. NPV is used in capital budgeting to analyse the profitability of a projected investment or project.

A positive NPV indicates that the projected earnings generated by a project or investment exceeds the anticipates costs. Generally, an investment with a positive NPV will be profitable.

##### (ii) Internal Rate of Return (IRR):

Internal rate of return (IRR) is a metric used in capital budgeting to estimate the profitability of potential investments. Internal rate of return is a discount rate that makes the net present value (NPN) of all cash flows from a particular project equal to zero. Project with higher IRR is preferable.

There remain a lot of factors that makes poultry farming business a profitable project.

The viable poultry project will create market access, employment opportunities and thereby improve income of farmers.

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# Feed Restriction in Broiler Production

Email: [drramutha@yahoo.com](mailto:drramutha@yahoo.com)

Gaikwad Sidharth Uttamrao, R. Amutha, E.L. AadhieShrie

Department of Poultry Science, Veterinary College and Research Institute, Namakkal.

Although early feed restriction in broiler reduces growth performance, compensatory growth in the refeeding period will be attained to accelerate growth so as to reach the target weight of birds at the time of marketing.

Feed restriction has been adopted in broiler production to avoid rapid growth rate, which is associated with ascites, lameness, mortality and poor reproductive health. In addition, feed restriction in the early stage is beneficial for improving the feed efficiency and decreasing the rearing cost. This article will provide some insight into feed restriction methods, duration and advantages, along with the strategies to be considered for maximum benefits of that system.

## Feed Restriction Methods:

The following are the procedures that can be applied to manipulate the feeding strategies of poultry in order to decrease growth and metabolic rate to some extent and also alleviate the incidence of some metabolic diseases as well as improving feed conservation in broiler chicken.

### A. Physical Feed Restriction:

Physical feed restriction supplies a calculated amount of feed per bird, which is often just enough to meet maintenance requirements. Practical application of feed restriction however is not simple due to the problems of regularly weighing birds, and calculating feed consumption on a daily basis. Moreover, it is necessary to provide sufficient feeder space in order to prevent competition among restricted birds and to prevent the unequal growth. The feeding of high fiber diets has been used as an alternative to the physical feed restriction method. In some cases, however, birds were able to adapt to high fiber diet containing up to 55 per cent rice hulls. Such adaptation enables them to digest and get more energy (and possibly other nutrients) than is required to achieve the desired growth retardation during the under nutrition period. The situation will obviously interfere with the total energy and other nutrient intake of the birds during under nutrition, thereby changing their growth pattern.

### B. Skip-A-Day Feeding:

Removing feed for 8-24 hour periods during the starter period has been reported to decrease early growth and reduce the incidence of ascites without affecting the body. It has been reported that a skip-a-day feeding for 3 weeks starting at day-old would improve carcass quality and

reduce sudden death syndrome which is often associated with birds that are on *ad libitum* feed intake.

### C. Lighting Programmes:

Lower cumulative feed intake and significantly improved feed conversion and compensatory growth were observed in chicken under an intermittent lighting programme (1 light : 3 dark from 8 to 49 days) compared with those under a continuous lighting schedule (23 light : 1 dark). The use of intermittent lighting programme also the advantage of reducing electricity cost, the incidence of leg abnormalities and sudden death syndrome with no reduction of weight of market age. Genotype, sex, feeder space, diet composition and stocking density are the main aspects that can interact with the lighting programme and affect broiler's final performance.

### D. Low Protein Diets:

Early growth can be retarded by the restriction of intake of specific nutrients, such as protein. Broilers require 220, 200 and 180 g/kg dietary crude protein during the starting, growing and finishing periods, respectively for optimum growth. They tend to increase their feed intake to make up for deficiencies when fed with diets that are marginally deficient in crude protein. However, feed intake is depressed by feeding diets that are severely deficient in crude protein. Studies however have shown that *ad libitum* feeding of diet containing only 94 g/kg crude protein from 8 to 14 days decreased the feed intake of broilers by some 57 per cent. This decrease in feed intake resulted in 41 per cent growth retardation, which was not recovered after 6 weeks of re-alimentation.

### E. Low Energy Diets:

Low energy diets can also be used to reduce the body weight of broilers by 4 weeks of age. Two levels of diet ME (13.0 and 14.2 MJ/kg) were used during an under - nutrition period of 6 to 12 days of age and were fed to birds at 167 KJ ME / bird / day. All growth retarded birds observed complete growth compensation by 56 days of age. Female birds however required less energy to recover from the lost body weight occurring during the preliminary feeding of low energy diets than males. The consumption of mash feed at different phases of the broilers growth may be employed as a method of limiting feed intake. Birds offered mash type feed spend more time for consuming their feed compared to birds fed pellets.



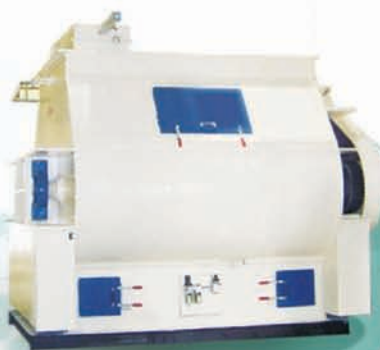
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**F. Chemical Methods:**

The use of 50 g/kg of calcium propionate is an appetite suppressor resulted in gains of birds close to those obtained under a recommended programme of Quantative feed restriction between 2 to 6 weeks of age. Glycolic acid has also been used as chemical means of restricting feed intake of broilers. The feed intake of birds given diets supplemented with 1.5 per cent and 3 per cent glycolic acid was depressed by 17 per cent and 45 per cent, respectively. These reductions in feed intake due to glycolic acid supplementation resulted in growth retardation during the under nutrition period to 71 per cent and 41 per cent, respectively, relative to the growth of control birds. Male broilers exhibited complete body weight recovery at 49 days of age, with no difference between the birds restricted by the dietary glycolic acid addition or those subjected to physical feed restriction. Due to its natural occurrence, glycolic acid may serve as a safe and useful anorectic compound for restricting feed intake in poultry.

**G. Timing Of Restricted Feeding:**

The longer the period of underfeeding, more difficult for broilers to compensate for the reduction in weight gain. Most of the Veterinarians recommended feed restriction of not more than 5 and 7 days for female and male broilers, respectively, to allow for full body weight gain. The restriction of the feed intake of birds to 90 per cent of that of control of birds from 7 to 49 days of age had resulted in a significantly lower final body weight at 56 days of age, probably due to the insufficient time allowed for the birds to exhibit complete growth competition. Initiation of 6 days feed restriction at any age between 3 and 11 days of age seems to permit complete body weight recovery by 8 weeks of age in broilers. On the other hand, when initiating a feed restriction programme at 3 weeks of age, very little evidence of compensatory growth has been noticed, probably because of the little time allowed for recovery.

**Feed Restriction and Growth Performance:**

Feed intake, body weight gain, feed conversion ratio, and final weight at market age were not significantly affected by feed restriction. The lack of significant effects of feed restriction systems may be due to gradual physiological adaptation of the birds to the different feeding regimes which probably improved the efficiency of conversion of the feed available.

**Feed Restriction and Carcass Quality:**

The largest and most obvious fat deposit is the abdominal fat pad which may comprise up to 4 per cent of body weight. The abdominal fat is usually discarded during processing of meat, the cost of which is directly or indirectly charged to the consumer, which causes an additional economic burden.

With feed restriction, fat accumulation is reduced. This feed restriction is explained by two basic mechanisms, Feed restriction results in lower hepatic acetyl-CoA carboxylase activity, a rate limiting enzyme for fatty acid synthesis. This may limit hepatic triglyceride synthesis causing lower serum triglyceride concentration and hence reduces fat accumulation in the body.

Feed restriction influences the recovery of the fat cell number during re-feeding and hence decreases total body fat and abdominal fat contents. Varying amounts of undesirable cholesterol may result from the formation of a greater amount of saturated fatty acids than unsaturated fatty acids. This leads to all possible health hazards for the consumer, unless strict precautions are taken. The cholesterol problem may be alleviated by feed restriction. The cholesterol level was reduced from 132 to 109 mg/ml when chicken were feed restricted. The fact behinds this decreasing cholesterol level is that the feed restriction in chicken decreases the hepatic 3-hydroxy-3-methyl glut aryl Co-A reductase activity in chicken, a rate limiting enzyme in cholesterologenesis and that the activity of this enzyme is not recovered by re-feeding.

**Control of Metabolic Disorders and Skeletal Defects:**

Early fast growth in modern broilers is associated with increased stress on the birds and can result in metabolic and skeletal disorders that lead to economic losses due to reduced bird performance, high mortality rates and carcass contamination of slaughter houses. As cites mortality was significantly reduced when a feed restriction regimen was used from either 4-11 or 7-14 days of age, consisting of limiting daily intake of the birds to 75 per cent of the ME required for normal growth.

Sudden Death Syndrome (SDS) is also a metabolic problem that mostly occurs in all countries where broilers are grown rapidly under intensive conditions. Mortality may range from 1.5 to 2.0 per cent in mixed flocks and as high as 4 per cent in male flocks. Lowering energy intake by changing feed texture or density (mash), or management methods such as feed restriction or long dark periods will reduce mortality from SDS. A mortality level of 0 per cent has been reported for feed restricted birds compared to 3.33 percent under *ad libitum* feeding.

**Rapid Weight Gain and Skeletal Defects:**

It has been generally assumed that rapid weight gain has been a major cause of skeletal defects occurring in leg bones and joints. Despite the evidence that there is no genetic correlation between skeletal disorders and body weight, nutritional evidence suggests that dietary strategies that depress growth rate by altering dietary energy and protein levels and offering various feed forms decrease the incidence of skeletal disorders. The incidence of skeletal disease was three fold lower in feed restricted birds compared to the full-fed birds.

A similar reduction in the incidence of skeletal disease was also observed in broiler chicken exposed to intermittent light or set up lighting regimen.

**Other Benefits of Restricted Feeding:**

Feed restriction has a beneficial effect on the immune response of chicken through the expression of some cytokines including IL-4 and IL-3. Cytokines are small glycoprotein produced by a number of cell types, predominantly leukocytes that regulate immunity, inflammation and hematopoiesis. They regulate a number of physiological and pathological functions including innate immunity, acquired immunity and inflammatory responses.



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# THE UNIQUE APPROACHES FOR ANTIBIOTIC FREE POULTRY PRODUCTION

Email: [sharad.durge@sapienceagri.com](mailto:sharad.durge@sapienceagri.com)



**Dr Sharad Durge, Ph D**  
Animal Nutritionist – PAN India  
Sapience Agribusiness Consulting LLP,  
Bengaluru.

The Government of India recently issued a comprehensive ban on the use of antibiotic growth promoters (AGP) in layer feed, as stated in a notification published on February 27, 2023 (GOI, 2023). This move comes in response to the presence of antibiotic residues in animal-based food and the subsequent adverse effects on human health, particularly regarding antimicrobial resistance (AMR). Recognizing the urgency of the matter, India had already officially banned the use of AGPs with a withdrawal period back in 2012. AMR

**Table 1. Countries imposed ban on use of antibiotic growth promoters**

Sr. No.	Country	Year AGP use restricted from	Remarks
1.	Sweden	1986	Ban of sub-therapeutic AGP in feed
2.	European Union	1997	Avoparcin banned
3.	Denmark	1998	Sub-therapeutic in feed AGP banned
4.	Holland	1998	Olaquinox banned
5.	Switzerland	1999	Sub-therapeutic in feed AGP banned
6.	Philippines	2000	Olaquinox, carbadox, nitrofurans and chloramphenicol banned
7.	European Union	2006	Complete ban on sub-therapeutic AGP used in feed
8.	Thailand	2006	All AGP banned in line with EU
9.	Bangladesh	2010	All AGP banned in new feed act
10.	South Korea	2011	All AGP banned
11.	India	2012	Official ban with AGP withdrawal periods
12.	Japan	2013	Monitoring by WHO on ban of AGP use
13.	Canada	2014	Elimination of preventive use of category I antibiotics
14.	United States of America	2017	Official AGP ban
15.	China	2020	Official AGP ban

## Highlight Points

The whole world is moving towards antibiotics-free production as the Government is imposing strict laws on the use of antibiotics and its research. At the same time, it is important to avoid disease and maintain optimum production in Poultry farming. The discussion is focused on why Antibiotics-free poultry production is important in future animal and human health? And the importance of antibiotic-free poultry production and sustainable solutions to achieve it.

poses a significant concern for both animal and human health and has become a pressing global issue. Several countries took action against AGP use in the late 19th century, acknowledging its threat to human health. The countries which have banned AGP use in feed are listed in the table 1.

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Despite the ban on AGP use in animal feed, there is still a considerable use of antimicrobials in food animal production. China (23%), the United States (13%), Brazil (9%), India (3%) and Germany (3%) are the top five consumers of antimicrobials for food animal production. Globally, India accounts for 3% of global consumption and ranks among the highest consumers worldwide. Penicillins, tetracyclines and quinolones are the most widely used antibiotics globally, with higher usage in countries with meat-heavy diets. The use of antimicrobials in animal feed is projected to increase by 82% in India by 2030, with a specific tripling in their use in chickens.

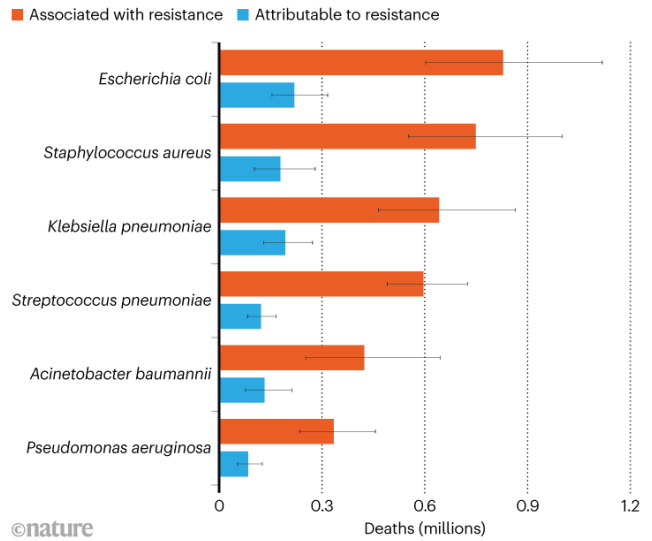
The use of antibiotics in poultry began decades after the discovery of penicillin in 1928, primarily to treat parasitic and bacterial infections and enhance growth efficiency. Sir Alexander Fleming, the discoverer of penicillin, warned in a 1945 interview with the New York Times about the potential consequences of misusing penicillin, stating that “microbes are educated to resist penicillin.” Antimicrobial substances, produced by microorganisms, existed long before their use as medicinal drugs. These substances were created by microorganisms to kill other microorganisms, establishing a foundation for their own survival and propagation. This concept aligns with the principles of survival of the fittest, making it unsurprising that antimicrobial resistance has likely existed for as long as bacteria have. Bacteria exposed continuously to antimicrobials develop strategies for survival and the development of resistance is one such strategy. While antibiotic resistance is a natural phenomenon, the misuse of antibiotics in both humans and animals accelerates the process, as emphasized by the World Health Organization (WHO). Continuous antibiotic use for enhanced production and growth efficiency exposes resident bacteria to these antimicrobials for prolonged durations, leading to antibiotic resistance.

Originally, it was believed that acquired resistance in bacteria only occurred through mutation in existing genes, confining the resistance trait to the mutant clone and limiting the spread of resistance to that clone (vertical transmission). However, in the 1960s, it was demonstrated that resistance could also develop through the acquisition of existing genes. In this case, the resistance trait, facilitated by mobile genetic elements, can spread to other bacterial clones, bacterial species and even other genera (horizontal transmission) (Amabile-Cuevas and Chicurel, 1992).

Bacteria’s highly adaptable nature enables them to develop resistance to existing antibiotics, leading to a concerning cycle where the search for more potent antibiotics becomes increasingly expensive. Without intervention, the rise of superbugs poses a significant threat to human health, causing millions of deaths annually, with the numbers still rising.

### DEADLY INFECTIONS

These 6 pathogens were responsible for almost 80% of the 1.27 million deaths attributed directly to antimicrobial resistance in 2019.



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**AMR becoming the major threat predicting it will be the cause of highest deaths in 2050.**

### Yearly deaths attributable to antimicrobial resistance (AMR) comparing to other causes (million)



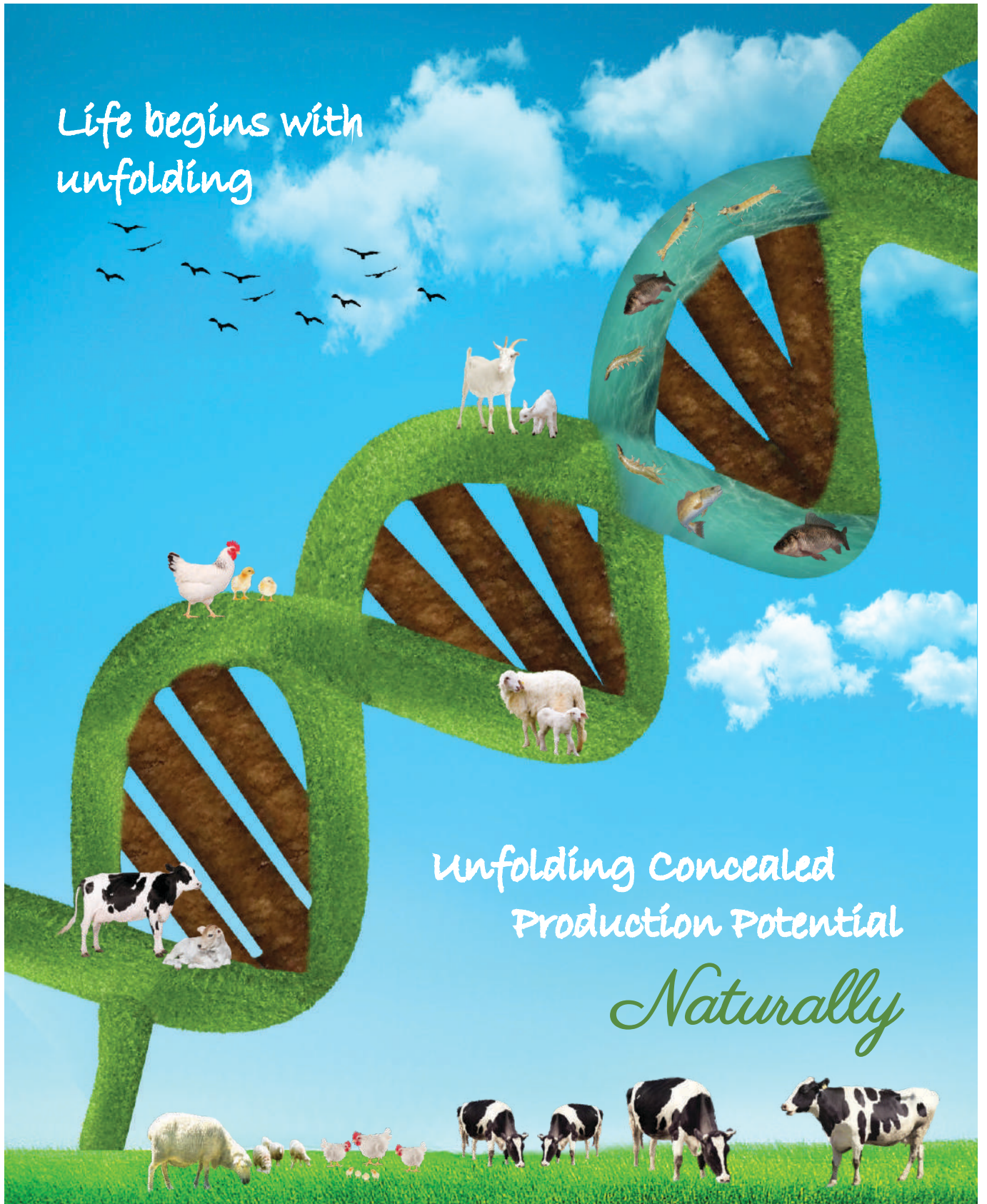
Source: Review on Antimicrobial Resistance (2016) • Created with Datawrapper

[Review on antimicrobial resistance \(2016\).](#)

Achieving antibiotic-free poultry production is not an easy task. Once AGPs are banned there are several challenges that need to be addressed in the future. Some of these challenges include: 1) preventing birds’ exposure to infectious agents, 2) effectively treating disease occurrences, and 3) controlling infectious diseases through immunological means. Avoiding exposure to infectious agents is extremely challenging. Post-outbreak treatments have variable effectiveness, depending on different physiological parameters and environmental conditions, but are generally less effective than preventive control. Immunological methods to control infectious diseases have recently gained attention as an ideal way to safeguard against subclinical infections. However, there has been limited success in protecting animals against bacterial pathogens that affect the intestinal and respiratory tracts using these methods.

Certain common checkpoints are affected when transitioning to antibiotic-free poultry production, such as poor gut health, reduced bird immunity and decreased growth performance.

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1. Gut health: The gut is a vital organ for nutrient utilization and overall health. A healthy gut involves more than just the absence of clinical diseases; it is about sustainably producing birds that can reach their full genetic potential. The absence of AGPs leaves birds more susceptible to gut health issues.

2. Poultry immunity and growth performance: Another challenge when transitioning from traditional to antibiotic-free poultry production is poultry diseases, particularly enteric diseases like coccidiosis and necrotic enteritis (NE), caused by species of *Eimeria* and *Clostridium perfringens*, respectively. It is also essential to consider viral challenges that may lead to secondary bacterial issues, taking advantage of the weakened immune system. In addition to diseases, other stressors such as feed, water, environmental factors and behavior can negatively impact overall poultry health, growth and immune function. Significant stressors or the cumulative effect of multiple small stressors, combined with low, moderate or high disease challenges, can lead to problems. In such cases, the bird's natural immunity may not be sufficient to manage the threats, highlighting the importance of preventive rather than reactive measures.

Several alternatives to antibiotics have been developed, tested and are still being researched. Some of these alternatives show promising results, while others are only moderately effective.

A. Probiotics: Probiotics, also known as direct-fed microbials (DFMs), are live microorganisms that, when administered in adequate amounts, confer health benefits on the host according to FAO/WHO (2001) classification. Probiotics used in poultry include genera such as *Lactobacillus*, *Streptococcus*, *Bacillus*, *Bifidobacterium*, *Enterococcus*, *Aspergillus*, *Candida* and *Saccharomyces* (Kabir, 2009). Probiotics can enhance host health in various ways, such as producing metabolites like lactic acid, modifying microbial metabolism and improving cell integrity of the epithelium (Yaqoob et al., 2021). Unlike prebiotics, probiotics are microorganisms that can alter host health by colonizing the gastrointestinal tract (GIT) and providing a more balanced microbiota (Murate et al., 2015). The benefits of probiotics include improved performance, modulation of the intestinal microbiota, pathogen inhibition, enhanced intestinal integrity, immunomodulation and improved microbiological and sensory characteristics of broiler meat (Alagawany et al., 2021; El-Saadony et al., 2021). The efficacy of probiotics is not specific, and the results vary depending on the quality of feed and water.

B. Essential Oils: Essential oils are derived from plants through water and/or steam distillation and they possess valuable properties such as antimicrobial, antiviral, antioxidant and antiparasitic capabilities (El-Tarabily et al., 2021). Many plant sources of essential oils have been studied for their efficacy as feed additives. For example, Tecnaroma Herbal Mix PL essential oil blend, containing herbs such as thyme, basil and oregano, was supplemented in increasing amounts in broiler chickens (Khattak et al., 2014). The addition of essential oil positively impacted avian performance and carcass characteristics (Khattak et al., 2014). Essential oils have the ability to reduce pathogen levels, such as gram-negative *E. coli* and *Salmonella*

bacteria, in the gut. However, bacteria can gradually adapt to these molecules and become resistant.

C. Organic Acids: Organic acids are weak acids that do not completely dissociate in the presence of water. Prominent types include carboxylic acids such as lactic acid, propionic acid, acetic acid, formic acid, sorbic acid, citric acid, oxalic acid, uric acid and butyric acid. Organic acids are not antibiotics but, when used in conjunction with excellent nutrition, management and biosecurity practices, they can help maintain intestinal health in poultry, leading to improved livability, feed conversion ratios, weight gain, live weight and immunological responses (Adil et al., 2011). Each type of organic acid has unique properties and can be used for different purposes in poultry production. Like essential oils, continuous use of the same organic acids can lead to bacterial resistance over time.

D. Phytobiotics: Phytobiotics include plant extracts and compounds from herbs and spices, offering multiple benefits such as antimicrobial properties and immune support. Herbal extracts and spices play a significant role in improving health and productivity in poultry (El-Saadony et al., 2021). The positive impacts of plant extracts or active substances in bird feed may involve stimulating appetite, increasing feed intake, enhancing endogenous digestive enzyme production, stimulating immunity and having antiviral, antibacterial, anthelmintic and antioxidant activities. Identifying the active compounds and maintaining their concentration in the final product pose challenges. Often, commercially available products lack specific information about the key molecules within the plant extracts or compounds that contribute to their efficacy. Consequently, consistent results from such compounds are difficult to guarantee.

E. Bacteriophages: Bacteriophages have recently gained commercial importance in food animal production for bacterial control. Bacteriophages are viruses much smaller than bacteria that kill bacteria by injecting their genetic material into bacterial cells, allowing them to replicate and multiply inside the bacterial cells before causing cell lysis. This process destroys the bacterial cell, preventing the possibility of adaptation or the transfer of information for developing resistance. One of the key advantages of bacteriophages is their species specificity for attachment to bacteria. This allows bacteriophages to selectively kill pathogenic bacteria while allowing beneficial bacteria to proliferate, promoting better gut health and maintaining natural pH and microbial balance. Bacteriophages have no residual effects in the final product and do not cause toxicity. Bacteriophages continue to increase in population until the last pathogenic bacteria are eliminated.

In my opinion, when selecting a sustainable solution for antibiotic-free poultry production, the following qualities should be considered in the product:

1. Natural or organic origin
2. PH and temperature stability
3. Selective destruction of pathogenic microbial species
4. Prevention of bacterial resistance development
5. Absence of residue in animal produce
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# COCCIDIOSIS

## - A threat to broiler production

Email: vigneshpoultry2298@yahoo.com

Dr Gobika Ramesh, B.V.Sc & AH<sup>1</sup> and G. Vignesh, B.Tech ( poultry technology ), MBA<sup>2</sup>

<sup>1</sup>Madras veterinary college, Chennai

<sup>2</sup>GM-Broiler Integration, CR poultry farms, Salem

### Introduction

In India Poultry industry is one of the most fastest growing subsector in agriculture. Disease outbreak in poultry causes various losses to the birds health and it reduces the potential of the bird. The estimation has revealed that commercial broiler industry is a major sufferer due to coccidiosis wherein 95.61 percent of the total economic loss occurs due to the disease. A comparison across economic traits has revealed that loss is maximum due to reduced body weight gain, followed by increased FCR (23.74%) and chemoprophylaxis (2.83%) in the total loss due to coccidiosis in broiler industry of India. The overall comparison of economic traits for all the types of poultry sector it has shown that reduced body weight gain and increased FCR are the major parameters from which 68.08 per cent and 22.70 per cent annual loss has occurred in the total loss from coccidiosis in India during the year 2003-04. The total loss due to coccidiosis has been found to be of Rs 1.14 billion (approx) for the year 2003-04.. (AK Bera, D Bhattacharya, D Pan... - Agricultural ..., 2010 - ageconsearch.umn.edu)

### History

In 1910-H.B.Fanthom first time describes the lifecycle of coccidian parasite in birds. Cocci is a host specific protozoa disease causing fatal in birds. It replicates itself inside the intestine prominently, it resulting in defective digestion & absorption, dehydration, Increase susceptibility to other infections.

### Etiology

Phylum - apicomplexa

Family - eimeriidae

Many eimeria species has been found among which **eimerianecatrix** is recognized as most pathogenic species, but **eimeriatenella** is more common and exert great impact on poultry production.

### Transmission

Coccidia are almost universally present in poultry-raising operations, but clinical disease occurs only after ingestion of relatively large numbers of sporulated oocysts by susceptible birds (example, those that are immunosuppressed and/or with concurrent disease). Both clinically infected and recovered birds shed oocysts in feces, which contaminate feed, dust, water, litter,

and soil. Oocysts may be transmitted via equipment and personnel (example, shoes) as well as the presence of insects (example, flies) and rodents. Fresh oocysts are not infective until they sporulate; under optimal conditions (70°–90°F [21°–32°C] with adequate moisture and oxygen), this requires 1–2 days. The prepatent period is 4–7 days. Sporulated oocysts may survive for long periods, depending on environmental factor.

### Types of eimeria & its zone of affected

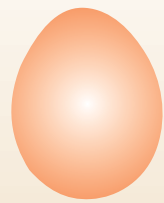
Condition	Species	Zone of intestine affected
Severe	E.acervulina	Duodenum and upper jejunum
Moderate	E.brunetti E.maxima	Rectum and middle intestine
Severe	E.necatrix E.tenella	In Jejunum and caecum
Least harm	E.Praecox E.mivati E.mitis	Caecum Duodenal loop Lower half of intestine

### Clinical signs

- The bird will be pale and dull
- Bloody diarrhea in litter, which causes litter quality & acts as a oocyte source
- Anorexia
- Retract head and ruffled feathers
- Weight loss and increased FCR & increased mortality %

### PM findings

- Caecum - Enlarged and distended C clotted blood ballooning of intestine (twice its size)
- Small white plaques and tiny red hemorrhages in intestine
- Clotted blood and mucosa seen in dropping
- E.tenella – petechial hemorrhage in caecum
  - Caecal wall thicken
  - Anemic



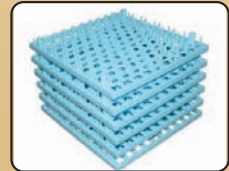
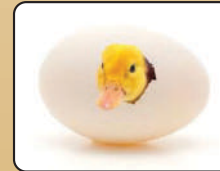
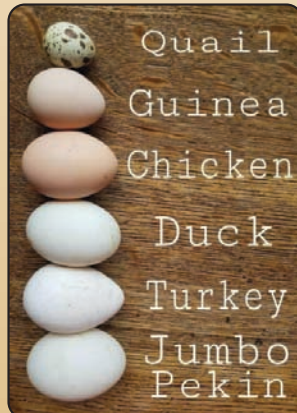
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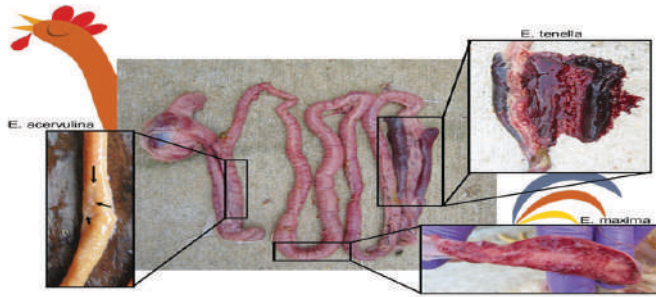


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- E.necatrix – Salt pepper mark lesion, foci surrounded by hemorrhage and ballooning of intestineThe wall of intestine is dull red & friable



**Diagnosis**

- Fecal flotation
- Histopathologic examination of tissue samples collected at necropsy

**Oocyst Coproculture**

2.5 % (potassium dichromate) at room temp 2- 3 days for sporulation and see morphology

Microscopic examination – Demonstrate parasite along with lesion by mucosal scrapping

Immuno diagnosis – ELISA, IFA, DOT.

**Treatment**

<b>Curative treatment</b>	Diclazuril and Toltrazuril Ormetoprim/sulfamethazine
<b>Preventive drug</b>	Amprolium, salinomycin, madhuramycin, halofuginome
<b>Vaccine</b>	Coccivac, immucox, paracox, livacox
<b>General measures</b>	Sanitation and management, Litter heap/52C heat destruction, Oocyst destruction- ammonia fumigation, methylbromide, Good quality litter, Avoid water spillage ,Maintaining 5cm to 7cm litter depth

**Conclusion**

Profitable poultry production demands efficient management as well as effective coccidiosis control measures since diseases remain and will continue to remain a major profit limiting factor in the poultry industry. The potentials for increasing poultry population and its product such as meat, eggs can only be met and fully realized if birds are adequately protected against major diseases like coccidiosis.

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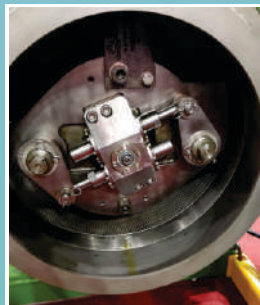


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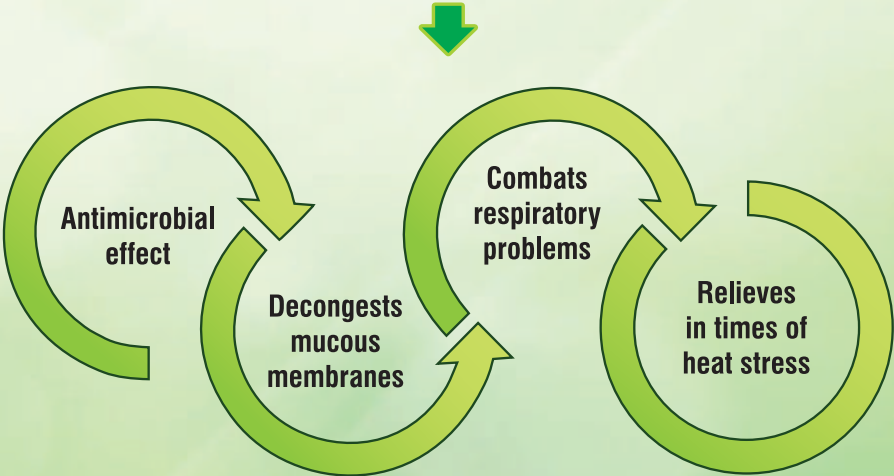
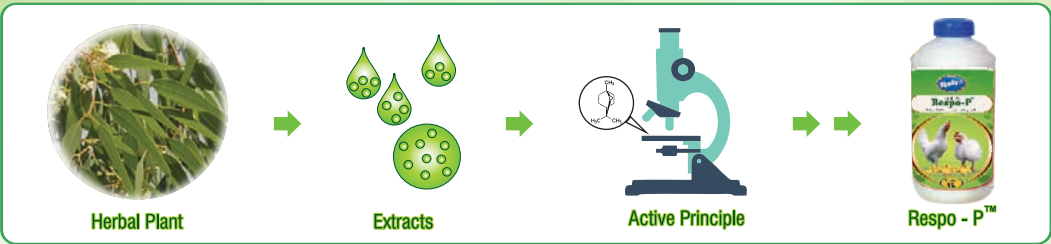
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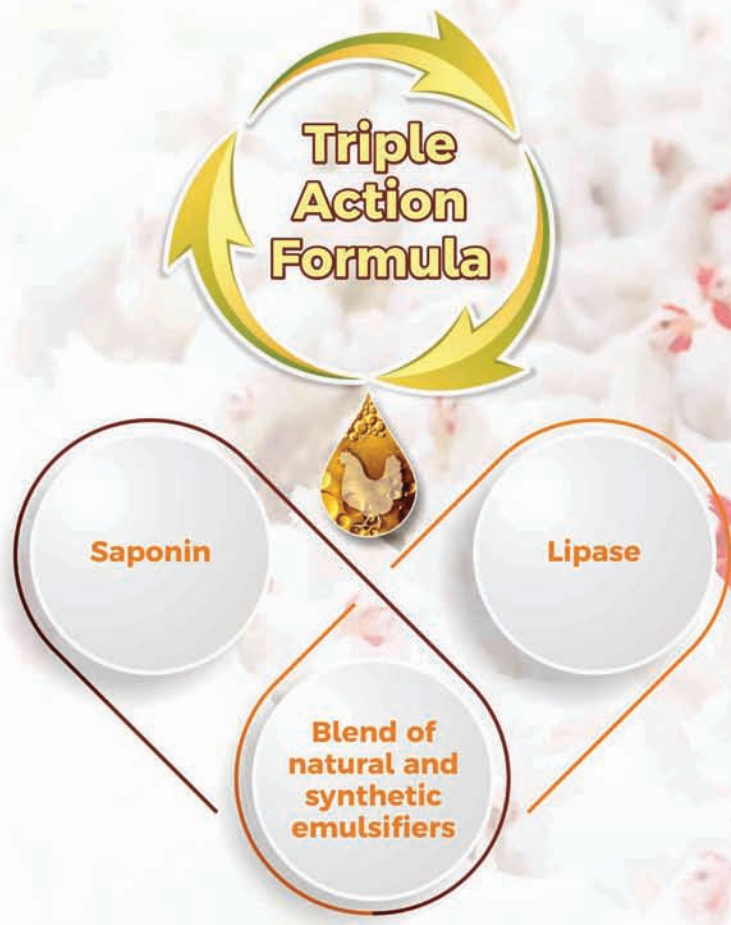


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Bengaluru - 560 064,  
Karnataka, India.  
T +91-80-28460060  
E [info@cargill.com](mailto:info@cargill.com)

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**VAKSIMUNE®  
IBD M+**



**Moulthrop M+**



# VAKSIMUNE® IBD M+

Protect chickens against IBD / Gumboro Disease.

## Composition :

Moulthrop M+ Strain at least  $10^3$  EID<sub>50</sub>/ Dose  
Infectious Bursal Disease Intermediate Plus Strain Live Vaccine, Freeze Dried.

## Benefits :

- Safe , potent ,efficacious and effective vaccine in the category.
- Suitable for all type of birds viz. broiler, layer and breeder.
- Onset of immunity is immediate within 48 hours post-vaccination.
- Bursal regeneration is immediate within 2 weeks post-vaccination.
- Offers a safe method of protection against IBD with a minimal risk of post-vaccination reactions.
- Effectively overcomes high levels of maternal antibodies, offering early protection against vvIBD.

## Vaccination schedule :

Commercial broiler : Day 12

Commercial layer : Day 14 – Day 24

Breeder parent : Day 13 – Day 23

- Consult poultry veterinarian for vaccination program

## Route of administration :

Oral Drop or Drinking Water



VAKSINDO ANIMAL HEALTH PVT. LTD. | RESEARCH BASED VACCINES

CIN : U74999PN2018FTC178339

Scan QR Code



H No. 8-7-89/C/P-II/125, Ground floor, Chaitanya Nagar, Kharmanghat, Saroor Nagar, Ranga Reddy Hyderabad, Telangana- 500070. Tel: +91 40679 34239 | Web : [www.vaksindo.co.id](http://www.vaksindo.co.id) | [www.vaksindo-india.com](http://www.vaksindo-india.com)





# Durim™

## Ensures High Immunity and Stress Endurance



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