

Poultry Fortune

Estd. 1991

Health • Nutrition • Technology • Marketing

August 2024

Annual Subscription: ₹800 Foreign USD 100

Inside...

Editorial:
Rising Prices of Maize worry Poultry Industry



Culling, surveillance but no vaccine strategy to fight 'bird flu'

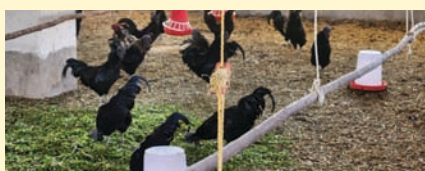
Influencer recommendations to drive poultry, egg marketing

Lesaffre Reinforces its Presence in Savory

Budget Expectation 2024-25: Ricky Thaper

"Navigating the Monsoon: Challenges in Poultry Farming"

United Nations' Sustainable Development Goals (SDG) and Poultry Sector of India



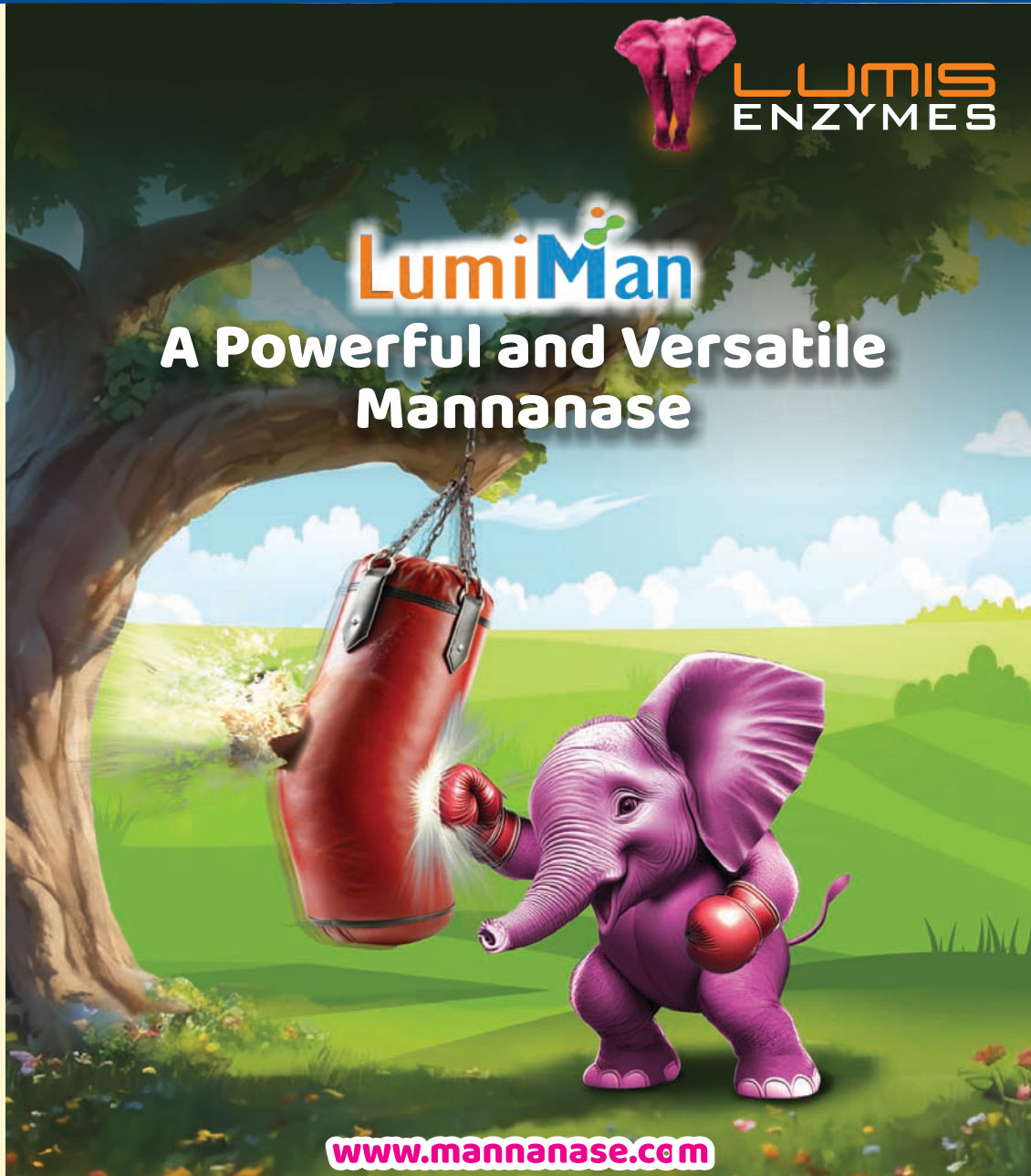
Impact of Climate Change on Poultry Welfare and Food Safety



LUMIS
ENZYMES

LumiMan

A Powerful and Versatile Mannanase



www.mannanase.com

BENEFITS OF LUMIMAN

- ✓ Improves the digestibility of mannan containing ingredients
- ✓ Enhances the immunity and growth performance
- ✓ Increases availability of energy and nutrients
- ✓ Inhibits gut pathogens and improves gut health

OUR OTHER UNIQUE PRODUCTS

XylaFaB
Thermostable Xylanase
www.xylanase.com

Pro3ase
Acid+Neutral+Alkaline
www.protease.com

LUMIPHYTASE
Fast Acting Phytase
www.phytases.com

LBzyme Prime
Customised Multi-Enzyme
www.feedenzymes.com

info@feedenzymes.com

VH NEWBRO-MN

NEWCASTLE DISEASE AND AVIAN INFECTIOUS
BRONCHITIS VACCINE INACTIVATED



Venworld

THE BEST IN ANIMAL HEALTHCARE

Genotype XIII

INDIA

**Novel NPR
Variants**

2014
Genotypic
reclassification

1990's
INTESTINAL
FORM

1984-2014
Most
variable
Genotype
VII

1960's
NEPHROPATHOGENIC
FORM

1950's
REPRODUCTIVE
FORM

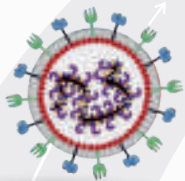
1980
Genotype
VI

1960-1980
Genotype
III, IV, IX
and X

1926-1960
Genotype
I, II, IV

1930's
RESPIRATORY
FORM

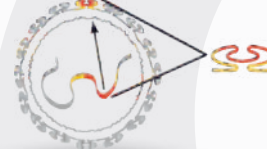
Fusion protein



NDV - 1926

Diversity in antigenic types

Spike protein



IBV - 1937

VENTRI BIOLOGICALS

(Vaccine Division of VHPL)

'Venkateshwara House', S. No. 114/A/2, Pune Sinhad Road, Pune 411030. Tel.: +91 (020) 24251803, Fax: +91-20-24251060 / 24251077.



Email: ventri.biologicals@venkys.com

www.venkys.com

World No.1

Layer Bird Now Ready to Rule India



Local Breeding Program



Lowest Feed Per Egg

Highest No. of Saleable Eggs



W-80
India



Unmatched Technical Services

Lowest Mortality



Srinivasa
Hy-Line



Ability to Recover From Diseases



Best Egg Shell Strength

Poultry Farmers' Flock Performances

Vaibhav Poultry Farm, Sangli, MH

Mr. Santosh Patil

Achieved **319 HHE** in **73 weeks** (95% Achievement of STD) with **107 g avg feed intake/day**

★ Cum Feed/Egg	:	125
★ Weeks Above 90%	:	37
★ Peak Weekly Production	:	96%
★ Feed Cost/Egg @Rs.26/KG	:	Rs.3.25

B. Venkata Reddy P.F, Krishna Dist, A.P

Mr. B. Venkata Reddy

Achieved **312 HHE** in **73 weeks** (93% Achievement of STD) with **100 g avg feed intake/day**

★ Cum Feed/Egg	:	119
★ Weeks Above 90%	:	25
★ Peak Weekly Production	:	96%
★ Feed Cost/Egg @Rs.26/KG	:	Rs.3.09



Srinivasa Farms
(CIN - U01222TG1983PTC003979)



For More Info
+91 91000 21340
www.srinivasa.co

PROCID[®]

Protected Organic Acids by
JMT (Joint Matrixcoating Technology)

THERE ARE GOOD REASONS
MAJOR COMPANIES CHOOSE IT!!

We are looking
for a distributor
in India!

- ✓ Improves gut health as an effective antibiotic alternative
- ✓ Unique protection technology ensures high intestinal availability and digestibility
- ✓ Reduces harmful pathogens for optimal performance & immunity

For more information

🏠 www.mbiok.co.kr
@ morningbio@mbiok.co.kr



THE RIGHT BIRD FOR

INDIA

is the

**ROSS
308 AP**

For More Information Contact:

**Aviagen India Poultry
Breeding Company
Private Limited**

+91 4252 233 650
info@aviagen.com
www.aviagen.com





High value Feed enzymes & probiotics

Phytase	Protease	Xylanase	Amylase
Cellulase	Glucanase	Mannanase	Pectinase
Bacillus Subtilis		Bacillus Licheniformis	
Clostridium Butyricum		Enterococcus Faecium	

BEIJING SMILE FEED SCI. & TECH. CO., LTD

Rm 908, Building 1, Tianzuo International Center, No.12,
Zhongguancun South Street, Haidian District, Beijing 100081, P.R.China

Contact with us:

Email: asia2smile@chinaphytase.com
Tel/ WhatsApp: +8615801003874
www.chinaphytase.com



Avitriol

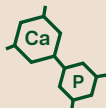
Plant based Bioactive Vitamin D₃
1,25 (OH)₂D₃



Superior bioactivity in comparison to other forms of Vitamin D



No metabolic load on liver and kidney



Optimises Calcium - Phosphorus homeostasis



Improves immune response



Sterling Biotech

is now a
US Based Company

Di Calcium Phosphate

- We are producer of **Pharmaceutical Gelatin**, having one of the largest plant, and is also in manufacturing Cancer Drugs & Statins.
- Our bi-product **Di Calcium Phosphate** is of very high quality.
- **Di Calcium Phosphate** is in extremely high demand since last 25 Years.

Looking Beyond

Quest for **QUALITY**

Creativity with **INNOVATION**

We are looking for **DISTRIBUTORS** in all States of India

Plant address: ECP Road, Village: Karakhadi, Taluka: Padra, District: Vadodara-391450, Gujarat, India

For Dealership:
J. J. Sharma
Vice President - Marketing
✉ jj_sharma@stergel.com
☎ 9723707512

For Supplies:
Sandeep Barot
Sr. Manager - Marketing
✉ sandeep_barot@stergel.com
☎ 9723707536

www.sterlinggelatin.com



Poultry Fortune

English Monthly Magazine
(Established in May 1991)

Volume 26 Number 1 August 2024

Editor & Publisher
M. A. Nazeer

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

Annual Subscription

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

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

Edited, printed, published and owned by M. A. Nazeer and published from BG-4, Venkataramana Apts., 11-4-634, A.C.Guards, Hyderabad - 500 004, India. Printed at Srinivasa Printers. Registered with Registrar of Newspapers for India with Regn. No. 72452 / 99. Postal Regn.No. RNP/HD/1067/2021-2023. Views and opinions expressed in the technical and non-technical articles/ news are of the authors and not of Poultry Fortune. Hence, we cannot accept any liability for any loss or damage arising from the use of the information / matter contained in this magazine.

- Editor



NRS PUBLICATIONS
www.poultryfortune.com

CONTENTS

Editorial

11. Rising Prices of Maize worry Poultry Industry.

News

14. Alltech's Poultry School Series Highlights Advances in Poultry Nutrition Research.
16. Culling, surveillance but no vaccine strategy to fight 'bird flu'.
18. Venkateshwara B V Bio-Corp organises Technical seminar in Chitwan, Nepal.
20. NOVUS delivering more attention to distribution partners.
22. Glamac International Hosts Seminar on Optimizing Bird Performance and Combating Antimicrobial Resistance.
24. Brazil rules out three potential new cases of Newcastle disease in poultry.
26. Budget Expectation 2024-25: Ricky Thaper.
26. Visionary Leader in Animal Healthcare Honored with Ph D in Poultry Science.

28. Bentoli Launches Revolutionary Fixar TC, a Comprehensive Toxin Binding Solution in Midnapore.
30. Bentoli India Hosts Technical Seminar for Veterinary Professionals in Tiruchirappalli.
32. Neotle Global Unveils New Products at Coimbatore Launch Event.
34. Lesaffre Reinforces its Presence in Savory.
36. Influencer recommendations to drive poultry, egg marketing.
38. NU. ANCE Biotechnology enters into Indian market.
38. Rising Prices of Maize worry Poultry Industry.

Articles

44. "Navigating the Monsoon: Challenges in Poultry Farming".
52. United Nations' Sustainable Development Goals (SDG) and Poultry Sector of India.
58. Impact of Climate Change on Poultry Welfare and Food Safety.

ADVERTISERS' INDEX

A.P. Poultry Equipments	66	Natural Remedies Pvt Ltd	59
Adelbert Vegyszerek	21	Neotle Global Pvt Ltd	41
Amantro Agro	49	Promois International Ltd	37
Anthem Biosciences Pvt Ltd	10	Provet Pharma Pvt Ltd	39
Aviagen India Poultry Breeding	5	Provimi Animal Nutrition India Pvt Ltd	33 & 47
Avitech Nutrition Pvt Ltd	7 & 45	Srinivasa Farms Pvt Ltd	3
Beijing Smile Feed Sci. & Tech. Co. Ltd	6	Sterling Biotech Ltd	8
Bentoli AgriNutrition India Pvt Ltd	57	Swiss Chemie International	27
DSAND Animal Nutrition Pvt Ltd	61	Team Agrotech Pvt Ltd	63
Flavour Trove	23	Timo Eva Wellness Pvt Ltd	25
Glamac International Pvt Ltd	15	Trouw Nutrition India Pvt Ltd	56
Glocrest Pharmaceutical Pvt Ltd	29	Uttara Impex Pvt Ltd	55
Himalaya Wellness Company	50	Vaksindo Animal Health Pvt Ltd	67
Immeureka Animal Health Pvt Ltd	42	VALVIN Nutraceuticals	13
Indian Herbs Specialities Pvt Ltd	19	Venkateshwara B.V. Biocorp Pvt Ltd	17 & 51
Indovax Pvt Ltd	65	Venky's (India) Limited	35
Kemin Industries South Asia Pvt Ltd	BC	Ventri Biologicals	2
Lavizen Health Care Pvt Ltd	31	Zenex Animal Health India Pvt Ltd	53
Lumis Biotech Pvt Ltd	FC	Zeus Biotech Pvt Ltd	64
Morning Bio	4	Zhanjiang Hengrun Machinery Co Ltd	40
Nanda Group	43		

Subscriptions for Poultry Fortune, English monthly, should be sent to:

The Circulation Department, Poultry Fortune, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Hyderabad - 500 004, India. Email: info@poultryfortune.com

Innovative Nutritional and Customised Solutions for Animal Health.



Anthem offers animal feed enzymes and essential supplements for the following segments:

Poultry

Enzymes, enzyme blends, probiotics and naturally extract molecules as effective feed supplements

Aqua

Water and soil conditioning, ammonia-scavenging, immune boosting actives, Enzymes and probiotics

Ruminants

Ensure healthy animals forming, high milk yield, high SNF, and better productivity

Pet Food

Essential nutrients like L-methyl folate (Bioavailable form of folic acid) Menaquinone 7 (Vitamin K2) and Ubiquinol acetate (Coenzyme Q 10)

Swine

Enzymes, Probiotics to enhance the productivity and overall growth.

Our Animal Health portfolio includes:

- Feed Supplements
- Nutritional Supplements
- Enzymes
- Probiotics
- API's
- Emerging Biotech Company at Bangalore, offering customer specific products with promise of quality & services.
- State of the art cGMP compliant synthesis and fermentation plants. AAALAC Accreditation GLP certified preclinical ADME-Tox and Microbiology Laboratories offering studies suitable for regulatory submission

Cater to major Pharmaceuticals, Biopharmaceuticals **Animal health**, Agro science and Biotech companies worldwide.

Dwipen Bhagawati
 ✉ dwipen.b@anthembio.com
 ☎ +91-819 729 8530

Satish Sharma
 ✉ satish.s@anthembio.com



☎ +91-80-6672 4000 (Ext: 4168 / 4050) | www.anthembio.com

☎ +91-819 729 8530 / +91-819 730 8820

Nikhila Raj
 ✉ nikhila.r@anthembio.com
 ☎ +91-819 730 8820

Anthem Biosciences Pvt. Ltd.,
 #49, F1 & F2 Canara Bank Road, Bommasandra Industrial Area Phase-I, Hosur Road, Bangalore-560099, Karnataka, INDIA

Rising Prices of Maize worry Poultry Industry

Poultry farming is an essential part of global agriculture providing a major source of both meat and eggs. Over the past few decades, the production of poultry products has soared, driven by rising demand for high-quality protein, population growth and changing diets. In India, the poultry industry is particularly significant contributing 25% to the agricultural GDP and 1% to the total GDP. However, the sector faces serious challenges due to climate change, which impacts the welfare of poultry and the safety of food.



Dear Readers,

The August 2024 issue of Poultry Fortune is in your hands. *In the news section you may find news about ...*

As avian influenza, commonly known as 'bird flu' continues to

grow in its geographical spread and impact on species, a high-powered joint meeting of senior government functionaries has decided that surveillance with culling and no vaccination will continue to be the first line of defence against the menace for now. Mass vaccination of birds with the currently available vaccines was not found to be a suitable strategy given the fragmented characteristics of India's poultry sector dominated by backyard poultry, a senior official who participated in the discussions said.

Members of poultry industry have raised concerns over the rising maize prices in the country and have written to the Union Minister of Fisheries, Animal Husbandry and Dairying Mr Rajiv Ranjan Singh, urging him to allow import of genetically modified Maize with zero import duty. Around 60% of the maize from across the country is consumed by the poultry industry and prices started to increase after the ethanol industry started using more maize and rice for production.

Alltech, a global leader in animal health and nutrition concluded a highly successful Poultry and Layer School series held across three different locations during the first week of July. The sessions provided a comprehensive platform for participants to engage with Alltech's cutting-edge research and innovative solutions in

poultry nutrition and health. Key topics covered included the role of organic trace minerals in enhanced performance; advancements in feed efficiency; pathways for healthy poultry farming and maximizing poultry profitability through innovative solutions. The seminars, which took place in Namakkal, Panchkula and Karnal, attracted an audience of nearly 400 from diverse areas of the poultry industry, including farmers, nutritionists, veterinarians and other professionals.

Venkateshwara B V Bio- Corp Pvt Ltd organized Technical seminars for poultry farmers on 31 May 2024 and 1 June 2024 at Chitwan, Nepal. These technical seminars were attended by poultry farmers of Chitwan, Pokhara and surrounding areas of Nepal. Mr Jivan Kunwar, Nepal Country Manager, Venkateshwara B V Bio-Corp welcomed attendees and Mr Deepak Khosla, General Manager, Marketing gave the opening remark. The speaker Dr Sunil Nadgauda, DGM - Nutritional Services explained in detail about the "Commercial Layer Nutrition" in all aspects. During discussion he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients.

Lesaffre, an independent key global player in fermentation and microorganisms announced the signing of a transaction with dsm-firmenich, a leading innovator in nutrition, health and beauty, regarding its yeast extract business. Lesaffre and dsm-firmenich have reached agreement for a multi-part collaboration in yeast derivatives serving the savory ingredients space. Lesaffre will acquire dsm-firmenich's yeast extract go-to-market organization and know-how, enabling production of dsm-firmenich's yeast extract products in Lesaffre's global manufacturing

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.

TALK TO US

SEND AN EMAIL:

info@poultryfortune.com

Please do not send attachment.

FOLLOW US:

facebook.com/poultryfortune,
twitter.com/nrspublications

Send a letter: Letters to the Editor must include writer's full name, address and personal telephone and mobile numbers. Letters may be edited for purposes of clarity and space. Letters should be addressed to the Editor:

POULTRY FORTUNE, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Masab Tank, Hyderabad - 500 004, T.S, India.
Tel: +91 040 - 2330 3989, 70329 19554. Website: www.poultryfortune.com

network. It is a transformative strategic step for Biospringer by Lesaffre, a global provider of innovative natural origin solutions from yeast fermentation.

Adam Banaszak has joined NOVUS as Director of Global Channel Management. In this new role, he is responsible for solidifying the leader in intelligent nutrition as the top choice for distributors of animal nutrition solutions. For the past few years, the NOVUS team has done an amazing job of refocusing the business and setting a trajectory for growth, Banaszak says. My goal is to enable that growth in markets where we work through channel partners, i.e. distributors.

Glamac International recently held a seminar on the critical topic of *Optimizing Bird Performance to Sustain in the Industry & Overcoming Antimicrobial Resistance*. The seminar took place on June 7 in Raipur attracting a diverse audience of poultry farmers, distributors, poultry consultants, feed manufacturers and key industry accounts. Dr D. Chandrasekaran, a retired professor from the Department of Animal Nutrition at TANUVAS provided invaluable insights into the challenges and solutions for optimizing bird performance and tackling antimicrobial resistance— issues of paramount importance in today's poultry industry.

Brazil's Agriculture Ministry said recently it has ruled out three potential new cases of Newcastle disease in poultry after testing additional samples taken from animals in the area close to where a first case was confirmed. Newcastle is a viral disease that affects domestic and wild birds, causing respiratory problems, among other symptoms, and can lead to death. Brazil detected its first case of Newcastle disease in poultry since 2006. The negative results are an extremely positive sign regarding the containment of this sanitary event which is important for a quick resolution of the situation, and reinforces the robustness of Brazil's agricultural defence system, the ministry said in a statement.

The Poultry Industry, which employs millions of people and has been witnessing one of the fastest growth in the range of around 8 to 10% annually, is looking forward to sustained supply of feed, which has a share of around 60 to 65% in the cost of production. From the Union Budget (2024-25), the poultry industry expects measures boosting supplies of maize, a key ingredient in poultry feed. The domestic prices of maize have been at elevated levels because of growing demand for maize from several other industries such as pharmaceutical, ethanol, food and beverages industry.

Dr K N Reddy, CEO of Natural Remedies and a leading figure in animal healthcare, has been awarded an honorary Doctorate in Poultry Science by the esteemed European International University. With over 30 years of expertise, Dr K N Reddy has transformed Natural Remedies into a global leader in Phyto-genic solutions for animal health. Under his leadership, Natural Remedies has expanded its reach to 45 countries, contributing significantly to the US Pharmacopoeia, British Pharmacopoeia, and Indian Pharmacopoeia. His innovative strategies have driven the company's growth and commitment to sustainable, nature-based healthcare solutions.

Bentoli AgriNutrition India announced the launch of its groundbreaking product, Fixar TC, at a seminar. The event, themed "Major Challenges of Monsoon Season in Layer Birds," garnered significant attention and acclaim from attendees and organizers alike. The seminar emphasized the urgent need to address the direct and indirect losses layer birds

endure due to toxins, aiming to analyze problems critically and identify effective solutions. Another technical seminar for senior veterinary professionals in Tiruchirappalli, Tamil Nadu. The event showcased Bentoli's strong presence in the specialty livestock feed additives market and highlighted their unwavering commitment to developing high-quality dairy feed supplements designed to enhance livestock health and productivity, ultimately benefiting farmers by improving their yields and profitability.

Neotle Global recently hosted a product launch event in Coimbatore on June 21 and 22. Mr Senthil Kumar, CEO of the company articulated the vision and mission of Neotle, underscoring its commitment to innovation and excellence.

For the poultry and egg industry to successfully market its products to Millennials and Generation Z, it needs to understand what today's consumer wants. Poultry and egg companies should be marketing their products in a way that lean into the natural nutrition of poultry and eggs, as well as intrigue consumers according to their desires that are driven by social media content, explained Registered Dietitian and popular social media nutrition influencer Lauren Twigge.

NU. ANCE biotechnology, a Swiss-based biotechnology company, founded by a group of entrepreneurs specialized in development and commercialization of innovative feed additive products, merging expertise in technical and scientific knowledge.

In the Articles section, **Navigating the Monsoon: Challenges in Poultry Farming** authored by *Akash Wadal, V.K. Singh, D.Tewari, Jayant Kumar Kakwani, Manish Srivastava, Prasad Shinde and Pallavi Maurya* discussed that the beginning of the monsoon season signals a time of opportunity and challenges for the chicken business. Although precipitation relieves the intense heat, it also presents a number of difficulties that might cause disturbances and threaten the well-being and efficiency of chicken farms.

Another Article titled **United Nations' Sustainable Development Goals and Poultry Sector of India** authored by Vijay Kumar, S V Rama Rao and Pankaj Kumar said that the Sustainable Development Goals are also known as the Global Goals, were adopted by the United Nations in 2015 and came into effect on 1 January 2016 as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030. There are 17 SDGs and 169 targets to achieve within the time frame. The goals cover the three dimensions of sustainable development: economic growth, social inclusion and environmental protection.

Another Article titled **Impact of Climate Change on Poultry Welfare and Food Safety** authored by *Dr Prasad Wadajkar and Dr Jaydip Rokade* stated that poultry farming is an essential part of global agriculture providing a major source of both meat and eggs. Over the past few decades, the production of poultry products has soared, driven by rising demand for high-quality protein, population growth and changing diets. In India, the poultry industry is particularly significant contributing 25% to the agricultural GDP and 1% to the total GDP. However, the sector faces serious challenges due to climate change, which impacts the welfare of poultry and the safety of food.

M.A.Nazeer
Editor & Publisher
Poultry Fortune

valvin™

Looking
for solutions
to enhance Your

LIVESTOCK'S
PERFORMANCE



Look no further than **Valvin Nutraceuticals**

We offer a range of innovation solutions to help animal health and nutrition. Our products are designed to promote optimal growth and performance through the solutions.

Our Solutions



Mineral Management
Organic Chelated Minerals



Gut Health
Gut Acidifiers



Mycotoxin Management
Toxin Binders



Probiotics
Improves Immunity,
Maintain Gut Flora.



Preventative Management
Organic Acids



Expanding our team and looking for talented individuals to join

Job Position : Sales Managers

Location : Tamil Nadu, Maharashtra & West Bengal.

Reach out to us @ Tejasujith (Sales Director)

+919985175726 | Tejasujith@valvin.co.in

With a passion for animal health and nutrition, you can be part of a dynamic team.



LESS FOR MORE

Quality Our Commitment



Valvin Nutraceuticals Pvt.Ltd.

SV No-21/4, Kempalingapura, Devanahalli,
Bengaluru, 562110, India.



Alltech's Poultry School Series Highlights Advances in Poultry Nutrition Research

15 July, Bengaluru: Alltech, a global leader in animal health and nutrition, concluded a highly successful Poultry and Layer School series held across three different locations during the first week of July. The seminars, which took place in Namakkal, Panchkula and Karnal, attracted an audience of nearly 400 from diverse areas of the poultry industry, including farmers, nutritionists, veterinarians, and other professionals.



The sessions provided a comprehensive platform for participants to engage with Alltech's cutting-edge research and innovative solutions in poultry nutrition and health. Key topics covered included the role of organic trace minerals in enhanced performance; advancements in feed efficiency; pathways for healthy poultry farming; and maximizing poultry profitability through innovative solutions.

Dr Aman Sayed, Alltech's managing director for India and regional



director for South Asia, kicked off the interactive session by discussing the company's global footprint, acquisitions, global feed survey, and upcoming customer service laboratories.

"Our goal is to support poultry producers in enhancing their operational efficiency and sustainability. Through these seminars, we aim to share the latest insights and technologies that can drive the industry forward," he said.

Addressing poultry profitability, Dr Lokesh Gupta, Alltech's technical director for poultry in South Asia, presented on Alltech solutions, focussing on enzymes, mycotoxin binders and mineral treatments. He also



explained alternative raw material sources.

Dr Jayaraman Krishnarajan, renowned poultry consultant, gave a thorough talk on Pathways for healthy poultry farming, emphasizing signs, management, and prophylactic measures of poultry diseases. He discussed a wide range of topics, including low-pathogenic influenza, variable strains (IB), the respiratory disease complex, variable ND (genotype 13), heat stress



and its management, and the roles of organic chromium and selenium in immunity and shell strength.

Alltech's vice president of corporate accounts and companion animals, Steve Elliott, discussed the importance of organic minerals in reducing stress and improving poultry performance, saying, "Our continued research at Alltech aims to enhance the bioavailability and efficacy of minerals in poultry diets, ensuring that producers can achieve better results with more sustainable practices."



Feedback from participants was overwhelmingly positive, with many expressing appreciations for the valuable information and the opportunity to connect with industry leaders.

Alltech remains committed to supporting the poultry industry through continuous research, innovation and educational initiatives. The success of this seminar series underscores the company's dedication to advancing poultry production and ensuring a sustainable future for the industry.

About Alltech:

Founded in 1980 by Irish entrepreneur and scientist Dr Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our diverse portfolio of products and services improves the health and performance of plants and animals, resulting in better nutrition for all and a decreased environmental impact.





Say no to
AGP &
HALQUINOL



CYNKA[®] HBR

R & D Excellence... born with Research & Technical Trials
Antidiarrhoeal • Antimicrobial • Gut Health Modulator

- Looking for an alternative to Antibiotics (AGP) & Halquinol?
- Looking for a solution to *E.coli*, Salmonella, Digestive Disorders & Loose Droppings ?

Seeing is believing
Try CYNKA[®] HBR



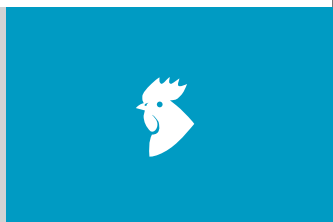
Awarded as
"Veterinary Pharma Innovation
of the year"
By The Economic Times (2024)



Nature's blend for
Healthy Gut Healthy Bird

ET THE ECONOMIC TIMES
AWARD WINNER

For more information please contact:
Glamac International Pvt. Ltd.
413, Orion Business Park, 4th Floor, Kapurbawadi
Ghodbunder Road, Thane (W)- 400610, Mumbai, India.
• www.glamac.com • Email: info@glamac.com, sumon@glamac.com
• Dr. Sumon Nag Chowdhury: +91 9051512590
© Registered Trademark of Glamac





We are a global leader in the agriculture industry. Our team produces specialty ingredients, premix supplements, feed and biologicals, backed by science and an unparalleled platform of services.

Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens. As a private, family-owned company, we adapt quickly to our customers' needs and focus on advanced innovation.



We believe agriculture has the greatest potential to shape the future of our planet. Our more than 5,000 talented team members worldwide share our purpose of Working Together for a Planet of Plenty™. Together, we can provide nutrition for all, revitalize local economies and replenish the planet's natural resources.

Culling, surveillance but no vaccine strategy to fight 'bird flu'

Experts said as India falls on the one of main pathways that migratory birds take to move between continents, its water bodies are always prone to the spread of influenza from bird.

As avian influenza, commonly known as 'bird flu', continues to grow in its geographical spread and impact on species, a high-powered joint meeting of senior government functionaries has decided that surveillance with culling and no vaccination will continue to be the first line of defence against the menace for now.

Mass vaccination of birds with the currently available vaccines was not found to be a suitable strategy given the fragmented characteristics of India's poultry sector dominated by backyard poultry, a senior official who participated in the discussions said.

In the long run, it was decided that the Indian Council of Medical Research (ICMR) would work towards developing a vaccine for humans to protect against avian influenza, while the Bhopal-based National Institute of High-Security Animal Diseases (NIHSAD) would work on developing an effective domestic vaccine for birds against the flu.

The meeting also decided to develop standard operating procedures for environmental surveillance of avian influenza using low-cost methods at sites like wet markets, water bodies, wastewater, slaughterhouses, and poultry farms.



Such surveillance was practised regularly during COVID-19 and is also done for poliovirus in water bodies.

Experts said as India falls on one of the main pathways that migratory birds take to move between continents, its water bodies are always prone to the spread of influenza from birds.

"Effective surveillance of birds, animals, and even humans was found to be the most effective tool to curb avian influenza," the official who participated in the meeting said.

The high-powered meeting was attended by the Secretary of the Ministry of Animal Husbandry, Director General of the Indian Council of Medical Research (ICMR) and senior scientists from ICMR-NIV Pune, CSIR-Centre for Cell and Molecular Biology (CCMB), the National Centre for Disease Control, ICAR-NIHSAD Bhopal, ICAR-NIVEDI Bangalore, and representatives from the Ministry of Environment, Forest and Climate Change and Department of Biotechnology among others.

The meeting assumes significance as global cases of avian influenza are spreading thick and fast and moving on to humans in some countries like the US.

Experts say that avian influenza or bird flu is not just confined to birds nowadays; it has started infecting animals such as cats and cows.

In India, 'bird flu' usually starts hitting around October and November and gets over by April-March.

In a given year, on average around 20 cases of bird flu are reported from across India.

However, in the last few years, bird flu cases have been reported even outside the main winter months from places such as Kerala, which has alarmed officials.

The poultry sector in India plays a crucial role in food security by providing a reliable source of high-quality protein.

The sector, which has grown steadily at a rate of 7-10 per cent over the past decade, also boosts trade and exports, contributing to the country's economic growth.

However, recurrent highly pathogenic avian influenza (HPAI) outbreaks hinder its potential and impact exports.

An Optimal
Water Soluble
Probiotic



With *Pediococcus acidilactici* (MA 18/5M)
Registered & authorized
by European Union as
Zotechnical
additive

Multistrain
Probiotic

ACIPRO™ - WS

Water Soluble Poultry Feed Concentrate

- Reduction of early chick mortality
- Gut pH reduction
- Positive colonisation
- Inhibition of enteric pathogens
- Gut environment modification
- Competitive exclusion



VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)
Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077
Website: www.venkateshwarahvbiocorp.com

In technical collaboration with

LALLEMAND

Venkateshwara B V Bio-Corp organises Technical seminar in Chitwan, Nepal

on “Commercial Layer Nutrition” & “Vencobb 430 Breeder Management Updates”

Venkateshwara B V Bio-Corp Pvt Ltd organized Technical seminars for Poultry Farmers on Friday 31st May, 2024 and Saturday 01st June, 2024 at Chitwan, Nepal. These technical seminars were attended by poultry farmers of Chitwan, Pokhara and surrounding areas of Nepal.

Mr Jivan Kunwar, Nepal Country Manager, Venkateshwara B V Bio-Corp Pvt Ltd welcomed all attendees and Mr Deepak Khosla, General Manager, Marketing gave the opening remark.

The speaker for the First seminar (Commercial Layer Nutrition), Dr Sunil Nadgauda, DGM - Nutritional Services explained in detail about the “Commercial Layer Nutrition” in all aspects. During discussion he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- Importance of body weight monitoring



in rearing period and its impact on laying productivity.

- Early Laying Nutrition to maximize peak production and to maintain the consistency.
- Benefits of Phase feeding – to reduce the overall egg production cost and to optimize the efficiency also.
- Alternative sources of Protein & Energy and precautions to be taken while using the alternative feed ingredients.
- Maintaining the egg shell quality during extended laying periods.
- Innovative premix solutions to simplify the feed manufacturing process and also to avoid errors during

feed production. MIXIBLEND 0.4% Layer Composite premix is the innovative and simple solution which provides additives part in required proportion to boost the productivity.

Dr Sunil Nadgauda answered the queries of the attendees related to the subject and other technical queries regarding Poultry nutrition and management.



Dr Parag Mahadik, AGM Marketing, Ventri Biologicals explained in detail about New Castle Disease (ND). ND is the 4th top poultry disease in the world having huge losses in poultry industry. As ND virus is a single stranded RNA virus, lot of modifications are



happening in it. There is no sterile immunity after ND vaccination therefore there is a need to repeat vaccination frequently. India is endemic tovelogenic strains of ND. In India, Nepal and other Asian countries genotype VIII or XIX is prevalent so this component is updated in Ventri Biologicals vaccines.

The speaker for the Second seminar, Dr Harshakumar Shetty, General Manager-Breeder Sales & Technical support explained in detail about the “Vencobb 430 Breeder Management Updates”. During his presentation he discussed following points-

- Importance of uniformity in broiler breeders and how to achieve it.
- Importance of Grading in broiler breeders and its impact on uniformity.
- He also discussed regarding calculation of feed increment and feed allocation after grading.
- Emphasised on feed management and body weight management in



INDIAN HERBS NEW LAUNCH

BioEmulsin DS

Novel **natural** nutritional emulsifier

BioEmulsin DS stimulates bile acid production that break larger fat globules into smaller fat droplets called micelles

BioEmulsin DS promotes release of pancreatic lipase enzyme that plays a critical role in fat digestion

BioEmulsin DS ensures complete digestion, absorption & assimilation of dietary fat and fat soluble nutrients

Maximizes fat utilization

Allows reduction upto 60 Kcal ME / kg in basal ration

Economizes feed cost by optimizing FCR

Significantly improves performance indices @250g/ton of feed

DOSAGE

250 g/ton of feed

Regular administration recommended throughout life cycle for efficient feed utilization or as advised by poultry consultant

PRESENTATION
25 kg



Healthy Gut

A prerequisite for optimal performance



GustoCheck

INDIAN HERBS

For control of loose droppings, clean egg production and healthy gut function

PREVENTS DIARRHOEA/ENTERITIS

Prevents loose droppings, pasty vent, diarrhoea and enteritis

ECONOMIC BENEFIT

Lowers mortality, improve slaughter traits and egg quality, reduces breast and claw lesions

BUILDS GUT MICROBIAL ECOSYSTEM

Inhibits pathogens colonization and promotes microbiocenosis

ENVIRONMENT PROTECTANT

Better consistency of faeces, reduced NH3 conc. in animal houses, better animal welfare and litter quality

Feed inclusion rate

500 g per ton of feed or as advised by the poultry consultant

Presentation

25 kg



INDIAN HERBS SPECIALITIES Pvt. Ltd.

C-215, 2nd Floor, Elante Offices, Plot No. 178-178A, Industrial & Business Park
Phase - 1, CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217
E-mail : ihspl@indianherbs.org, Website: www.indianherbs.org

female during growing and laying phase.

- Preparing pullet for maximum performance.
- Standard recommendation regarding light stimulation and also discussed about the lighting schedule during growing and laying in open as well as environmentally controlled houses.
- Requirement of energy for maintenance, growth and production during laying period.
- Ways to prevent fatty liver, calcium tetany.
- He also discussed about male management for achieving better Fertility.

Dr H K Rohilla, DGM - Broiler Breeder Technical Services (North India) shared his field experiences with Infectious Bronchitis infections in Broiler Breeders, Layers and commercial Broilers. He in detail discussed about the disease transmission, routes of infection, clinical signs and symptoms, PM changes. Finally he suggested strategies for prevention of Infectious Bronchitis with help of biosecurity and vaccination. He also presented numerous case studies in broiler breeders.

Both the technical seminars were attended by around 100 poultry farmer search from Chitwan, Pokhara and surrounding areas of Nepal.

Mr Jivan Kunwar, Nepal Country Manager, Venkateshwara B V Bio-Corp Pvt Ltd proposed vote of thanks to all. The local Venworld Team organised this technical seminar.

NOVUS delivering more attention to distribution partners

Chesterfield, MO - July 17, 2024: Adam Banaszak has joined NOVUS as Director of Global Channel Management. In this new role, he's responsible for solidifying the leader in intelligent nutrition as the top choice for distributors of animal nutrition solutions.

"For the past few years, the NOVUS team has done an amazing job of refocusing the business and setting a trajectory for growth," Banaszak says. "My goal is to enable that growth in markets where we work through channel partners, i.e. distributors".

Banaszak comes to NOVUS from Trouw Nutrition where he served as general manager responsible for all aspects of the company's export business across major markets in Asia Pacific from South Korea to New Zealand. He is based in Thailand.

NOVUS Senior Vice President and Chief Commercial Officer Ed Galo says Banaszak's expertise in commercial leadership and business development made him a perfect fit for this new role.

"Our long-term strategy involves both growing our direct business and significantly enhancing the way we work with distribution partners to optimize our market coverage across all important animal protein-producing regions of the world, ensuring our customers have access to



Adam Banaszak

our intelligent nutrition solutions. Our global team and channel partners allow us to achieve maximum leverage of our current asset base, intellectual property, and application expertise, and bring exceptional service to our customers." Galo says. "Adam's expertise in bringing people and plans together will be critical towards the realization of our goals".

Banaszak says managing distributors has been a critical element of his most recent experience and, having done that across many markets and cultures, he feels confident he can add value to "the already amazing NOVUS team, not by myself, but rather

by becoming a part of the global NOVUS team".

NOVUS is the intelligent nutrition company providing solutions for the animal agriculture industry around the world. The company's portfolio includes trace minerals, nutritional enzymes, feed digestibility and meat quality solutions, and methionine supplementation products, as well as a network of experts globally to provide guidance on management best practices.

For information about partnering with NOVUS, visit novusint.com.

Novus International, Inc. is the intelligent nutrition company. We combine global scientific research with local insights to develop innovative, advanced technology to help protein producers around the world achieve better results. NOVUS is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Chesterfield, Missouri, U.S.A. novusint.com.

Read and Advertise in

Poultry Fortune

English Monthly Magazine

Annual Subscription Cost: Rs. 800

Contact: NRS Publications

BG-4, Venkataramana Apartments, 11-4-634, A.C. Guards, Hyderabad - 500 004, Telangana, India.
Tel: 040-2330 3989 Mobile: 96666 89554
Email: info@poultryfortune.com • www.poultryfortune.com

ANIMAL FEED SUPPLEMENT



CHOLINE CHLORIDE (CCL)

FEED GRADE 60%

Acts as a Liver Health Solution for poultry by Preventing Fatty liver syndrome. Prevents bone abnormality or Perosis in chicks. Improves FCR & Growth (Maintaining Cell Structure And Body Functions) Improves Carcass Quality. Choline Chloride is used as an important feed additive in livestock, especially poultry as it helps to maintain cell membrane integrity and normal maturation of bone cartilages, thus preventing perosis.

Appearance	Brown granular powder	
Benefits	<ul style="list-style-type: none"> ▪ Prevent fatty liver syndrome. ▪ Prevent bone abnormality or perosis in chick. ▪ Improve body immunity system to prevent disease. ▪ Improve Carcass quality. ▪ Improve egg production. ▪ Improve FCR. 	
Application	<ul style="list-style-type: none"> • Prevent the accumulation of fat and tissue lesions in the liver and kidney • Strengthen animal's health and disease resistance ability . • improves animal's growth rate and laying rate and piglet's Survival rate • promote Fish growth and breeding , improves survival rate • Ensure animal's normal function of nervous system 	
Properties	Assay	Min 60%
	Loss on drying	Max 5.0%
	Heavy metals	Max 20(ppm)
	TMA (ppm)	Max 300
Handling and storage	Store in a cool, dry, well ventilated area. Keep away from incompatible materials.	
Shelf Life	2 years	
Packing	25kg bags.	
Dosage & Administration	Poultry : 500 – 1000 gram /Ton of feed	



CHOLINE CHLORIDE (CCL)

✉ sales@adelbertvegyszerek.com
 🌐 www.adelbertvegyszerek.com
 📞 +91 9369832334, +91 9026713634
 📞 +91 7054809008



Glamac International Hosts Seminar on Optimizing Bird Performance and Combating Antimicrobial Resistance

Glamac International Pvt Ltd, a leader in the poultry feed additive industry, regularly conducts seminars on impactful topics. Glamac recently held a highly successful seminar on the critical topic of **"Optimizing Bird Performance to Sustain in the Industry & Overcoming Antimicrobial Resistance."**

The seminar took place on June 7, 2024, at the Sayaji Hotel in Raipur, attracting a diverse audience of poultry



farmers, distributors, poultry consultants, feed manufacturers, and key industry accounts.



The program was graced by renowned speaker **Dr D. Chandrasekaran**, a retired professor from the Department of Animal Nutrition at TANUVAS. With his extensive knowledge and experience, Dr Chandrasekaran provided invaluable insights into the challenges and solutions for optimizing bird performance and tackling antimicrobial resistance—issues of paramount importance in today's poultry industry.

The program was meticulously orchestrated by AGM Technical and

Marketing, Dr Sumon Nag Chowdhury, whose expertise ensured a seamless and engaging seminar. Dr Sumon mentioned, "Due to enormous population growth over the last few decades there has been an increasing need for economical & secure supply of protein sources. The major, most affordable & quality animal protein sources are eggs & chicken and sustainable chicken farming has become very important." The proceedings commenced with a comprehensive company introduction by Founder & Managing Director, Mr Abir Mukherjee. Mr Mukherjee highlighted Glamac International's commitment to innovation, quality, and industry leadership, setting a positive tone for the evening.

Following the introduction, Dr Chandrasekaran took the stage, delivering a



detailed presentation that delved into the topic, latest strategies, and best practices for enhancing bird performance. His discussion covered a range of topics, from nutritional advancements to management practices aimed at reducing dependence on antibiotics and promoting sustainable growth.



The seminar also featured an interactive question-and-answer session, coordinated by Dr Rahul Mogale Product manager, allowing attendees to engage directly with Dr





NatuXan-Y

NATURAL YELLOW PIGMENT

Natuxan-Y is a saponified, stabilised source of xanthophylls derived from marigold flowers. It helps to achieve uniform colouration in egg yolks naturally.

- 🌿 Natural
- 🔗 Highly bioavailable
- ₹ Cost Effective
- 🔥 Thermostable
- 🇮🇳 Made in India

USAGE

  
Layer | Broiler | Breeder

Connect with us to learn more about our products & its benefits

B41/A, Veersandara Industrial Estate, Hosur Road, Bangalore 560100, Karnataka, India
Email: ahp@flavourtrove.com | Tel: +91 96633 65755 | Web: www.flavourtrove.com

Chandrasekaran and gain further clarity on the topics discussed. This session fostered a collaborative atmosphere, encouraging the exchange of ideas and experiences among industry professionals.

With Glamac's quest for innovation and R&D, Mr Mukherjee presented two innovative nature blends of Glamac. **CYNKA HBR** - an anti-diarrheal & antimicrobial and Gut Health Modulator which can outrightly replace the AGP or Halquinol to create a new era of antibiotic free chicken & egg in India. Other one is **Panbonis - Vitamin D3 metabolites**, the global brand from Herbonis Switzerland. Vitamin D3 metabolites - new natural element in animal nutrition.

The event concluded with a heartfelt vote of thanks by Mr Vinod Mishra - AGM Sales for North and South. Mr Mishra expressed



gratitude to all participants for their active involvement and contributions, acknowledging the collective effort done by the team & mainly to Mr Upendra Dwivedi Area Sales Manager - MP & Chhattisgarh in organizing the seminar.

Glamac International is honoured to have sparked this vital and timely conversation with partners & clients and will continue to conduct such informative seminars. Glamac is committed to delivering cutting-edge solutions in the poultry industry & reinforcing its position as a leader in innovation and excellence.



Brazil rules out three potential new cases of Newcastle disease in poultry

The case led the government to enforce a voluntary ban on poultry exports to certain countries.



Brazil's Agriculture Ministry said recently it has ruled out three potential new cases of Newcastle disease in poultry after testing additional samples taken from animals in the area close to where a first case was confirmed.

Newcastle is a viral disease that affects domestic and wild birds, causing respiratory problems, among other symptoms, and can lead to death. Brazil detected its first case of Newcastle disease in poultry since 2006.

"The negative results are an extremely positive sign regarding the containment of this sanitary event, which is important for a quick resolution of the situation, and reinforces the robustness of Brazil's agricultural defense system," the ministry said in a statement.

The additional samples were collected from birds in three properties within the protection zone established in Rio Grande do Sul, where authorities found the first case of the disease in 18 years,

when it was detected in subsistence animals.

Confirmation of the case led the government to enforce a voluntary ban on poultry exports to certain countries.

Brazilian meat lobby ABPA and the state poultry association ASGAV welcomed the results of the additional testing, saying they corroborated the single case found was "an isolated" event.

Authorities reported the single case after the death of around 7,000 birds on a small chicken farm, representing 50% of the flock there.

Brazil voluntarily adopted export restrictions, affecting sales to 44 nations, including China, Argentina, the European Union, Japan and Saudi Arabia.

"I am confident that with the agility of our teams, we will return to normal export operations very soon," Agriculture Minister Carlos Favaro said in a recent statement.



EU Approved



ARE YOU LOSING EGGS?

AIVLOSIN[®], THE MYCOPLASMA TREATMENT FOR LAYERS



With its outstanding results against mycoplasmal infections, Aivosin[®] saves you eggs and labour

- ✓ Outstanding results
- ✓ Sustained egg quality
- ✓ Tailored flock treatment
- ✓ Low therapeutic dose
- ✓ Proven efficacy
- ✓ Zero Day Egg withdrawal
- ✓ Palatable



Stay Ahead



Stay Ahead

www.aivosin.com

Aivosin[®] and Valosin[®] are registered trademarks of ECO Animal Health Ltd, London, United Kingdom
Registered claims and packaging may vary from country to country



No. 11, Second Floor, Sneha Nagar, First Cross, Amruthahalli, Bangalore – 560092
For Suggestions & Feedback: E-mail : feelings@timoeva.com | Ph: +91 9902071269 / +91 80 48663242

Budget Expectation 2024-25: Ricky Thaper

Ricky Thaper- Treasurer, Poultry Federation of India, advocates for the budget 2024-25 that GM corn and soybean meal imports should be allowed with a fixed quota during off or non-harvesting season here so that it does not adversely impact the farmers' price realisation.



**Ricky Thaper - Treasurer,
Poultry Federation of India**

“The Poultry Industry, which employs millions of people and has been witnessing one of the fastest growth in the range of around 8 – 10% annually, is looking forward to sustained supply of feed, which has a share of around 60-65% in the cost of production. From the Union Budget (2024-25), the poultry industry expects measures boosting supplies of maize, a key ingredient in the poultry feed. The domestic prices of maize have been at elevated levels because of growing demand for maize from several other industries such as pharmaceutical, ethanol, food and beverages industry. While the government must initiate steps to increase production of maize in coming years, import liberalisation should be given prominence so that the cost of production of the poultry sector remains stable. As done a few years

back for soybean meal, the government must allow import of genetically modified (GM) corn and soybean meal so that the poultry industry is assured of raw material supplies for the feed in a cost effective and sustainable manner.”

“The GM corn and soybean meal imports should be allowed with a fixed quota during off or non-harvesting season here so that it does not adversely impact the farmers' price realisation. Reduction in import duties on these ingredients in the poultry feed should be announced soon. While the government has extended the Animal Husbandry Infrastructure Development Fund being implemented under Infrastructure Development Fund with an outlay of Rs.29,610 crore for another three years up to 2025-26, thrust on providing financial incentives to poultry feed plants and poultry meat processing units. The creation of cold storage infrastructure at the retail levels should be encouraged to harness the growth potential of the poultry sector. We need more sustainable, efficient, technology-enabled modern cold chain facilities to ensure that no protein value is diminished during the

Visionary Leader in Animal Healthcare Honored with Ph D in Poultry Science

Dr K N Reddy was Conferred with an Honorary Doctorate in Poultry Science from the European International University

Dr K N Reddy, CEO of Natural Remedies and a leading figure in animal healthcare, has been awarded an honorary Doctorate in



As an EC Member of CLFMA and chairholder for various poultry boards, Dr K N Reddy advocates for continuous learning and

Poultry Science by the esteemed European International University. With over 30 years of expertise, Dr K N Reddy has transformed Natural Remedies into a global leader in Phyto-genic solutions for animal health.

Under his leadership, Natural Remedies has expanded its reach to 45 countries, contributing significantly to the US Pharmacopoeia, British Pharmacopoeia, and Indian Pharmacopoeia. Dr K N Reddy's innovative strategies have driven the company's growth and commitment to sustainable, nature-based healthcare solutions.

Hailing from Warangal, Dr K N Reddy embraced his journey by pursuing a bachelor's degree in Poultry Science from Kakatiya University. His dedication and vision have since led to groundbreaking contributions in the field.

innovation. His leadership has been instrumental in positioning Natural Remedies as a pioneer in developing safe, effective, and sustainable Phyto-genic solutions.

Dr K N Reddy's mantra, "Ordinary people with extraordinary commitment can produce outstanding results" encapsulates his approach to leadership and innovation. His contributions continue to shape the future of poultry health and animal healthcare globally.

Natural Remedies is a Phyto-genic solution provider globally for Animal & Human health, committed to sustainability, aiming for carbon neutrality, waste elimination, and recycling within the next decade. The company's core value of "Being Useful" underscores its mission to positively impact the environment and promote health and happiness through science and nature.

►► poultry birds' journey from farm-to-fork. Support from refrigerated infrastructure creation in transportation of poultry birds should be provided enough

attention in the budget so that the value-chain of the poultry industry remains sustainable and remunerative for the farmers.”



AZITHROMYCIN POWDER

We are one of the growing and large manufacturers, suppliers, exporters and traders of Antibiotic Azithromycin Powder of the best quality and competitive prices for the application in poultry and chicken livestock.

Dosage :

of Antibiotic Azithromycin Powder for Poultry and Chickens: Azithromycin powder in amounts of 100gm per 200-300 liters of drinking water two times a day and should be done for the first 2 hours and last 2 hours of the day. This should be done for 3 to 5 days.

**POULTRY
ANTIBIOTICS**



Contact Us :

What app No.



+91 8090693995, +91 7380688804

email : sales@swisschemie.co Website : www.swisschemie.com

Bentoli Launches Revolutionary Fixar TC, a Comprehensive Toxin Binding Solution in Midnapore

Midnapur, West Bengal- June 17, 2024: Bentoli AgriNutrition India Pvt. Ltd. proudly announced the launch of its groundbreaking product, Fixar® TC, at a highly successful seminar. The event, themed "Major Challenges of Monsoon Season in Layer Birds," garnered significant attention and acclaim from attendees and organizers alike. The seminar emphasized the urgent need to address the direct and indirect losses layer birds endure due to toxins, aiming to analyze problems critically and identify effective solutions.

The seminar was honored by the presence of Mr Madan Mohan Maity, Chairman of NECC (East Zone), whose insightful address set the stage for the day's discussions. The gathering began with the ceremonial lighting of the lamp and a prayer to Dr B.



V. Rao, the founder of the Indian poultry industry, invoking his blessings for the success of the event.

Dr Sushanta Saha, Regional Director S & SEA, commenced the seminar with an engaging overview of Bentoli's history, mission, key competencies, and client solutions. His presentation underscored Bentoli's unwavering commitment to addressing industry challenges.

Following this, Dr Sushant Mhatre, AGM - Techno Commercial, delivered a detailed presentation on the "Major Challenges



of Monsoon Season in Layer Birds," highlighting Bentoli's innovative solutions. A key focus was the introduction of Fixar® TC, a revolutionary product designed to tackle the complex issues posed by toxins in layer farming. Dr Mhatre's expound into the impact of toxins and effective mitigation strategies were well-received, fostering a deeper understanding among the attendees.

The active participation of the West Bengal Sales team, led by Mr Tapan Ghosh, Advisor - East Zone,

and Mr Partha Ghosh, Area Manager, further demonstrated Bentoli's dedication to building strong relationships with customers and providing determined support to poultry farmers. Their enthusiasm and commitment were evident throughout the event.

The seminar saw the involvement of over forty elite layer farmers and supporters, highlighting its significance within the West Bengal poultry-layer community. The dynamic exchange of ideas, experiences, and best practices nurtured a collaborative spirit, creating an environment conducive to collective learning and growth.

Bentoli AgriNutrition India Pvt. Ltd. extends heartfelt thanks to all participants for their invaluable contributions, making the seminar a resounding success. The company remains committed to addressing the challenges faced by poultry farmers and looks forward to continuing its mission of innovation and excellence in the Agrinutrition sector.



**The Ultimate Choice to make
Mycotoxin consequence negligible**



TOXK/L



Aflatoxins



Ochratoxins



Trichothecenes



**Maximize Nutrient Uptake with the Science of
Glycine & Curcumin Chelation**

Chelomix



**Only
Organic Trace
Minerals**

Complete glycine
chelated Mineral Premix
for Broilers, Layers & Breeders
fortified with Curcumin extract



Bentoli India Hosts Technical Seminar for Veterinary Professionals in Tiruchirappalli

Tiruchirappalli, Tamil Nadu – June 3, 2024 – Bentoli India organized a highly informative and engaging technical seminar for senior veterinary professionals in Tiruchirappalli, Tamil Nadu. This event showcased Bentoli's strong presence in the specialty livestock feed additives market and highlighted their unwavering commitment to developing high-quality dairy feed supplements designed to enhance livestock health and productivity, ultimately benefiting farmers by improving their yields and profitability.

The seminar commenced with opening remarks by Mr Sripal Ravindran, General Manager, Operations of Bentoli India. He welcomed the attendees, provided a glimpse into Bentoli's operations, and set the stage for a series of insightful presentations. Following the opening remarks, Dr Sushant Mhatre, AGM-Technocommercial of Bentoli India, discussed the necessity of balanced nutrition in high-yielding



dairy animals and the significant costs incurred by dairy farmers due to various diseases annually. He emphasized the importance of balanced nutrition in growing calves and high-yielders, especially during chronic infections and metabolic disorders, presenting data showing improved performance in dairy animals using Metostim.

In another session, Dr Mhatre highlighted the importance of supplementing direct-fed microbials in dairy animals, discussing the role of yeast and bacterial cultures in enhancing rumen function, improving fiber digestion, reducing acidosis, and increasing milk yield and fat percentage. Dr Badineedi Hanumanth

Rao, Technical Executive-Livestock Nutrition, shared testimonials and positive feedback from Adhvathullur dairy farmers regarding the effectiveness of Metostim and Rumicell for their dairy animals.

The event was graced by Dr Ganapathi Maran, Regional Joint Director of Animal Husbandry, Tiruchirappalli. Attendees had the opportunity to engage in insightful discussions, share experiences, and address common challenges faced in the field. Mr Sunil Kumar Jayaraman, Channel Manager of Sales & Marketing, delivered the vote of thanks, expressing appreciation to the attendees and organizers for their contributions in making the event outstanding.

About Bentoli: Bentoli is dedicated to providing our customers with the highest quality products, services, and consultative solutions that will tangibly improve their operational and financial performance.

The company manufactures preservatives, processing, and nutritional additives for aqua and animal feeds. Employing a comprehensive and methodical approach, Bentoli develops optimal solutions for feed manufacturers and farmers. By working closely with feed manufacturers and livestock operators to thoroughly understand their specific needs, Bentoli uses a consultative, collaborative approach to identify problems, develop solutions, and continuously monitor performance to achieve desired results for our customers.

Bentoli has an active R&D program that includes laboratories and animal rearing facilities, ensuring that our products are backed by the latest scientific research and practical application. This dedication to innovation and quality allows Bentoli to deliver effective, reliable solutions that enhance the health and productivity of livestock, ultimately benefiting the entire agricultural community.



LAVI GOD

The Super Power Enzyme For Faster Fix of Production Loss



FUNCTIONS OF LAVI GOD

AGP Replacer: Resists & eliminates harmful microbiota

Optimizes Immunity

Optimizes nutrient metabolism

Controls Fungi growth & Mycotoxins

Prebiotic, Acidifier & Antioxidant:
Improves Gut Health

Controls coccidia & diarrhea



An ISO 9001 : 2015 Certified Company

Administrative Office:

- Maruthi Arcade, 1st Floor Opposite Trendz Apartment near Dasanakoppal Gate, Bogadi-Gaddige road Mysore-570026
- sales@lavizen.in | www.lavizen.in
- +91-9686306271; 7676601611



Neotle Global Unveils New Products at Coimbatore Launch Event



Day 1 lamp lighting done by Mrs Deepa, Dr Karthikeyan, Dr Joshua and Dr Madhavan



Dr Prabakaran was felicitated by Mr Pradeep kumar, Mr Chandrasekar and Mr Ramalingam



Day 2 lamp lighting was done by Mr Balasubramaniam, Mr Shanmugam, Mrs Padma & Dr Yasothai

As part of its strategic expansion into Southern India, Neotle Global Private Limited recently hosted a successful product launch event in Coimbatore on June 21 and 22, 2024. The event commenced with a lamp lighting ceremony.

Mr Senthil Kumar, CEO of the company articulated the vision and mission of Neotle, underscoring its commitment to innovation and excellence. Following this,

The event highlighted Neotle's latest ground breaking solutions:

- **NEO12:** A nutritional moisture optimization program designed to keep feed moisture at an ideal 12% using a unique formulation of organic acids, bio-

surfactants, and amino acid precursors.

- **Neogut:** A pioneering product featuring a natural biopolymer that addresses feed passage syndrome with antibacterial, anti-inflammatory, and wound healing

properties for the gut.

- **Expanza:** A cell tonic aimed at rejuvenating body cells to reduce metabolic stress-related mortalities and production-related stress.

Dr Chandramohan, C.T.O presented these innovative

products, providing detailed insights into their mechanisms and applications.

The event spanned two days, each day catering to a specific audience:

- **Day 1:** Focused on veterinarians and technical experts, fostering discussions on innovative solutions and their potential to enhance poultry performance.
- **Day 2:** Geared towards leading integrators, breeders and commercial feed-millers delving into the practical implications of these advancements for the industry.

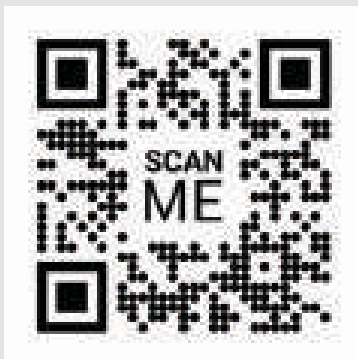
Sustainable practices and the role of Neotle's products in promoting animal health were key themes throughout the event. Technical discussions provided deep dives into the mechanisms and applications of the products, highlighting their capacity to improve farming practices. Innovation was a central theme, with participants





When does 1+1=3?

**When You Combine
Postbiotics and
Essential Oil Compounds.**



**Scan to
Add Up
Performance
Now**

Dia-V MB PROLS



Provimi Animal Nutrition India Pvt. Ltd.
Email at: info_info@cargill.com | Call at: +91-9606077510

For consumer feedback, please write to:
Consumer Care Cell, Provimi Animal Nutrition India Pvt. Ltd.
IS-40, KHB Industrial Area, Yelahanka New Town, Bengaluru - 560 064, India



eagerly exploring and sharing ideas on advanced technologies and practices within the poultry industry.

The company was privileged to have the gracious presence of Dr Prabakaran, former Vice-chancellor of Tamil Nadu Veterinary and Animal Sciences University, who has become the Honorary Advisor for the Research and Development of the company



Additionally, the event offered significant networking opportunities, fostering connections and collaborations aimed at advancing poultry practices. Neotle Global Private Limited's initiative in Coimbatore marked a pivotal moment in introducing transformative solutions to the industry. The event illuminated an essential concept: while natural novel ingredients are abundant in nature, the future of livestock and poultry health depends on our scientific ability to effectively identify and utilize these resources.

Lesaffre Reinforces its Presence in Savory

Ingredients Market by Acquiring Dsm-firmenich's Yeast Extract Business.

Lesaffre, an independent key global player in fermentation and microorganisms, announces the signing of a transaction with dsm-firmenich, a leading innovator in nutrition, health and beauty, regarding its yeast extract business.

Lesaffre and dsm-firmenich have reached agreement for a multi-part collaboration in yeast derivatives serving the savory ingredients space. Lesaffre will acquire dsm-firmenich's yeast extract go-to-market organization and know-how, enabling production of dsm-firmenich's yeast extract products in Lesaffre's global manufacturing network.

This acquisition of talent and know-how and a technology partnership with dsm-firmenich will strengthen Lesaffre's trajectory in the savory ingredients market, bolstering its current R&D expertise and expanding its range of high-quality products. Acquiring dsm-firmenich's yeast extract processing technologies will enable Lesaffre to better serve customers in savory and other fermentation-based applications.

It is a transformative strategic step for **Biospringer by Lesaffre**, a global provider of innovative natural origin solutions from yeast fermentation. Biospringer



will offer to its customers a wider range of products and solutions to improve taste, texture, and other desired properties in their various food applications.

For Brice-Audren Riche, CEO of Lesaffre, "This transaction completely fits in our strategy to become a true global specialist in yeast extracts and derivatives for the savory ingredients market. Close to our customers on all continents, we develop tailored solutions fitting to local cultures, consumer tastes and market trends. To maintain excellence in biomanufacturing, we also have invested in the last few years in new biosciences technologies including high-throughput strain screening. The collaboration with dsm-firmenich will help us keep pace in an ever-progressing industry and allow us to expand our business by integrating great people and new in-house supply capabilities. We very much look forward to welcome dsm-firmenich employees within our Group to pave with them the way for sustained growth and expanded customer diversification."

For Patrick Niels, dsm-firmenich BU President Taste, Texture & Health, "With a similar history of more than 150 years of purpose driven biotechnology R&D and innovation, to nourish people and our planet, we have found the perfect home for our yeast extract business and those employees who will join Lesaffre, where they will have the opportunity to further develop their careers. With this transaction, our customers are ensured of continuity of supply of the products and product brands they like and are used to - but now as part of Lesaffre's portfolio of innovative food solutions. We look forward to continuing to work closely with Lesaffre on the development of yeast extract knowledge and expertise through the technology partnership agreement".

dsm-firmenich is a Swiss-Dutch company, listed on the Euronext Amsterdam. Lesaffre and dsm-firmenich hope to close the transaction by the end of the year. Closing remains subject to the customary regulatory approvals and works council consultations at dsm-firmenich.



Wide Spectrum Di-polar Adsorbent for Mycotoxins & Pesticides

Bio-BanTox™ Plus

Unique Advantages:

- Wide spectrum Mycotoxins and Pesticides adsorbent
- Extensively tested in vivo and on target organs
- No adsorption of other Nutrients
- Maximises: Feed conversion, Productivity and immune response
- Reduces: Mortality, Secondary problems like bacterial diseases & Vaccine failure



For further information please contact :
VENKY'S (INDIA) LIMITED
ANIMAL HEALTH PRODUCTS DIVISION
An ISO 9001 Certified Company



"Venkateshwara House", S.No.: 114/A/2, Pune -
Sinhagad Road, Pune - 411 030 (India)
Tel : +91-20-24251803
Fax : +91-20-24251060 / 24251077
www.venkys.com
e-mail : ahp@venkys.com

Influencer recommendations to drive poultry, egg marketing

Poultry and egg companies should focus on social media trends such as functional foods for health to drive marketing and increase sales.



For the poultry and egg industry to successfully market its products to Millennials and Generation Z, it needs to understand what today's consumer wants.

Poultry and egg companies should be marketing its products in a way that lean into the natural nutrition of poultry and eggs, as well as intrigue consumers according to their desires that are driven by social media content, explained Registered Dietitian and popular social media nutrition influencer Lauren Twigge.

Almost five billion people use social media globally and 50% of consumers trust social media influencers for product advice and guidance on purchasing decisions, proving the power of social media, she continued.

What is a functional food?

According to Twigge, functional foods are foods that can replace medicine and offer benefits beyond nutrition that support areas of interest in the online space including gut health, immune boosting foods, sleep health, healthy aging, mood boosting foods and hormone health.

The functional food social media trend is leading consumers to form their own definition of health.

“Consumers want functional foods that are naturally nutrient dense and allow them to eat their way to better health without the use of pharmaceuticals,” she stated at the 2024 Poultry Science Association annual meeting. “Consumers want their food to do more than nourish their bodies.”

Why it matters for the poultry and egg industry

The trend of functional foods matters for the poultry and egg industry because chicken and eggs are naturally providing many of the nutrients that support these popular areas of interest.



The products just need to be marketed in a way for consumers to remember that it supports the nutritional benefit they are looking for, she said.

For example, Generation Z and Millennials want products that provide protein for longevity and muscle health, choline for brain development, probiotics to support gut health and collagen and antioxidants and omega 3s for healthy aging and youthfulness.

“Consumers want their food to mean something and to do something,” Twigge stated.

Challenges and opportunities

While consumers say they want functional foods to support their health, research shows that cost and taste are still some of the top drivers behind consumer purchases. This means that accessibility and affordability are also important for producers to focus on, she explained.

Additionally, health claims need to be substantiated by scientific evidence for them to further impact consumer purchasing decisions.

Harnessing the power of social media through the use educated influencers who are sharing products

and research in a relatable way, as well as leaning into the natural nutrition of poultry and eggs, will be key for the industry to drive consumer purchases, Twigge concluded.

Poultry / Animal Feed Supplement



L-VALINE

FEED GRADE 98.5%

OTHER PRODUCTS

- DL - Methionine
- L-Arginine
- L-Lysine HCl
- L-Threonine
- L-Tryptophan

- Dicalcium Phosphate (DCP)
- Monocalcium Phosphate (MCP)
- Choline Chloride 60%
- Sodium Bi Carbonate
- Chlortetracycline - CTC
- Toxin Binder

- Glutamine
- Leucine
- Arginine
- Premix (Broiler)
- Premix (Layer)

Contact us :

+91 7991715797
+91 7524871004



PROMOIS INTERNATIONAL
✉ sales@promoisinternational.com
🌐 www.promoisinternational.com

NU. ANCE Biotechnology enters into Indian market

NU. ANCE Biotechnology, a Swiss-based biotechnology company, founded by the group of entrepreneurs, specialized in development and commercialization of innovative feed additive products, merging expertise in technical and scientific knowledge, our youth is matched by our expertise, with a focus on innovation and quality.

At NU. ANCE Biotechnology we are committed to providing high – quality feed additive solutions. While many companies tout revolutionary concepts, we pride ourselves on focusing on the finer details, the nuances that can significantly enhance profitability and bolster animal resilience. Our approach revolves around innovative strategies like nu.biom postbiotic platform, unique combination of bacterial metabolites aimed at unlocking incremental improvements that make a substantial difference in the industry.

With the recent acquisition of Global Nutrition International, we are pleased to announce that we have added a French manufacturer of technological liquid and solid feed additives to our portfolio. This strategic move significantly contributes to increasing range of additives developed at the highest standards of quality and effectiveness to meet our

customer needs.

In addition to our innovative additives, we also offer technical expertise to support you in your product development projects. Our experienced technical team is well-equipped to provide guidance and assistance throughout the development process, helping you achieve your desired outcomes efficiently and effectively. From initial concept to final product launch, we are committed to working closely with you to ensure success.

We believe that ours can be of great benefit to your organization, and we would like to explore the possibility of working together. We offer competitive pricing and flexible options to meet your specific needs. If you are interested in learning more about our products, do not hesitate to contact us. We would be happy to schedule a meeting or phone call to discuss how we can assist you.

PRODUCT LINES
nu.biom is a natural supplement rich in bioactive compounds derived from fermentation processes which synergistically promote a healthy microbiome, boost immunity, optimize metabolism, and enhance digestibility in animals, thereby improving their resilience and performance.

Rising Prices of Maize worry Poultry Industry

Pune: Members of the poultry industry have raised concerns over the rising maize prices in the country and have written to the Union Minister of Fisheries, Animal Husbandry and Dairying Mr Rajiv Ranjan Singh, urging him to allow import of genetically modified (GM) Maize with zero import duty.

Around 60% of the maize from across the country is consumed by the poultry industry and prices started to increase after the ethanol industry started using more maize and rice for production.

“Prices of maize have increased from Rs 23 to 24 per kg to Rs 28 to 29 per kg after the ethanol industry started using it. This has affected the overall production cost of the poultry industry which is ultimately affecting the price of chicken,” Mr Girish Kolwankar, Director of Premium Chick Feeds said.

The price of maize has increased by around 73% in the last four years with an average annual increase of around 18%, while the average growth of the industry has been between 8 and 10%.

“We have demanded that central government should increase the current import cap for GM maize from 5 million tonnes to at least 15 to 20 million tonnes. It should also be made duty free to make it affordable

“ Prices of maize have increased from Rs 23 to 24 per kg to Rs 28 to 29 per kg after the ethanol industry started using it. This has affected the overall production cost of the poultry industry which is ultimately affecting the price of chicken

Mr Girish Kolwankar,
Director of Premium Chick

for the poultry industry because we cannot compete with the ethanol industry,”

Mr Ranpal Dhanda, President of Poultry Federation of India, said.

He added that even after allowing zero duty import, the industry will still pay around Rs 24 to 25 per kg for GM maize which will be higher than the MSP for the maize (Rs 22.25 per kg) in India.

“However, we are currently forced to pay around Rs 26.5 per kg with 15% import duty under the current norms. Countries like Ukraine and Brazil are most preferred for importing GM maize by the industry,” Dhanda said.

Sujit Kulkarni, Vice President of Poultry Federation of India’s west zone, said, “The industry consumes around 4 million tonnes of rice every year for poultry feed. The government currently has a surplus of around 48 million tonnes of rice which can be diverted to the poultry industry.”

IMMULATOR®

The Superlative Immunity Booster



Enhance Immunity &
Fight The Invaders

Provet Pharma Private Limited

No. 9, 1st Floor, Chakrapani Street, 2nd Lane,
Narasingapuram Extension, Maduvankarai, Guindy, CHENNAI - 600 032. INDIA
Telefax: +91 44 2244 2124 / 27 | E-mail: info@provet.in



www.provet.in

[f provetppl](#) [t provetppl](#) [in provetppl](#)

HIRIN 恒润机械

Professional Feed Machinery Manufacturer

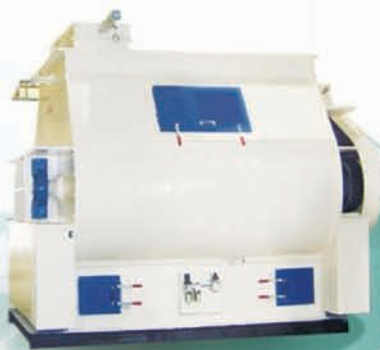
SFSP66 Series Hammer Mill

Max capacity: 25-35t/h
The hammer screen clearance is adjustable.
Equipped a ultra wide multi-cavity grinding chamber and secondary buffer trough.



SLHSJ Series Double-shaft Paddle Type Mixer

Short mixing cycle, high mixing evenness, the CV can reach to 5% or less.
Full widely-opened twin door discharging structure : at the bottom of mixer.



HRZL Serise Pellet Mill

Suitable for manufacturing all kinds of poultry feed.
The secondary transmission is adopted by V-belt & synchronous belt combination.
Material balanced by double pressure roller before pelleting.



HRSL Series Crumbler

The roller gap can be adjusted precisely.
Less powdery, easier for maintenance.



Model	HRZL420-II	HRZL550-II	HRZL660-II
Power (kW)	55×2	75×2	110×2
Capacity(t/h)	8-11	12-16	22-25
Die. (mm)	φ3.5	φ3.5	φ3.5



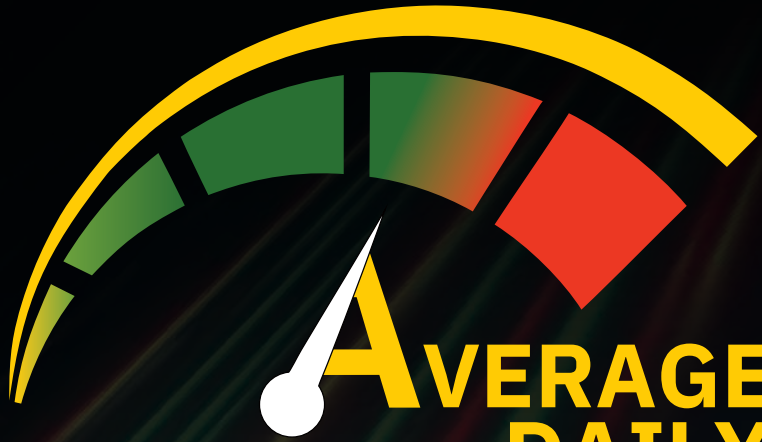
ZHANJIANG HENGRUN MACHINERY CO., LTD

Shapo Industrial Zone, Suixi, Zhanjiang, Guangdong, China (524300)

Email: hirin_co@126.com

Tel: +86 759 7770818 Fax: +86 759 7769088

Web: www.hirin.cn



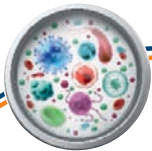
AVERAGE DAILY GAIN



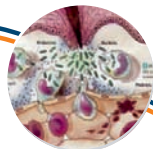
NEOGUT
A REAL GAME CHANGER

A novel natural combination of a biopolymer with Eubiotics that helps to improve overall gut health and profitability.

Benefits



Anti-bacterial



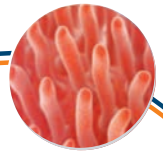
Anti-inflammatory



Immuno Modulation



Growth
Performance



Microflora
of Gut

Hiring Alert

Looking for Sales Manager : West India • Lab Technician : Bangalore

Mail to
hr@neotle.com

www.neotle.com

Bronil

Tiamulin Hydrogen Fumarate 10%, 80%



immeureka
The art of science

IMMEUREKA ANIMAL HEALTH PVT LTD

Corporate Address: Ground Floor, plot No.9B, Near Tiny trees, Vasavi Colony,
Vikrampuri, Secunderabad 500015

✉ dey@immeureka.com www.immeureka.com

WE ARE HIRING

Seeking a Dynamic Executive Secretary
to Support Our Leadership Team

Age: 40 years and above
Location: Bangalore
Type of
Employment: Permanent
Reporting to: President

Skills & Competencies

MS Office, Tally, Experience with IM solutions (SMS, Skype, WhatsApp), setting up virtual meetings, exposure to digitisation. Should be mobile, proficiency in Kannada, (read, write, speak) and English (read, write, speak).

Experience & Qualifications

Minimum 8 years as Executive Secretary in any sector, exposure in crop agriculture and livestock (poultry) agriculture is a plus. Must be a graduate.

Salary

As per market standards (including variables and incentives)

Role

KPFBA's Executive Secretary acts as the CEO of the association, responsible for revenue streams, membership drives, accounting, coordination with auditors and lawyers, government liaisoning, event management, media management, member engagement and member integration. The secretariat oversees the activities of Poultry Disease & Raw Material Diagnostic Lab.

Interested candidates can send their resume to secretary@nandus.com

"Navigating the Monsoon: Challenges in Poultry Farming"

Akash Wadal¹, V.K. Singh², D.Tewari³, Jayant Kumar Kakwani¹, Manish Srivastava¹, Prasad Shinde¹ and Pallavi Maurya¹

¹MVSc Scholar, ²Professor and Head, ³Assistant Professor

Department of Animal Nutrition, College of Veterinary Science and Animal Husbandry, Acharya Narendra Deva University of Agriculture and Technology, Kumarganj and Ayodhya

Email: aakashwadal76@gmail.com

Introduction

The beginning of the monsoon season signals a time of opportunity and challenges for the chicken business. Although precipitation relieves the intense heat, it also presents a number of difficulties that might cause disturbances and threaten the well-being and efficiency of chicken farms. To protect the health of their flocks and the survival of their businesses, poultry farmers face a variety of challenges, such as the increased risk of disease outbreaks, the logistical difficulties of managing feed and water in muddy conditions, and the logistical nightmares of transportation on flooded roads. This article explores the major issues that the poultry industry faces during the monsoon season and looks at the tactics used to reduce risks and keep sustainable practices in place regardless the unpredictable nature of the environment.

Disease Outbreaks

The chicken business frequently faces more difficulties because of illness outbreaks during the monsoon season. The high levels of dampness and humidity provide the perfect environment for diseases to proliferate and spread across chicken flocks. In these circumstances, outbreaks of diseases including coccidiosis, infectious bronchitis, and Newcastle disease are especially likely.

- **Coccidiosis:** Protozoa belonging to the genus *Eimeria* cause this

prevalent parasitic illness. It grows well in moist conditions and can cause serious intestinal injury in chickens, which lowers their growth rates and raises their death rate.

- **Infectious Bronchitis:** This viral illness impairs the hens' respiratory systems, leading to respiratory discomfort, low growth rates, and decreased egg production. In humid environments, the virus can proliferate and spread quickly.
- **Newcastle disease:** Another virus that affects many different bird species, including poultry, is Newcastle disease. It can cause digestive, neurological, and respiratory issues, which can cause significant mortality rates in flocks that are infected. The virus can spread quickly through direct touch or infected surfaces and thrives in moist environments.

Poultry farmers usually concentrate on enhancing biosecurity measures, such as restricting access to farms, putting in place strict cleanliness practices, and regularly monitoring flock health, in order to reduce these disease risks during the monsoon season. Furthermore, immunization campaigns are essential for stopping the spread of this and other infectious diseases in chickens.

Poor Ventilation

Heavy rains and excessive humidity can make poor ventilation in chicken buildings more severe, which puts the health and welfare of the birds at

serious risk. A lack of air circulation can have a number of negative consequences.

- **Respiratory problems:** Ammonia and other gasses from feces and moisture accumulate when there is insufficient ventilation. This may aggravate the birds' respiratory systems and cause respiratory conditions including infectious bronchitis or chronic respiratory disease (CRD).
- **Increased Stress:** Birds are extremely sensitive to their surroundings. The flock experiences elevated stress levels as a result of inadequate ventilation. Stress weakens the birds' immune systems, increasing their vulnerability to illness and decreasing their general production.
- **Heat Stress:** Poor ventilation and high humidity levels can also cause heat stress, particularly in chicken buildings with a high population density. Growth rates, feed conversion efficiency, and egg production are all adversely affected by heat stress.
- **Decreased Air Quality:** Poor ventilation in chicken houses leads to the accumulation of dust, feathers, and microbiological pollutants, which further deteriorates the air quality. This may result in a higher prevalence of respiratory problems and general flock health problems.



PERFORMINS®

Organic Mineral Monoglycinates

REVOLUTION

PROVEN

QUALITY

TRUST

SCIENCE FIRST

**Performins is manufactured at
Avitech Nutrition's state-of-the-art
facility in Haryana**

Poultry farmers should install efficient ventilation systems that guarantee sufficient airflow and regulate humidity levels inside the poultry buildings in order to reduce these risks. In addition to preserving the birds' health, proper ventilation is essential for maximizing their growth and output. To reduce the negative consequences of poor air quality on poultry farms, regular ventilation system maintenance and monitoring are crucial.

Muddy Condition

Poultry farms and the surrounding areas may become muddy due to persistent rain. This not only raises the risk of bacterial infections and foot pad dermatitis in chickens but also makes cleaning more difficult. Numerous difficulties and health hazards for the birds are prevalent in and near poultry farms due to persistent rain that creates muddy conditions:

- **Hygiene and cleanliness:** It is challenging to keep the poultry buildings clean due to the muddy circumstances. The buildup of mud and dirt can pollute supplies of water and nourishment, putting the birds' health at danger.
- **Bacterial Infections:** Extended exposure to muddy environments raises the risk of bacterial development. Moist, unclean conditions are ideal for the growth of bacterial illnesses like Salmonella and E. coli. If these illnesses are not treated right away, they can spread fast throughout the flock, leading to disease and even death.
- **Foot Pad Dermatitis:** In poultry, foot pad dermatitis, also known as footpad lesions, can result from muddy and moist circumstances. The birds' feet become softer due to their frequent contact with filthy and damp surfaces, increasing their vulnerability to cuts and infections. In addition to causing discomfort and anguish, foot pad dermatitis has an impact on the birds' general health and well-being.

During times of persistent rain, poultry breeders should think about

taking the following precautions to lessen these risks:

- **Surface Management and Drainage:** Make sure adequate drainage systems are installed around the chicken houses to divert extra water away from places with heavy traffic.
- **Litter and Bedding Management:** To keep the chicken houses dry and absorb moisture, use the proper bedding materials. To avoid bacterial accumulation, change wet bedding on a regular basis.
- **Install footbaths or clean entryways** at the entrances of chicken buildings to minimize the infiltration of dirt and pollutants.

Health Monitoring: During times of muddy conditions, pay closer attention to the health of the birds. Minimizing the impact of foot pad dermatitis and bacterial infections on the flock requires early detection and treatment.

In spite of difficult weather circumstances, poultry farmers may contribute to ensuring the health, welfare, and production of their birds by proactively managing muddy conditions and upholding excellent hygiene procedures.

Feed Management

Handling feed storage becomes essential during the monsoon season because of the enhanced danger of spoiling brought on by high humidity. The following are the main issues and things to think about with regard to feed management in chicken farming at current time:

- **Spoilage Because of High Humidity:** Feed may collect moisture from the air as a result of high humidity, which may result in mold growth and spoiling. In addition to losing its nutritional value, spoiled feed puts the birds' health at danger if they eat it.
- **Impact on Nutritional Quality:** Mycotoxins, which are created by molds, can be present in spoiled feed and have a negative impact on the health and productivity of chickens. Mycotoxins can lower

feed intake, weaken the immune system, and hinder the absorption of nutrients, all of which lower productivity in the birds.

- **Higher Expenses:** Poultry growers incur higher expenses when they have to discard faulty feed. Furthermore, eating damaged feed can result in lost profitability due to lower growth rates and egg production, as well as increased veterinary expenses.
- **Storage Conditions:** In order to keep feed from spoiling, proper storage conditions are essential. Feed should be kept dry and well-ventilated, away from sources of moisture and direct sunlight. Using silos or containers that are resistant to moisture can assist preserve feed quality when there is a lot of humidity.
- **Rotation and Monitoring:** Keep an eye out for any indications of decomposition, such as odd smells, discoloration, or clumping, on stored feed. Use a first-in, first-out (FIFO) system to make sure that older feed is used first, reducing the possibility that feed will deteriorate from extended storage.
- **Quality Assurance:** Purchase feed from reputable vendors who uphold stringent standards for quality. For chickens to grow, stay healthy, and produce as much as possible, they need high-quality feed, especially in severe weather.
- **Modified Feeding Techniques:** Feed compositions such as pelleted or extruded feed are less likely to deteriorate than mash feed, thus take into account modifying feeding schedules or using them instead. During the monsoon season, these formulas can assist minimize waste and maintain feed quality.

Poultry farmers may lessen the difficulties in managing feed during the monsoon by putting these strategies into practice, guaranteeing that their birds receive the high-quality nutrition required to preserve

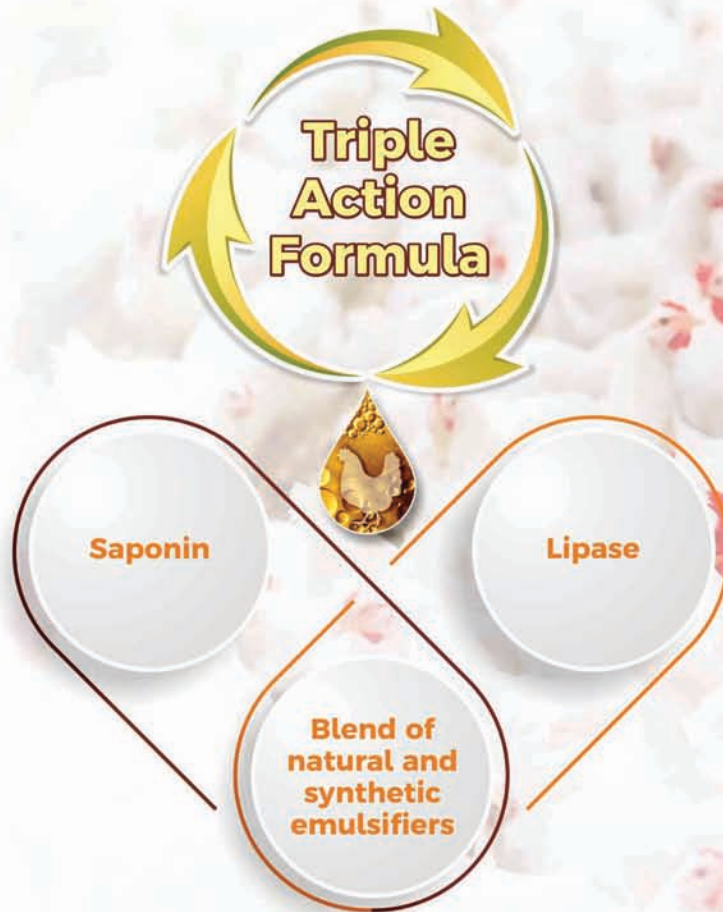


**Why are you satisfied with less,
If you can achieve more...**

Introducing

The NextGen Emulsifier

 **FATLYSE**[®]
Lipiciency Ensured



www.provimi.in

Cargill Premix & Nutrition

Provimi Animal Nutrition
India Pvt. Ltd
IS-40, KHB Industrial Area,
Yelahanka New Town,
Bengaluru - 560 064,
Karnataka, India.
T +91-80-28460060
E info@cargill.com

© 2023 Cargill,
Incorporated.
Printed in India



productivity and health.

Water Management

In poultry farming, water management is essential, particularly during times of heavy rainfall that can cause floods or waterlogging. The following are the main issues and topics to think about when managing water under such circumstances:

- **Drinking Water Quality:** Water sources that are currently in use, such as wells, ponds, or water tanks used to store water for poultry, may become contaminated due to flooding or waterlogging. Birds may get waterborne illnesses as a result of germs, bacteria, and other dangerous materials present in contaminated water.
- **Health Risks:** When birds drink tainted water, they run the danger of getting a number of waterborne illnesses, including avian influenza, bacterial infections like colibacillosis, and parasite infections like coccidiosis. These illnesses may result in lower output, greater death rates, and more expensive veterinary care.
- **Water Availability:** Floods have the potential to cut off poultry houses' access to safe drinking water. Waterlogging can also make it difficult to maintain water systems and allow adequate drainage, which would leave less water available for the birds.
- **Preventive Measures:** To control water availability and quality during the monsoon season, preventive measures must be put into place.
 - **Water Source Management:** Check and test water sources frequently for pollution. To make sure that the water quality satisfies requirements for poultry health, apply water treatments like filtration or chlorination.
 - **Water Storage:** To avoid contamination, make sure that water storage facilities are raised or shielded from

flooding. Use covered containers or tanks to protect water from debris and runoff from rain.

- **Drainage Systems:** To reduce waterlogging and promote runoff after intense rainfall, keep up efficient drainage systems surrounding chicken houses and water sources.
- **Sanitation and Monitoring:** During the monsoon, pay closer attention to sanitation procedures and water quality. To guarantee that birds always have access to clean water and to avoid biofilm accumulation, clean waterers on a regular basis.

Problem of transportation

For poultry farms, transporting supplies and goods during periods of intense rain or flooding poses serious logistical issues. The following describes how these issues affect supply chains and the methods farmers use to lessen them:

- **Mechanized Supply Chains:** Roads may become dangerous for transit vehicles or impassable due to heavy rains and flooding. This makes it more difficult for chicken items to reach markets or processing facilities on time, including processed meat, eggs, and live birds. It also has an impact on the transportation of necessities to chicken farms, including bedding, medicine, and feed.
- **Expense Increases:** Transport delays and supply chain interruptions frequently result in higher expenses for chicken producers. This can involve paying more for emergency supplies, other methods of transportation, or storage facilities to keep track of inventory while delays occur.
- **Strategies for Mitigation**
 - **Better Drainage Systems:** Improving farm drainage systems lowers the risk of supply chain interruptions, ensures access for transportation vehicles, and lessens waterlogging and flooding.

➤ **Appropriate Ventilation:** It is essential to keep chicken buildings adequately ventilated. Making sure birds are comfortable and have enough ventilation during delays in transit helps them feel less stressed and lowers their chance of developing respiratory problems.

➤ **Rigid Biosecurity Measures:** Putting strict biosecurity measures in place helps stop the entrance and spread of illnesses during disruptions in transportation. This entails limiting vehicle access, cleaning tools, and keeping an eye on the wellbeing of birds.

➤ **Feed Additives:** During stressful times, poultry's immune system and digestive health can be supported by using feed additives like probiotics or immune enhancers. This supports resilience against illnesses and general health maintenance.

- **Emergency Preparedness:** It's critical to create alternate strategies in case of severe weather. To ensure business continuity during power outages, this may entail setting up backup generators or alternative energy sources, staying in touch with suppliers and customers, and planning alternate routes for transportation.
- **Collaboration and Communication:** Having a solid rapport with suppliers, transportation companies, and other supply chain participants enables efficient communication and quick resolution of unforeseen issues. Timely modifications to transit schedules and backup plans are guaranteed through coordination.

Poultry entrepreneurs can lessen the logistical difficulties involved in moving supplies and poultry products amid heavy rains and flooding by putting these measures into practice. By taking a proactive stance, they may cut expenses, preserve operational effectiveness, and guarantee the wellbeing of their chicken population.



TAILOR MADE

RICE DOC

**NET WEIGHT
50kg**

ANIMAL FEED SUPPLEMENT



Call : +918853455127, +917318153787, +9196215 10838

amantroagro017@gmail.com | www.amantroagroproducts.co.in



Protect your
poultry's gut,
produce your **profits**



**Multi-Strain
Probiotic**

Phytobiotics

**Prebiotic from
an Herbal source**

- Better immunity
- Bile and acid tolerant
- Better villi: crypt ratio
- Better digestion
- Thermostable at 100°C



Himalaya Wellness Company
Makali, Bengaluru 562 162, India
www.himalayawellness.com
E-mail: write.to.us@himalayawellness.com



Scan for
more
info on
HimFlora



We are the **Largest Manufacturer** of Vitamin Premixes



BREEVIT

Vitamin Premix for Breeders

LAYVIT

Vitamin Premix for Commercial Layers

BROVIT

Vitamin Premix for Commercial Broilers

BROVIT PLUS

Vitamin enriched premix for Commercial Broilers

These superior Homogeneous Premixes manufactured at state-of-the-art Plant brought to you by the world's largest producer of vitamin premixes



VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)

Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030

Tel.: (020) 24251803, Fax: +91-20-24251060/24251077, Website: www.venkateshwarabvbiocorp.com

United Nations' Sustainable Development Goals (SDG) and Poultry Sector of India

Email: drvijaykumar.ext@gmail.com

Vijay Kumar¹, S V Rama Rao¹ and Pankaj Kumar²

¹ICAR-Directorate of Poultry Research, Rajendranagar, Hyderabad

²Bihar Veterinary College, Patna, Bihar

The Sustainable Development Goals (SDGs) are also known as the Global Goals, were adopted by the United Nations in 2015 and came into effect on 1 January 2016 as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030. There are 17 SDGs and 169 targets to achieve within the time frame. The goals cover the three dimensions of sustainable development: economic growth, social inclusion, and environmental protection. India is an important country for the success of the SDGs because one-sixth of the world population lives here. NITI Aayog, is the apex public policy think tank of the Government of India, has been entrusted with the task of coordinating the SDGs, mapping schemes related to the SDGs and their targets, and identifying lead and supporting ministries for each target. The UN Country Team in India supports NITI Aayog in achieving its targets.

The poultry sector, being an important sector that provides food and nutrition security, income and livelihood sources, employment,

- *There are 17 Sustainable Development Goals (SDGs) came to effect on 1 January 2016 as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity.*
- *The poultry sector has the potential to help achieve most of the SDGs; however, there are eight important SDGs on which the poultry sector can significantly impact: no poverty, Zero Hunger, Good health and well-being, Quality education, Gender equality, Decent work and economic growth, Responsible consumption and production, and Life on land.*
- *The poultry sector helps in economic growth, social inclusion, and environmental protection to achieve the SDG target.*

gender equality, and ecological factors, is in an important position to support the achievement of SDGs in India. The poultry sector has the potential to help in achieving most of the SDGs; however, there are eight important SDGs that the poultry sector can significantly impact.

SDG 1. No Poverty

There are about 30 million households engaged in poultry production in the country. The poultry sector contributed about Rs 2.3 lakh crores to the national economy in 2022-23, and IMARC Group has projected to reach this number to Rs. 3.47 lakh crore by 2028 with an impressive annual growth rate (CAGR) of 10.18% during 2023-2028. Besides the intensive commercial poultry farming, rural / backyard poultry farming immensely contribute for the growth of poultry production in our country. Millions of rural and tribal households get livelihood from backyard poultry along with other benefits.

SDG 2. Zero Hunger

Poultry is an important component of the Indian food basket contributed about 4.99 MMT of chicken meat (5th largest in the world) and 138.38 billion eggs (2nd position in the world) to the food plate of the country during 2022-23. The growth rate of this sector is always 6-10% in different years. The annual per capita egg availability reached to 101, and chicken meat 3.63 kg per year in 2022-23.

SDG 3. Good health and well-being

Indian people consume about 1 crore broiler poultry and 40 crore eggs per day. Poultry meat and eggs are good sources of protein and other important nutrients, which



Augmenting strengths Augmenting trust



The remarkable specialization of Ayurvvet blended with the unique capabilities of Zenex Animal Health, stands testimony to our staunch commitment to live up to the responsibility bestowed upon us through the decades of your unwavering trust.

In our journey of **'Exciting Future'**, we continue to consolidate our strengths and your trust upon us.



In-house strong
R&D capabilities

2  **cutting-edge**
manufacturing facilities



Recipient of
S&P Global award,
'Best Company in
Rest of the World 2023'

750+ 
published
research studies

Global footprints in
50+ 
Countries



Introduced highest
first-to-the market
products



www.zenexah.com

are essential for body growth and development of vital organs. Eating a high-protein diet makes it easier to maintain a healthy weight by supporting the body's efforts to build muscle, active metabolism, and increasing feelings of satiety. Compared to mutton, fish and milk, eggs and chicken meat are cheaper sources per unit protein. Eggs are the sources of animal protein, which contains almost all essential amino acids and provide 18 vitamins and minerals. Egg yolk is a very rich source of essential fatty acids including poly unsaturated fatty acids and phospholipids which is highly essential for healthy development of body tissue. Chicken is a good source of iron and zinc, which are crucial for the production of healthy red blood cells and hemoglobin. So, chicken meat and eggs are good for helping human beings healthy.

SDG 4. Quality education

Millions of rural and tribal households rear diversified poultry species which helps to gain subsidiary income to the families. Majority of the poultry farming is managed by women. The income gained by women is also most used to support the family requirement particularly for education of their children. During the production process farmers come in contact with extension personnel and that helps in capacity building of farmers through non-formal education process.

SDG 5. Gender equality

As livestock and poultry farming is largely under the control of women, improvements to the SSP production systems can preferentially benefit women, promoting their empowerment. Poultry also play a significant role in the lives of women specially in poor section of the society. In most rural and tribal societies, women are responsible for the day-to-day management of backyard poultry. Backyard poultry requires little initial investment and generates quick and frequent returns and this model suits women's household budgeting. Poultry farming by these people specially by women and earning from it, makes them important position in the family.

SDG 8. Decent work and economic growth

There are about 30 million of households getting livelihood from poultry. Commercial poultry shaped as industry and provides job to millions of people at different level like laborer to manager and on higher position to the level of CEO / COO. Poultry sector has highest growth rate in all agricultural commodities and plays vital role in development of livestock as well as agricultural sector. Backyard poultry are very useful tool for vulnerable social groups, giving them access to a constant source of income and nutritious egg and chicken meat in all times.

SDG 12. Responsible consumption and production

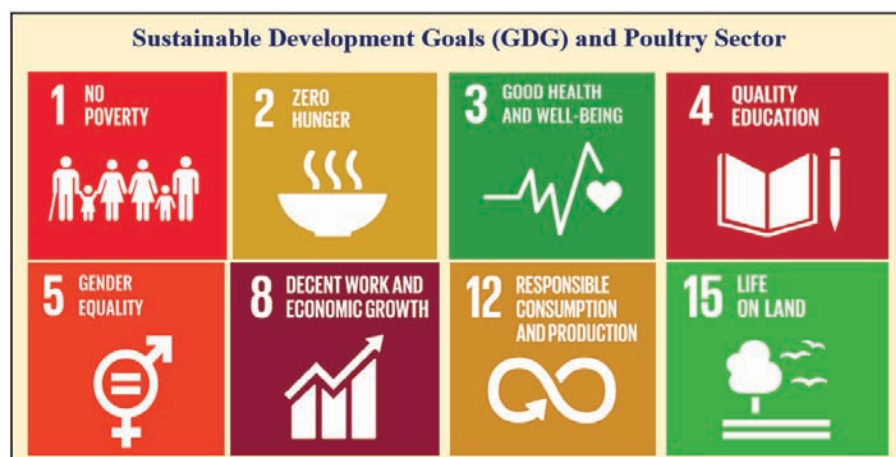
Poultry is nutrition rich food and less amount of poultry produce is required to fill the nutritional requirement. There is little or no wastage of poultry product compared to other vegetarian food items. Most of the household uses poultry produces efficiently to get proper family nutrition. In commercial poultry there is precision farming where feed conversion ratio reached to 1.5 or less (about 1.5 kg feed required to gain 1 kg live weight of the bird). Industry is trying to take maximum and sustainable advantage of feed and other resources. Better FCR demands less feed / food grains per unit meat / egg production. Therefore, less quantity of the grain (maize, jowar, bajra, broken rice, etc.) will used for poultry feeding. That saves land uses to produce more food grain and ultimately help in natural conservation. Backyard poultry have locally-available and short supply

chain and measures to improve health and welfare improves production, efficiency and sustainability.

SDG 15. Life on land

Poultry production requires minimum land and water for unit production of egg / chicken meat as compared to other livestock and agricultural commodities. It contributes positively to ecosystem health. Poultry farming in integration with crops, fisheries and another livestock support and benefiting each other. This leads to lower requirement of natural resources and higher the productivity. Poultry manure contains about 3-5% nitrogen, 1.5-3.5% phosphorous and 1.5-3.0% potassium, several micro-nutrients, and substantial quantity of carbon. Poultry also reduces loss of biodiversity by being a rich pool of genetic diversity and by being an alternate protein source.

It is a global necessity and responsibility to act on SDG for sustainable growth on Earth and protection of our planet. Sustainable growth ensures better life for present and future generations, lowers the impact on the environment by reducing air, water, and soil pollution and help in achieving long-term sustainable economic growth. It is fact that poultry is a very small component of global growth engine and help in economic growth, but its contribution in environmental protection, food security and women empowerment is high significant and impeccable. Therefore, all stakeholders should work together to achieve the SDG target by 2030 and make the Earth as best place to live in for future generations.



UT-VENBIOL GOLD

MICROBIOLOGICAL FEED INGREDIENT

Bacillus subtilis DSM 32540 and
Bacillus amyloliquefaciens CECT 5940

Striving for immunized GUT, Healthy Digestion
EXCELLENT PERFORMANCE



Optimizes
gut health



Prevents
diseases



Enhance
performance



Benefits

01

Improve gut health by supporting growth of gut friendly bacteria

02

Improve feed efficiency and Performance of the bird

03

Induces resistance to environmental transition stress impact on gut health

04

Replacement of AGP free feed production along with disease prevention

05

Higher and faster return on investment

06

The best immuno modulator and enrich appetite of bird

07

Inhibits growth of pathogens like Clostridium perfringens, Salmonella species and E. Coli

08

Introduction of secondary metabolites strengthens Villi integrity for effective nutrients absorption

Dosage

UT VENBIOL GOLD
500gm/ metric ton
of feed

Composition

Preparation of *bacillus subtilis* DSM 32540, *bacillus amyloliquefaciens* CECT 5940 and calcium carbonate as a carrier with a minimum guaranteed concentration of 2×10^8 CFU/gm of product.



UTTARA IMPEX PVT. LTD.

Feed Supplement Division
Venkateshwara House, S. No. 114/4/2
Sinhgad Road, Pune, MH - 411030

For trade enquiry:

Contact no.- 020-71251840

Website- www.venkys.com

Uttara Impex Pvt Ltd



a Nutreco company

Small switches
 Big change

Make Big Changes with Small Switches with our Feed-Farm-Health approach that can help you use antibiotics more responsibly.



OUR INNOVATIVE RANGE

Selacid® GG | Selko®-pH | IntelliBond® Cu | TOXO®-XL



Scan the code for latest updates

Trouw Nutrition India Pvt. Ltd.

Unit No. L4 04, SLN Terminus, Survey No. 133, Besides Botanical Gardens Gachibowli, Hyderabad - 500032, Telangana. INDIA. T: +91 40 2988 0258

E: customercareindia@trouwnutrition.com W: www.trouwnutrition.in

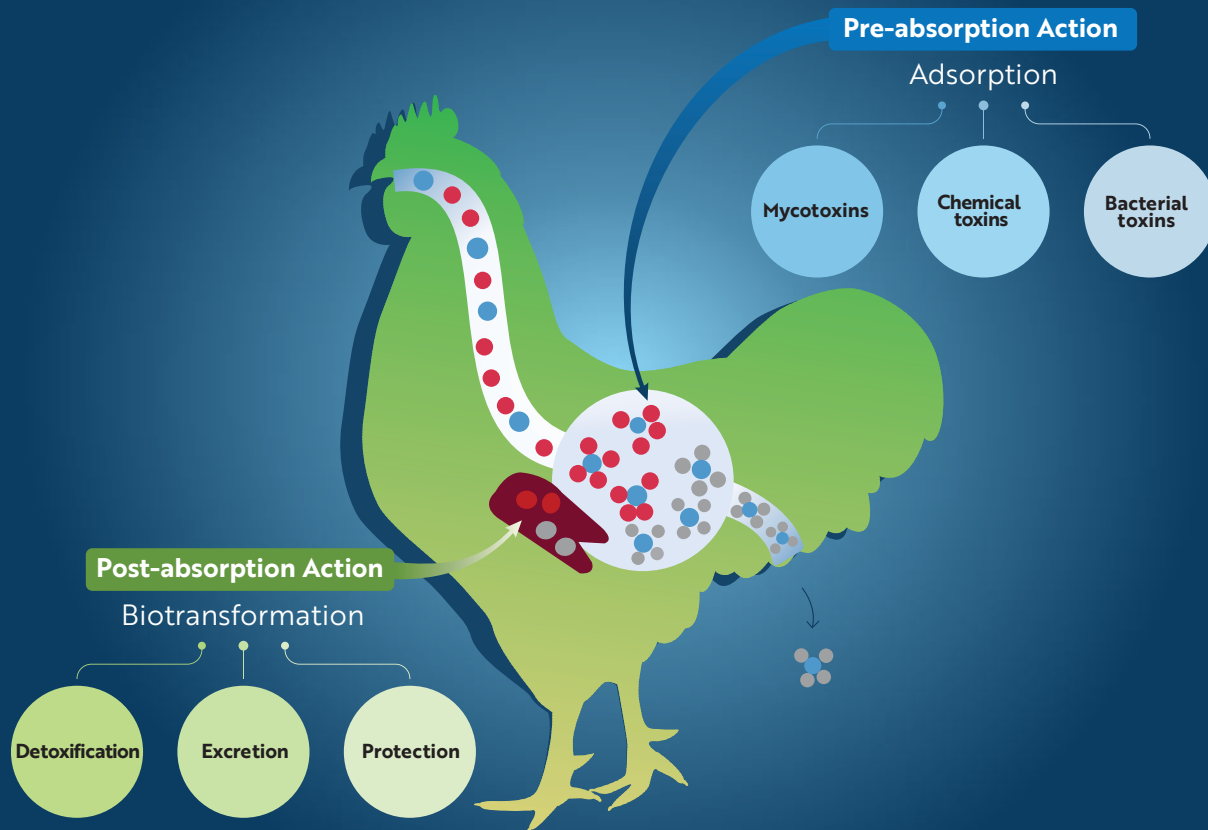
Fixar[®] TC Dry

Total control of Toxins and more



Benefits

- Broad range of toxins adsorption by binding various toxins (mycotoxin, bacterial & chemical) by the combination of CTA & CAM Technology
- Strong and stabilized binding capacity
- Stimulates and enhances the hepatic function
- Boost the liver's detoxification process



Bentoli Inc.,
USA
India Customer Care: +91 7397785002
Email: askthefeeddoctor@bentoli.com
www.bentoli.com

Visit us at: [in](#) [X](#) [f](#)

Impact of Climate Change on Poultry Welfare and Food Safety

Dr Prasad Wadajkar

MVSc Scholar- ICAR-Central Avian Research Institute, Izatnagar, Bareilly. U.P.



Dr Jaydip Rokade

Scientist- ICAR - Central Avian Research Institute, Izatnagar, Bareilly. U.P.

Email: prasadwadajkar@gmail.com

Introduction

Poultry farming is an essential part of global agriculture, providing a major source of both meat and eggs. Over the past few decades, the production of poultry products has soared, driven by rising demand for high-quality protein, population growth, and changing diets. In India, the poultry industry is particularly significant, contributing 25% to the agricultural GDP and 1% to the total GDP. However, the sector faces serious challenges due to climate change, which impacts the welfare of poultry and the safety of food. Despite these challenges, the industry has continued to grow and bolster the economy. A 2022 report by NBCONS highlights that post-harvest losses of poultry meat and eggs have decreased to 5.63% and 6.03%, respectively, from 6.74% and 7.19% in 2015. Nevertheless, these losses still have a substantial economic impact. In India, poultry meat losses are valued at approximately 10,716.539 crore rupees, while egg losses amount to 3,287.32 crore rupees. To combat these issues and meet the growing demand for premium and processed poultry products, the industry is increasingly focusing on value addition. This involves improving the quality, safety, and appeal of poultry products through advancements in breeding, nutrition, health management, and sustainable production practices. These innovations not only enhance

the products but also create new opportunities for everyone involved in the poultry value chain.

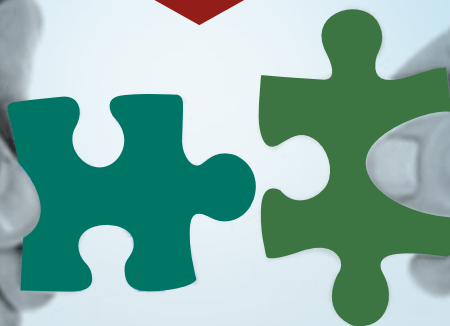
Climate Change and Poultry Production

By 2050, the global population is projected to reach 9.3 billion,

- ▶ **Climate Change Impact:** Our article delves into how climate change is affecting the health and productivity of poultry, causing issues like heat stress, increased disease spread, and resource shortages.
- ▶ **Economic Importance:** We emphasize the vital role of the poultry industry in the economy, particularly in India, highlighting its contribution to GDP and the significant financial losses due to post-harvest waste.
- ▶ **Adaptation Strategies:** Discover practical strategies to combat the effects of climate change on poultry farming, including improved housing, selective breeding, and better disease management.
- ▶ **Ensuring Food Safety:** Learn how maintaining good poultry welfare practices leads to safer, more nutritious food for consumers, and why food safety standards and traceability are crucial.
- ▶ **Collaborative Efforts:** We call on farmers, policymakers, and researchers to work together in creating a resilient poultry industry that can thrive despite environmental challenges, ensuring a sustainable future for all.



TWO GOOD FOR TOO EFFECTIVE MANAGEMENT



STODI®

Natural Solution for
Loose Dropping

**Loose dropping
management**

CYROCID®

Scientifically Proven IGR
with Natural Additives

**Fly menace
management**

www.naturalremedy.com



necessitating a 50–60% increase in food production to sustain it (FAO). Climate change significantly impacts poultry production, influencing various aspects of farming operations. Changes in temperature and precipitation patterns can affect the health, growth, and productivity of poultry birds. For instance, increased temperatures can lead to heat stress, resulting in reduced feed intake, lower egg production, and higher mortality rates among flocks. Altered precipitation patterns can affect water availability and quality, essential for maintaining poultry health and well-being (Dhananjay et al., 2024).

The Impact on Poultry Welfare and Food Safety

Climate change poses a threat to food safety through both biotic and abiotic routes. Biotic sources include algal blooms, mycotoxins, insects, and pathogens, while abiotic sources include increased exposure to heavy metals, pesticide residues, and drug residues (FAO, 2022). The welfare of poultry is directly linked to food safety and public health. Good animal welfare practices reduce stress and disease in poultry, leading to healthier birds and safer, more nutritious food products.

Heat Stress

Heat stress is one of the most immediate effects of climate change on poultry. Elevated temperatures can lead to decreased feed intake, reduced growth rates, and lower egg production. Heat stress also compromises the immune system of birds, making them more susceptible to diseases like infectious bronchitis and mycotoxins. The physiological stress caused by heat can result in higher mortality rates, negatively impacting poultry welfare and production efficiency.

Disease Dynamics

Climate change influences the prevalence and distribution of diseases. Warmer temperatures and increased humidity create favorable conditions for pathogens and parasites. Diseases like avian influenza and Newcastle disease are likely to spread more rapidly under changing



climatic conditions. Altered disease dynamics threaten poultry health and pose significant risks to food safety by increasing the likelihood of contaminated poultry products reaching consumers. Mycotoxins, metabolites of fungi, pose a threat to food safety, with species such as *Aspergillus*, *Fusarium*, *Penicillium* and *Claviceps* being of concern (Pitt & Miller, 2017).

Water and Feed Resources

Climate change affects the availability and quality of water and feed resources. Droughts and irregular rainfall patterns can lead to water shortages, affecting hydration and overall poultry health. Additionally, the quality and availability of feed ingredients may decline due to extreme weather events and changes in crop yields. Poor nutrition exacerbates health issues, reduces productivity, and impacts the quality of poultry products.

Strategies for Mitigating Climate Change

Addressing the challenges posed by

climate change requires proactive measures to ensure the well-being of both poultry and consumers.

Environmental Management

Improving housing and ventilation systems is crucial to mitigate heat stress. Implementing cooling systems, such as fans and sprinklers, can help maintain optimal temperature and humidity levels within poultry houses. Proper insulation and strategic placement of buildings can minimize heat exposure. Adjusting stocking densities seasonally can also help maintain proper ventilation and reduce stress on birds.

Genetic Selection and Breeding

Selecting and breeding poultry for heat tolerance is a long-term strategy to enhance resilience against climate change. Developing breeds that can maintain productivity and health under high temperatures will reduce the negative impact of heat stress. This includes selecting birds with genetic traits that reduce stress and improve overall resilience.

Disease Monitoring and Control

Enhanced surveillance and biosecurity measures are essential to manage disease risks associated with climate change. Regular monitoring, vaccination programs, and strict biosecurity protocols can help prevent outbreaks and control the spread of diseases. Research on disease-resistant poultry breeds and the development of new vaccines are also critical components of disease management.

Water and Feed Management

Efficient water use practices, such as recycling and conservation, can help address water scarcity issues. Providing water with optimal pH and mineral content is essential. Developing and using feed formulations that are nutritionally balanced and optimized for climate-resilient crops can ensure adequate nutrition for poultry. Integrating alternative feed sources, such as insect protein, can reduce dependency on traditional feed ingredients affected by climate change.



just
Fine Tune
Feed Protein



Proease[®]

A Cysteine Protease

Improves Digestion
of Vegetable as well
as Animal Protein

Improves Overall
Performance
of the Bird

Reduces Nutrient
Losses During
Excretion

Saves Feed
Cost

1 E.C. NO. for
Proease-3.4.22

2 Thermo-stable at
High Temperatures

3 Active at Wide
Range of pH

4 Well Defined
Matrix Values



'Simply, improving Utilisation of Undigestible Protein in Feed, can Reduce Extra Amount of Cost'



DSAND ANIMAL NUTRITION PVT. LTD.

51-52, BRG Industrial Park, Malikhedi, Nemawar Road, Indore - 452016 (M.P.) - INDIA
Customer Care: +91 80855 00773, Email: info@dsandindia.com, Web: www.dsandindia.com





Ensuring Food Safety

Maintaining poultry welfare is intrinsically linked to food safety. Healthy and well-managed poultry are less likely to harbor pathogens that can contaminate meat and eggs. Implementing stringent food safety standards and monitoring systems throughout the production chain—from farm to fork—ensures that poultry products remain safe for consumption.

Hygiene and Sanitation

Proper hygiene and sanitation practices in poultry farms, processing plants, and distribution networks are vital to prevent contamination. Regular cleaning and disinfection, coupled with safe handling and storage of poultry products, reduce the risk of foodborne illnesses.

Traceability and Transparency

Implementing traceability systems enables tracking of poultry products from production to consumption. This enhances transparency and accountability, ensuring that any food safety issues can be quickly identified and addressed.

Education and Training

Educating farmers, workers, and consumers about the impacts of climate change on poultry welfare and food safety is essential. Training programs on best practices for poultry management, disease

prevention, and food safety protocols empower stakeholders to adapt to changing conditions and maintain high standards of production.

Conclusion

Climate change presents significant challenges to poultry welfare, which directly impacts food safety. By adopting comprehensive strategies that address environmental management, genetic selection, disease control, and resource management, the poultry industry can enhance resilience to climate change. Ensuring the welfare of poultry not only safeguards animal health and productivity but also secures the safety and quality of poultry products, thereby contributing to global food security in an increasingly uncertain climate.

References

- Cullen, T. W., & Trent, M. S. (2009). A link between the assembly of flagella and lipooligosaccharide of the Gram-negative bacterium *Campylobacter jejuni*. *Proc Natl Acad Sci U S A*, 107(11), 5160-5165. doi: 10.1073/pnas.0913451107
- DAHD. (2017). National Action Plan- Poultry
- Dhananjay, G., Rokade, J. J., Kadam, M. M., & Bhattacharjee, M. (2024). Impact of Climate Change on Livestock and Poultry for Sustainable Food Production.

World sustainability series, 437-442. doi: 10.1007/978-3-031-47122-3_22

- FAO. (2009). *How to Feed the World in 2050*
- FAO. (2024). *FAO India*
- FAO, Africa. [PreCCAfrICA Collaboration](https://www.fao.org/fileadmin/userupload/agns/newsevents/PreCCAfrICA_collaborationnfc.pdf)
- FAO. (2022). *Soils for Nutrition: State of the Art*. doi: 10.4060/cc0900en
- Lara, L. J., & Rostagno, M. H. (2013). Impact of heat stress on poultry production. *Animals*, 3(2), 356-369.
- Marlia, P., & Futre, P. (2022). Impact of Climate Change on Poultry Health and Production, 193-201. doi: 10.1201/9781003364689-21
- NABCOS. (2022). *Annual Report 2022*. National Bank for Agriculture and Rural Development, India.
- Nardone, A., et al. (2010). Effects of climate changes on animal production and sustainability of livestock systems. *Livestock Science*, 130(1-3), 57-69.
- Pitt, J. I., & Miller, J. D. (2017). A Concise History of Mycotoxin Research. *J Agric Food Chem*, 65(33), 7021-7033. doi: 10.1021/acs.jafc.6b04494

Team Agrotech

YOUR STEPPING STONES IN SUCCESS!!

TEAM AGROTECH PVT LTD

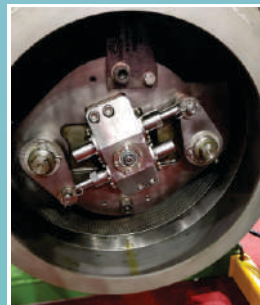


Country Representative of
CPM ASIA

*Your Single
Stop Source for*



CPM Pellet Mill



CPM Lineator

Complete Project management
of Turnkey Solutions in
the following areas:

- ▶ Integrated Feed plants for Poultry, Floating Fish, Sinking Fish, Shrimps, Cattle etc.
- ▶ Balance of plant equipments for Pre/Post processing
- ▶ Complete Plant Automation Solution, on GATE In to GATE Out concept.
- ▶ Environmental Controlled Sheds for Large Scale Poultry
- ▶ In-house design and manufacturing of Pre Fabricated steel structures for Plants, Warehouses, Grain Storage Silos etc.

CPM Lineator Technology: Remotely Control the distance between roll and die surface, even when the pellet mill is on. This technology provides swift, accurate and safe roll adjustment, with no downtime, so no production loss.

Contact Today:

Team Agrotech Pvt Ltd

1-4, 249, Hill Road, Gandhi Nagar,
Nagpur, Maharashtra - 440 010, India
Email - info@teamagrotech.com; www.teamagrotech.com
Call Us - +91 - 96505 59095

For Queries
Contact



Scan me



NILTOX[®]

A complete solution for mycotoxins

Contamination of feed with mycotoxins is one of the biggest safety concern in livestock farming

For any enquiries please mail to: info@zeusbiotech.com
www.zeusbiotech.com



TRIED AND TRUSTED

DELIVERING SAFE VACCINES
SINCE 1990



Indovax, amongst the early pioneers of vaccine manufacturers in India, has been providing vaccine solutions for the health of Poultry Flocks for over 30 years. Vaccines that assuredly deliver results and provide safety. Suited best to the needs of Indian Poultry Scenario.

Indovax is a name that is tried and trusted not only in India but also by Poultry communities in an increasing number of Countries to which Indovax exports vaccines.

Live
vaccines

Inactivated
vaccines



Indovax Pvt. Ltd., Plot # 634, Pace City-II, Sector-37, Gurgaon-122 001
(Haryana-India)
Tel: +91+1224-4924900 Web: www.indovax.com



A.P. POULTRY EQUIPMENTS

Pioneers in Poultry Incubators

HI-TECH INCUBATORS & HATCHERS



Killer Cone / Halal Cutting



De - Feathering Machine:



Chicken Portioning Machine



Feed Plant
(Feed Mixer & Grinder)



Solar Incubators

For Further Details Please Contact:

M. Prabhakar Reddy

Managing Partner

Mob: +91 9849212325, +91 9848123203

Office:

Villa No-45, Ramky Villas, Near HMT, Sathavahana Nagar,
Opp: KPHB, Kukatpally, Hyderabad-72. Telangana. INDIA.

Factory:

Plot No.365 & 366, Gokul Plots, Venkata Ramana Colony,
Near Vasanth Nagar, Kukatpally, Hyderabad-72. A.P. INDIA.

Email: appoultry@yahoo.com, appoultry@gmail.com, mprabakarreddy@gmail.com

Tel/Fax: +91 40 23151576 | **Website:** www.appoultry.com

**HIGH TITERED VACCINE;
SAFEST AND POTENT INTERMEDIATE PLUS STRAIN;
EFFECTIVE BY ANY ROUTE OF VACCINATION;**

A Division of
 **JAPFA**-Indonesia

A PRODUCT OF

vaksindo
Research Based Vaccines



VAKSIMUNE® IBD M+

Application :

Administration by oral drop, Drinking water or Eye Drop,
Vial containing 2000 doses (10 ml)



An ISO 9001:2015 Certified Company

Corporate Office: **VAKSINDO ANIMAL HEALTH PVT. LTD.**
H No. 8-7-89/C/P-II/125, Ground floor, Chaitanya Nagar, Saroor Nagar, Ranga Reddy,
Hyderabad, Telengana- 500070. Tel: +91 40 35858744, Customer Care No: +91 4029364722
CIN : U74999TG2018FTC158341 www.vaksindo-india.com





Durim™

Ensures High Immunity and Stress Endurance



© Kemin Industries, Inc. and its group of companies 2022. All rights reserved. ©™ Trademarks of Kemin Industries, Inc., U.S.A.