

Poultry Fortune

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December 2023

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Poultry farmers are not able to grow financially with margins...



Industry stakeholders felicitate Jagapati Rao



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New Managing Committee for INFAH



New team elected for KPFBA



Common Vices of Poultry and their Prevention

Antimicrobials in Poultry Feed

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São Paulo, Brazil



We Celebrated
“International Egg person of the year 2023”
Sri Chitturi Jagapati Rao
at Hotel Daspalla, Hyderabad on
23rd November. The event was attended by
Farmers & Industry people.
Here are few photos from the event



Sri Chitturi Jagapati Rao garu with his Family



Mr. Jonathan Cade, President Hy-Line International handing over the “International Egg Person of the year” to Sri. Jagapati Rao garu.



Mr. Venkat Rao - Layer Business Head Srinivasa Farms



Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Hy-Line International Team



Mr. U Ganesh, Mr. Syed Hameed, Mr. Murlu Manohar, Mr. Akula Murty & Mr. Ramamohan Kapavarpu - Senior Most employees of Srinivasa Farms



Mr. Shekar Reddy, Mr. Sathyshila Reddy, Mr. Vijaybaskar Reddy, Mr. K. Mohan Reddy, Mr. Sripathi Rao, Dr. Balaswamy, Mr. Pathuri Venkat Rao, Mr. S. Mohan Reddy, Mr. Kondal Rao & Mr. A. Shekar Reddy



Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Mahida PF, Surat Gujarat



Mr. Chitturi Suresh, Mr. Mohan Reddy (Tamil Nadu), Mr. Sankar Rao, Mr. Ramu, Mr. Vengal Rao, Mr. Ganesh Chowdary, Mr. Mukunda Reddy, Mr. Lokesh, Mr. Sampath & Dr. Anil Rakoti



Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Mr. Krishnamurthy (Egg Bank)



Mr. Sripathi Rao, Mr. KS Reddy, Mr. K. Mohan Reddy, Mr. V. Abhishek Reddy & Mr. Sudakar



Sri Chitturi Jagapati Rao & Mr. Chitturi Suresh with Srinivasa Team members from Andhra Pradesh

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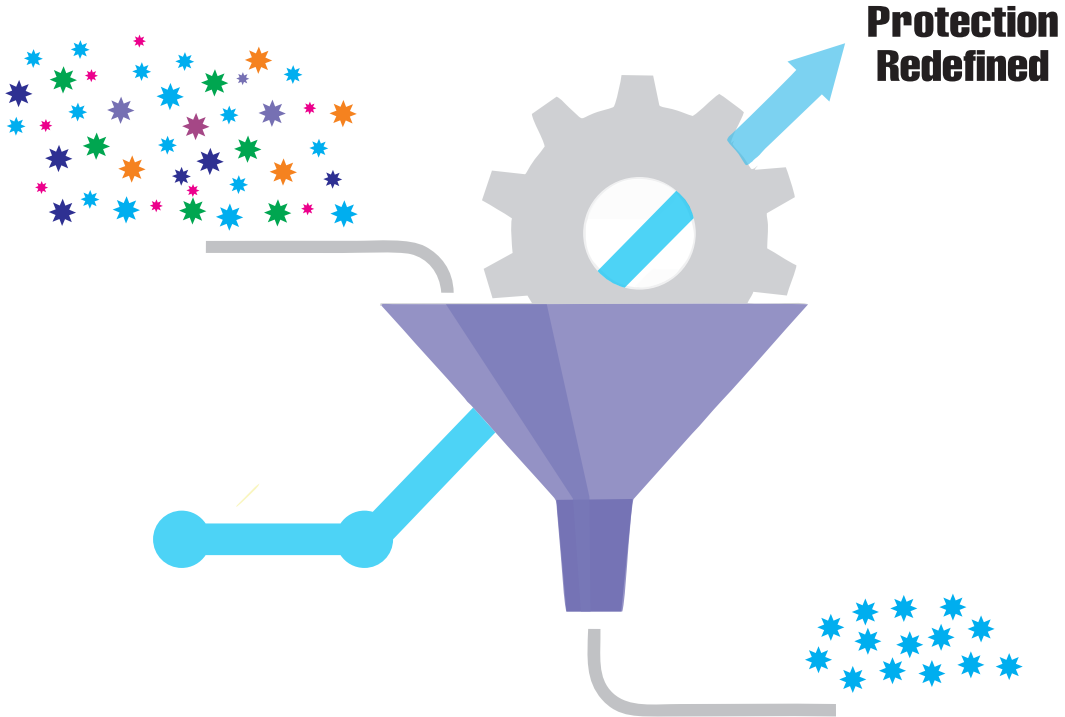
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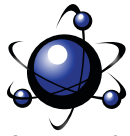
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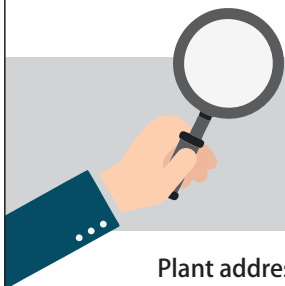
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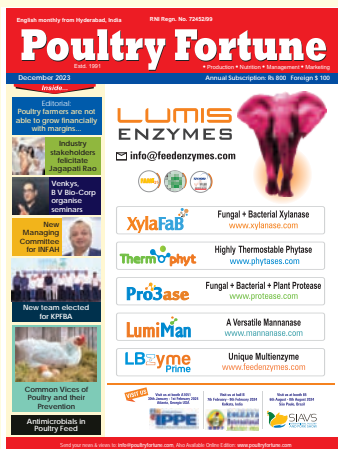
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- Editor



NRS PUBLICATIONS
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Editorial

- Poultry farmers are not able to grow financially with margins, the government should recognize this industry and connect it with agriculture.

News

- Naveen Pasupathy elected as President of Karnataka Poultry Farmers & Breeders Association.
- Hy-Line takes part in CP Food's annual golf day.
- New Managing Committee and Office Bearers of Indian Federation of Animal Health Companies (INFAH) elected for 2023-25.
- Report on Online Sensitisation Workshop on Export of Table Eggs from India.
- French company VIRBAC acquires majority stake in Suguna subsidiary Globion India.
- Poultry industry should be linked to agriculture.
- Venkateshwara B V Bio-Corp organises seminar on 'Broiler Breeder Nutrition and VCOMIX (5% Composite Premix)'.

- Venkateshwara B V Bio-Corp organises technical seminar on 'BV 300 Nutrition and Management'.
- Industry stakeholders felicitate Jagapati Rao.
- Venky's India swings to profit in September quarter.
- IDVet organises Technical Seminar on Emerging Diseases in Poultry in India.

Special Feature

- INFAH plays its role in promoting adoption of best practices in Poultry Management, contributing to Enhanced Productivity and Diseases prevention, Supporting R & D initiatives.

Articles

- Common Vices of Poultry and their Prevention.
- Biofortification of Hen's Egg.
- Increasing the nutrient content of chicken eggs to improve human health.
- Antimicrobials in Poultry Feed.
- Indian Poultry Sector - The Growth Engine for Better Farm Income.

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Poultry farmers are not able to grow financially with margins, the government should recognize this industry and connect it with agriculture

Food-borne pathogens are a major cause of disease and death in many countries of the world. This is a global health problem. The burden of foodborne diseases caused by antibiotics is increasing on health organizations and their economies, and resistance poses a greater risk of treatment failure. The use of antibiotics in animals has contributed to the increase in antibiotic resistance globally. This is associated with high morbidity and mortality because it can cause treatment failure of human infections



Dear Readers,

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

Mr Naveen Pasuparth got elected as the President of Karnataka Poultry Farmers & Breeders Association.

A note from KPFBA says that the Association cannot be complacent. It must invest in marketing and consumer education activities, about poultry meat as a safe and sustainable source of protein. By this, KPFBA can dispel all myths and misunderstandings that are largely painting a negative image of our produce. Profitable poultry farming comes from stable live bird prices. This builds capital reserves for the firms, which can be invested into automation, innovation and hiring the right talent. This will also help firms in creating business models that help them in reaching end consumers for higher realizations and thereby further increasing the company's stability and making poultry farming attractive and sustainable.

Hy-Line International received a South Korea delegation of egg industry professionals on their fact-finding mission to study the effects of recent animal welfare changes in the USA industry and how egg production companies have been affected and the overall industry as well. The South Korea Government is planning to implement a rule increasing cage-space requirements by 50% which could drastically effect the number of layers in the industry and in turn have a severe impact on the egg supply.

Indian Federation of Animal Health Companies held its 12th Annual General Body Meeting on 23 September 2023 at Mumbai. The AGM was attended by over 100 industry colleagues representing Indian animal health and nutrition industry, which also includes eminent speakers from different fields. Chief Guest of the occasion Dr Abhijit Mitra, Animal Husbandry Commissioner, DAHDF, New Delhi highlighted various initiatives undertaken by the Government towards Disease Mitigation and Improving farm productivity. He stressed on collaboration between INFAH and DADF for enhancing Animal Husbandry and Animal Health in India.

India is producing about 20 – 25 crore eggs per day. Tamil Nadu, Andhra Pradesh, Telangana, West Bengal, Punjab, Maharashtra, Karnataka and Kerala are the leading states in production of eggs in the country. Namakkal is the one district having a population of nearly 6 crore layers and producing 5 crore eggs per day. However, export potential needs to be augmented considering newer opportunities of compartmentalization and growing demand of table eggs across Southeast Asia and Middle East.

French company VIRBAC, which specialises in innovative solutions for veterinarians and animal owners in more than 100 countries, has acquired a majority stake in Globion India Pvt Ltd, a 100 percent subsidiary of Suguna Holdings Private Limited. Present in 18 states, SHPL focuses on the broiler industry value chain from soybean processing to processed food. Globion India, a joint venture between the Suguna Group and German poultry vaccine specialist Lohmann Animal

Contd on next page



Poultry Fortune

Our Mission

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

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

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

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

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

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Health, manufactures vaccines for animals. With infections such as bird flu taking a toll on livestock, the vaccine industry has gained significance in recent years. Day-old chicks are vaccinated to increase their immunity.

Mr Srinivasa Reddy, President of Hyderabad District Poultry Farmers Welfare Association demanded that poultry industry should be linked to agriculture. A spiritual gathering of poultry farmers was organized in the district centre. Speaking on the occasion, he expressed his concern that poultry farmers are not able to grow financially with enough commissions and the government should recognize this industry and connect it with agriculture.

Venkateshwara Bv Biocorp Pvt Ltd organized technical seminar for Broiler Breeder Farmers on 7 November 2023 at Ajmer and 8 November 2023 at Jaipur, Rajasthan. The seminars were attended by Broiler breeder farmers in both areas. Mr Deepak Khosla, General Manager, Marketing, Venkys India shared his thoughts regarding broiler breeder scenario in Rajasthan and pan India. Dr Sunil Nadgauda, DGM, Technical explained in detail about the Broiler breeder nutrition and VComix, 5% composite premix, for broiler breeders.

Venkys India rebounded to profit in second quarter of current financial year on the back of reduced costs and improved earnings from poultry unit sales. In the three months ending on September 30, the company reported a standalone profit of Rs 34.09 crore as against loss of Rs 20.56 crore recorded in the corresponding period a year earlier. The increase in realisations, referring to earnings per sales-volume unit, was particularly notable in the sales of day-old chicks and adult broiler birds which are raised for consumption and boosting the company's performance.

Stake holders of poultry industry and friends felicitated Mr C. Jagapati Rao, Chairman, Srinivasa Farms Pvt Ltd, who received International egg person of the year 2023 award. The celebratory event was well attended. Mr Jonathan Cade, President, Hy-Line International and other prominent stakeholders of poultry industry took part in the celebration.

IDvet India arranged a technical seminar on 22 November 2023 on the emerging diseases for poultry in India which was led by Mr Niranjana, Business development director. Dr Prithviraj Kumar, CTO IndSalus India presented on the emerging poultry diseases by explaining the symptoms of them, the better way to identify and the actions that could be taken to control them.

In the Articles Section – Common Vices of Poultry and their Prevention, authored by **Dr R. Shirisha**, described that debeaking which can be done right from the day old chicks to any age. It can be done either manually or mechanically. Mechanical way of debeaking has an advantage that it does not require second cutting of beak which is sometimes required in case of manual debeaking. One third of the upper beak and tip of the lower beak is to be trimmed. To stop bleeding, hot iron rod is touched at the site of cut. Debeaking must be performed by a competent and trained person, otherwise there may be excessive bleeding and the bird may die due to starvation.

Article titled – **Biofortification of Hen's Egg**, authored by **Dr Partha P. Biswas**, said that without relying on artificial fortification, biofortification is a natural method of delivering nutrients from natural sources and has the potential to be beneficial through base laying hen feed. It is also the most successful recent method of delivering micronutrients and

addressing nutrient deficiencies. The main motto of such method is to produce eggs that are high in linolenic acid, a precursor to DHA a substance that may also offer protection from the devastating ischemic heart disease. The egg can also be supplemented with organic selenium, vitamin K, and omega 3 fatty acids.

Another article titled – **Increasing the nutrient content of chicken eggs to improve human health**, authored by **David Farrell** described the benefits of increasing the iodine content of the hen's egg. About 1 billion people, mainly in developing countries, suffer from iodine deficiency, especially in India, Africa and China, often with serious consequences. Iodine has several functions, especially as a component of two hormones (T4 and T3) in the thyroid gland. As a result of iodine insufficiency, slow brain development in the foetus can result in stillbirth or mental retardation in the infant, and in goiter, mainly in adults. Villagers without access to marine food sources and in areas where soils are depleted of iodine are particularly at risk. Vegetables and grains grown on iodine-deficient soils lack iodine, and even when they have the minimum level, much can be lost in cooking.

Article titled – **Antimicrobials in Poultry Feed**, authored by **Dr Mansour Halami Al - Mutairi**, said that food-borne pathogens are a major cause of disease and death in many countries of the world. This is a global health problem. The burden of foodborne diseases caused by antibiotics is increasing on health organizations and their economies, and resistance poses a greater risk of treatment failure. The use of antibiotics in animals has contributed to the increase in antibiotic resistance globally. This is associated with high morbidity and mortality because it can cause treatment failure of human infections.

Another article titled – **Indian Poultry Sector - The Growth Engine for Better Farm Income**, authored by **Ricky Thaper**, described **the growth in India's poultry industry is being driven by rising disposable incomes and changes in food habits. The shift from the traditional diet, which relied heavily on pulses, to animal-origin protein sources such as meat, eggs and dairy products is significantly aiding the industry's growth. The increasing awareness about health and wellness is further driving the demand for a protein rich diet. Growth of the distribution channels is another factor giving a boost to the poultry industry.**

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

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

M.A.Nazeer
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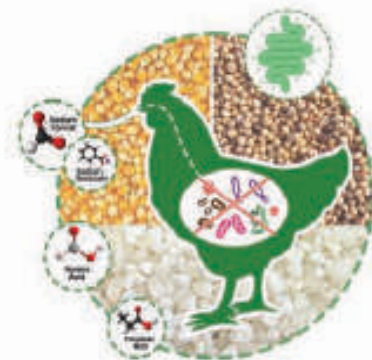
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Naveen Pasuparth elected as President of Karnataka Poultry Farmers & Breeders Association



KPFBA Managing Committee Members for 2023-2025.

From left: Sanjeev Manoj Kumar, Senior Manager Sales; Inayath Ulla Khan, Executive Secretary; Sanjeev Shamrao Deshpande, Vice President; M S R Prasad, General Secretary; Prasanna Kumar, MC Member; Naveen Pasuparth, President Elect; Manjesh Kumar Jadav, Vice President; H N Rajashekar, Treasurer; Mr Rajesh Reddy, MC Member; Chidanand B.N, MC Member and Basavaraj Kulkarni, Manager - Accounts



**Naveen Pasuparth,
President, KPFBA**

profession has just not been volatile but violently volatile. Our profession carries huge responsibility for the well-being & welfare of all suppliers, bankers, vendors, independent poultry farmers, contract poultry farmers, crop agriculture farmers & last but not least, 1000's of families who are all working in our firms & companies.

This journey has made us to realize & reconcile the importance of all producers to work together with grace, maturity, transparency & dignity, making our profession respectable, sustainable & profitable.

Going back into a 3-decade-old history, he recalled the metamorphosis of the Karnataka Hatchery Association into the Karnataka Poultry Farmers & Breeders Association, moving from a 300 sqft garage office to an independent rented 1650 sqft office & now to a 12,000 sqft plot office on a 400-acre veterinary college campus with poultry training facility & poultry diagnostics Lab infrastructure, which is an envy to all other poultry association in India.

Bengaluru: Mr Naveen Pasuparth of the Nanda Group, a formidable player in the poultry sector & Dy Chairman of CLFMA (Compound Livestock Feed Manufacturers Association) of India, has been elected President of the Karnataka Poultry Farmers & Breeders Association (KPFBA) for 2023-2024 & 2024-2025 at its AGM held recently. The newly elected Managing Committee consists of, Mr Manjesh Kumar Jadav (Vice President), Mr. Sanjeev Sham Rao Deshpande (Vice President), Mr M S R Prasad (General Secretary), Mr H N Rajasekhar (Treasurer), Mr Prasanna, Mr Rajesh Reddy, Mr Naveen D Khokle & Mr B N Chidanand with Mr Inayath Ulla Khan, as associations Executive Secretary.

Mr Pasuparth emphasised the need for KPFBA to –

a) Work with state

government, central government & FSSAI on all policy matters.

b) Build training & orientation models with CPDO & other organizations for a continuous supply of skilled manpower to our sector.

c) Build tighter working relationships with other state poultry associations like PFI, BCC, etc across the country.

d) Build good working relationships with agriculture & veterinary universities, IVPI, VIP & associations like CLFMA, Soya Processors Association, BioTech Consortium India Limited (BCIL) etc.

e) Last but not least, invest & adopt technology in data gathering for demand & supply estimations for our sector.

KPFBA Cannot be complacent. It must invest in marketing & consumer education activities, about poultry meat as a safe & sustainable source of protein. By this, KPFBA can dispel all myths & misunderstandings that are largely painting a negative image of our produce.

Profitable poultry farming comes from stable live bird prices. This builds capital reserves for the firms, which can be invested into automation, innovation & hiring the right talent. This will also help firms in creating business models that help them in reaching end consumers for higher realizations & thereby further increasing the company's stability & making poultry farming attractive & sustainable.

Mr Pasuparth said that the last 5-year history indicates that the poultry farming

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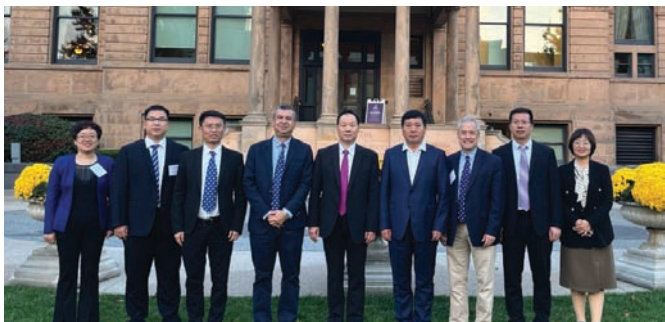
Hy-Line takes part in CP Food's annual golf day



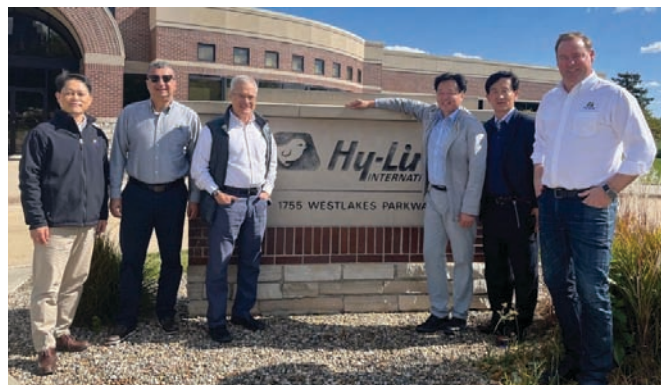
The Hy-Line International team shared a day in the sun in beautiful Thailand in collaboration with CP Foods at their annual golf day. CP is a valued partner of Hy-Line International in many countries of the Southeast Asia region and the annual golf outing offers an excellent opportunity to reunite with our partner during a time for camaraderie and exchange of information in this relaxed setting. Thank you CP Foods for inviting us to collaborate with you on this event!



Hy-Line International had the privilege to host, Mr Akagi, President of Amuse; Mr Sakamoto, President of Sakamoto Sangyo; and Mr Ina, President of Daily Egg from Western Japan in early September. Hy-Line and Japan have a 70 year partnership working together to develop laying hens to meet the exacting standards of the Japan egg market. Quality is key in Japan and the market pushes Hy-Line to select layers with optimum egg quality high in haugh units.

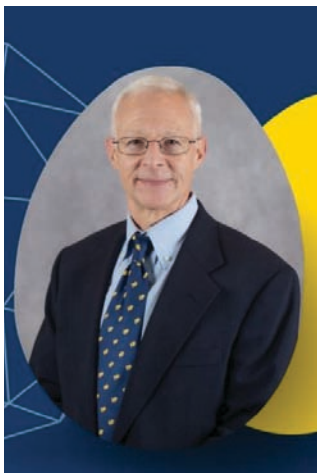


Hy-Line International and Hebei Huayu company of China participated in the 40th anniversary of the Iowa – Hebei Province Sister State in Des Moines, Iowa October 26. During the forum "Agriculture for a Better Life", Hy-Line and Huayu company signed a memorandum of understanding that Hy-Line will deliver breeding stock sufficient for Huayu to produce 1.1 billion day-old chicks to 30 provinces in China over the next 5 year which produce 30 million tons of egg mass for consumption in China. Eggs are an essential source of protein in China where the per capita consumption is 300 eggs per year. China is the world's largest egg producing country responsible for some 33% of all of the world's egg mass which is 4 times the size of India and the USA industries which are the second and third largest respectively.



From left: Mr Yun-Ho Kim, KPTS Hatchery South Korea; Dr Daniel Valbuena and Mr Tom Dixon of Hy-Line International; Mr M. Han and Dr S. Lee of South Korea; and Mr Gustavo Wasserman of Hy-Line International

Hy-Line International had the honor to receive a South Korea delegation of egg industry professionals on their fact-finding mission to study the effects of recent animal welfare changes in the USA industry and how egg production companies have been affected and the overall industry as well. The South Korea government is planning to implement a rule increasing cage-space requirements by 50% which could drastically effect the number of layers in the industry and in turn have a severe impact on the egg supply. If no housing were to be built in Korea, the national flock may be reduced by 33% to meet the new requirement. The group also studied the effect of the recent avian influenza events in the USA and how the industry has responded to it and interaction with government bodies. The group visited Hy-Line offices on October 9th at the beginning of their travel schedule. The group consisted of Mr Yun-Ho Kim, Director of KPTS company distributor of Hy-Line Brown chicks in Korea; Mr Manhyuk Han of Rainbow Farm and member of the Korea Egg Producers Association; and Dr Shanghee Lee of the Korea National University of Agriculture.



During World Egg Day, Dr Danny Lubritz spoke at the International Egg Fair in Jalisco, Mexico speaking on "Designing the Layer of the Future". The Hy-Line research team improves key traits on all Hy-Line varieties each year increasing egg production while reducing the amount of feed consumed per egg shrinking Hy-Line layer's environmental footprint and making them more profitable for the egg producer.

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New Managing Committee and Office Bearers of Indian Federation of Animal Health Companies (INFAH) elected for 2023-25

Mumbai: Indian Federation of Animal Health Companies (INFAH) announced new managing committee for the year 2023 - 25. Dr Shirish Nigam (EW Nutrition) has been elected as President, Dr Sayed Aman (Alltech) as Vice President, Dr Ram Prakash (Hester) - General Secretary, Dr Anup Kalra (Ayurvet) - Joint Secretary and Dr Manoj Sood (Elanco) as Treasurer.

Indian Federation of Animal Health Companies (INFAH) held its 12th Annual General Body Meeting on 23 September 2023 at hotel The Westin Mumbai Garden City. The AGM was attended by 100 industry colleagues representing Indian animal health and nutrition industry, which also includes eminent speakers from different field.

Inaugural session was addressed by Chief Guest **Dr Abhijit Mitra, Animal Husbandry Commissioner, DAHDF, New Delhi.** He highlighted the various initiatives undertaken by the Government towards Disease Mitigation and improving Farm Productivity. He stressed on collaboration between INFAH and DADF for enhancing Animal Husbandry and Animal Health in India.

Presidential address was given by Dr Vijay Makhija reinforcing the INFAH's motto of Healthy Animals, Healthier India. INFAH is

recognized as unified force of animal health companies having current member strength as 57.

Among other eminent speakers Dr P S Mahesh, Joint Commissioner & Director of Centre of Excellence of Animal husbandry (CEAH) shared his views on the topic of Future Trends

in Indian Poultry Sector, Mr Shiva Mudgil, Food & Agri Business Services, International Finance Corporation (World Bank) shared insights on Growth Opportunities in Animal Husbandry Sector, Mr Manish Singh, QSRC Advisor, Consumer & Food Services Global Markets Fonterra Brands Singapore

Pte Ltd shared experiences regards to Dairy Value Chain – Evolution & Challenges.

As per agenda, AGM proceedings were conducted and we are happy to share with you the list of **new managing committee for the year 2023 – 25.**

Office Bearers



President
Dr Shirish Nigam (EW Nutrition)



Vice President
Dr Sayed Aman (Alltech)



General Secretary
Dr Ram Prakash (Hester)



Joint Secretary
Dr Anup Kalra (Ayurvet)



Treasurer
Dr Manoj Sood (Elanco)

Other members of Managing Committee

Dr Arun Atrey (Zenex), Past President

Mr Satish Pasrija (Indian Herbs), Past President

Mr Vijay Teng (Intas), Past President

Mr Gautam Chatterjee (Vetoquinol)

Mrs Ashwini Deshpande (Zoetis)

Dr Vijay Makhija (MSD), Past President

Dr Vinayak Surve (Virbac)

Mr Sushanta Dey (Kemin)

Contact:

Dr Shirish Nigam - President
INFAH

Dr Ram Prakash - General Secretary
INFAH

Indian Federation of Animal Health Companies popularly known as INFAH, is the

united progressive force of companies and non-profit organizations working towards animal healthcare. formed under section 25 of Indian Companies Act. INFAH is leading with 50+ member companies belonging to different genres of animal husbandry industry of India right from feed manufacturers, medical support systems to researchers.

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Report on Online Sensitisation Workshop on Export of Table Eggs from India

Centre of Excellence for Animal Husbandry (CEAH-Bengaluru) – Animal Husbandry Academy of India under Government of India, Ministry of Fisheries, Animal Husbandry & Dairying and Department of Animal Husbandry & Dairying organised an online sensitisation workshop on export of table eggs from India on 12 October 2023.

India is producing about 20 – 25 crore eggs per day. Tamil Nadu, Andhra Pradesh, Telangana, West Bengal, Punjab, Maharashtra, Karnataka and Kerala are the leading states in production



of eggs in the country. Namakkal is the one district having a population of nearly about 6 crores layers and producing 5 crore eggs per day. However, export potential needs to be augmented considering newer opportunities of compartmentalization and growing demand of table eggs across Southeast Asia and Middle East. In this regard, the CEAH Bengaluru organized the workshop on export of table eggs from India on 12 October 2023 at 10.00am.

The Workshop started



sharp at 10.30am on 12 October 2023. Dr Mahesh P.S., Joint Commissioner, CEAH Bengaluru introduced all the panelists to the Joint Secretary. He gave the statistics related to Indian Economy and status of exports from India in his address he informed that Indian Exports are likely to touch 1 trillion dollars by March 2024 out of which Agricultural Exports is 50 billion dollars and Animal Husbandry Sector is 4.5 to 5.0 billion dollars.

Mr G.N. Singh, Joint Secretary (Trade), inaugurated the workshop. In his address, he welcomed all the panelists and stakeholders namely, State Animal Husbandry Authorities, RDDDL incharges, Poultry Farmers and Exporters, Entrepreneurs and other fellow colleagues from AQCS to the workshop. He emphasized that Government of India is committed for facilitating export and import for the benefit of Animal Husbandry Sector of India. The Animal Quarantine and Certification Services centres (AQCS) at Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad are proactively engaged in facilitating mandatory

certificates in collaboration with state Animal Husbandry Authorities with Regional Disease Diagnostic Laboratories (RDDDL) at Bengaluru, Pune, Kolkata, Jalandhar and Central Laboratory at Bhopal.

Mr G.N. Singh, Joint Secretary narrated the role of Centre of Excellence for Animal Husbandry in various ways for capacity building and best in class production centres. He appreciated the achievement of CEAH in just two quarters covering more than 800 personnel being trained under various programmes at CEAH.



Dr Dipankar Biswas, Joint Commissioner, AQCS, Chennai who is spearheading facilitating table egg exports from Namakkal in the recent times upto almost ten crore eggs. He explained in detail flow chart for table egg export procedure step wise involving AQCS as nodal agency for submitting the application later followed by the advice of AQCS officer, state agencies will do the necessary mandatory sample survey as per the need of importing

country and submits the sample to respective RDDDLs in turn RDDDLs will submit the report for parameters sought by the authorities. Considering all the recommendations from state authorities and RDDDLs, AQCS finally issues International Veterinary Health Certificates (IVHC) as per the mandate of importing country. AQCS, Chennai has so far facilitated table egg exports worth of Rs 136 crores (22.7 crore eggs) in 2021-22, Rs 298 crores (49.8 crore eggs), 2022-23 Rs 518 crores (86.3 crore eggs) during 2023 till date to the countries namely Oman, Qatar, Bahrain, Maldives, Sri Lanka, Malaysia, Sierra Leone, Liberia, Gambia, Union des Comores, Djibouti. Similarly AQCS Mumbai and Hyderabad have also facilitated table exports to Qatar, UAE, Liberia, Djibouti. Dr Biswas volunteered to help any entrepreneur willing to export animal products out of the country hand holding them at every stage.

Dr Tapan Kumar Sahu, Deputy Commissioner, AQCS Bengaluru narrated the status report on hatching eggs export from both AQCS Bengaluru and AQCS Chennai to Oman and Kuwait. The total value on an average is about Rs 200 crores per year with an average export of 5 crore hatching eggs.

Dr Aruna Sharma, Deputy Commissioner, Member Secretary for Compartmentalization southern region at Govt. of India under DAHDF explained in detail mandatory procedures for certification under compartmentalization for a specific facility. So far 34



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compartments are certified with a renewal period of once in every three years. Maharashtra leads the status with 14, Tamil Nadu 11, Chhattisgarh 6, Uttar Pradesh 02, Odisha 01 compartments certified.

She narrated checklist for defining a compartment being No. 1. Demarcation of the compartment, No. 2. Animal sub population identification and traceability, No. 3. biosecurity system, No. 4. Biosecurity plan. All these four factors will be assessed against specific mandate of WOAH (World Organization for Animal Health) into risk analysis, documentation and uploading in the requisite format to apply to the State Department.

Steps for compartmentalization:

1. Establishment submits application to the State Animal Husbandry Department.
2. State Government does an inspection with recommendations, sends the proposal to DAHD.
3. DAHD examines the proposal and deposes the central team.
4. Central Team inspects the farm based on the check list prepared by the department as per Chapter 4.5 of Terrestrial Animal Health Code (TAHC) under WOAH.
5. Based on the recommendation of

the central team, Govt. of India issues Avian Influenza free status for a period of three years followed by renewal after inspection every three years.

6. State Animal Husbandry Department through local veterinarians submits the reports regularly (21 days, 3 months, and 6 months) through surveillance by sample collection and testing.

Dr Venkatesan, AQCS, Delhi, Dr Jimlee Sarmah, AQCS Kolkata, Dr Sonia Sharma, AQCS Hyderabad and Dr Santosh M., AQCS, Mumbai the respective Quarantine Officers presented status reports of export of animal products namely milk based sweet products, pet foods, horn based artistic products etc., through the respective regional AQCS centres.

Dr P.V. Senthil, the next gen Entrepreneur representing Kaveri Bioproteins Pvt. Ltd., Namakkal narrated the hardship and the success being a leading table egg exporter from India. Kaveri group was established by Mr P.K. Venkatachalam a school teacher from Namakkal with 600 layer birds in 1976. He promoted poultry farming in and around Namakkal with the help of late Dr Nanda Gopal and TANUVAS as allied agriculture activity. It became a revolution with 10,000 farmers by 1990. He further established Namakkal Egg Coordination Committee by a quote "My produce My Price" which later became a foundation for formation of National Egg Coordination Committee (NECC). Mr Venkatachalam being a President of Poultry



Farmers Association played a crucial role for induction of egg into noon meal and he first exported a shipment of table eggs to Kuwait through his friend as early as in 1990s.

Lack of standard quality and supply chain facilities made importing countries to tag in shops as "We don't use Indian Eggs". Later, adaptation of Standard Practices both in egg production and innovative packaging (1312 cartons) (360 eggs per carton) as against international 1048 only are done. This saved the space and cost effectiveness upto 20 percent. 1995 Indian eggs were sought by every country as a cost advantage and quality advantage "We need Indian Eggs".

Export picked up to 15+ countries in 2006. However, it struck to the bottom during 2012 due to Birdflu issues in India as most countries banned our eggs. In 2013 Oman opened up for Indian eggs certified by AQCS followed by all other countries in 2018. However, in 2019 exports declined by competition in price by Ukraine and Turkiye. The Ukraine war reversed the condition as Indian eggs are in demand right now in the Middle East and Southeast Asia. First Malaysian export was done by support of AQCS Chennai in December, 2022.

Dr Senthil submitted the request to the Government

to take concrete steps to open previous export markets like Kuwait, Iraq, Afghanistan, Liberia, Akola and Free Town. The AQCS certifications should be carried out smoothly supporting the exports, extending reasonable export subsidies, removal of GST on animal feed raw materials and RCM and transport and upgrading Labs at Namakkal are the other demands from Dr Senthil.

Mr Giridhar Kothawar, heading All India Poultry Development Services (AIDPS) thanked all the Government Representatives be at Joint Secretary level to field station offices for extending phenomenal support for poultry sector.

Dr Sathiyarayanan the epidemiology expert, Tamil Nadu Animal Husbandry Department narrated the procedure of Sample Collection and Surveillance by the state authorities and proactive support of State Animal Husbandry Department for promotion of animal Products from India.

Dr Mahesh P. S. Joint Commissioner conducted a panel discussion and Q and A session for the queries raised by the audience. Mr G.N. Singh, Joint Secretary made a concluding remarks for having conducted successful online workshop on this specific subject of "Export Promotion of Eggs". Further he directed CEAH to conduct many such programmes on various topics like Pet Foods, Animal Feed, Meat Products, RTC and RTE products in the coming months.



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French company VIRBAC acquires majority stake in Suguna subsidiary Globion India

Poultry major Suguna Group sells majority stake in vaccine-making subsidiary Globion in all-cash deal



French company VIRBAC, which specialises in innovative solutions for veterinarians and animal owners in more than 100 countries, has acquired a majority stake in Globion India Private Limited, a 100 per cent subsidiary of Suguna Holdings Private Limited (SHPL).

Present in 18 states, SHPL focuses on the broiler industry value chain, from soybean processing to processed food.

Globion India, a joint venture between the Suguna Group and German poultry vaccine specialist Lohmann Animal Health, manufactures vaccines for animals.

With infections such as bird flu taking a toll on livestock, the vaccine industry has gained significance in recent

years. Day-old chicks are vaccinated to increase their immunity.

Business model

The Rs 12,000-crore Suguna Group had said earlier this year that it was mulling an IPO. The poultry company rears egg-laying birds, operates hatcheries and supplies (vaccinated) chicks to about 40,000 farmers across the country who, in turn, rear the chicks and hand over the grown birds to Suguna for a fee.

SHPL is the holding company of the group, whose operational entity is Suguna Foods Private Limited (SFPL).

Cash reserves

In April, ratings agency ICRA had downgraded the company's Rs 2,182-crore debt to 'negative' from 'stable', due to rising input costs and investments in

the development of the pureline breed Sunpro. But on November 6, ICRA revised the rating back to

'stable' due to "expected improved performance".

ICRA notes that the company, established in 2008, has strong liquidity. As of March 31, 2023, it holds unencumbered mutual funds worth ₹197 crore and has a free cash balance of Rs 10 crore. Additionally, it has an inventory worth over ₹124 crore, which can be sold, if needed.

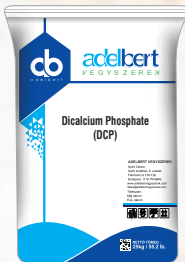
"Further, on a consolidated level, it is expected to generate retained cash flows of over ₹400 crore in FY2024. This is adequate to meet repayment obligations of over Rs 135 crore and capex expectations of ₹100–120 crore," says ICRA.

The ₹340-crore-rated company is "one of the largest integrated players in the Indian poultry industry, aided by its established relationship," adds ICRA.

Poultry industry should be linked to agriculture

Hyderabad: District Poultry Farmers Welfare Association President Srinivasa Reddy demanded that the poultry industry should be linked to agriculture. A spiritual gathering of poultry farmers was organized at Padmasali Kalyana Mandapam in the district centre. Speaking on this occasion, he expressed his concern that the poultry farmers are not able to grow financially with enough commissions and

the government should recognize this industry and connect it with agriculture. He said that free electricity should be supplied to the poultry industry. On this occasion, a unanimous resolution was passed in Atmiya Sannamela to provide loans on concession to those setting up poultry industries. Poultry farmers from different villages of the district participated in the program.



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Venkateshwara B V Bio-Corp organises seminar on 'Broiler Breeder Nutrition and VCOMIX (5% Composite Premix)'



Venkateshwara B V Bio-Corp Private Limited organised Technical seminar on "Broiler Breeder Nutrition and VCOMIX (5% Composite Premix)".

VENKATESHWARA BV BIO-CORP PVT LTD organized Technical seminar for Broiler Breeder Farmers on Tuesday 7th November, 2023 at Ajmer and Wednesday 8th November 2023 at Jaipur Rajasthan. This technical seminar was attended by Broiler Breeder farmers in both areas.

Mr Deepak Khosla (GM Marketing) Venky's given the welcome address and shared his thoughts regarding broiler breeder scenario in Rajasthan and pan India.

The speaker for this seminar, **Dr. Sunil Nadgauda** (DGM Technical) explained in detail about the "Broiler Breeder Nutrition and VComix (5% Composite Premix

For Broiler Breeder) During his speech he advised regarding quality parameters to be considered while selecting the different feed ingredients. The snippets from his presentation can be summarized as below.

- Broiler breeder nutrition review and current nutritional recommendation for better productivity.
- Importance of Chicks nutrition for good start of the flock.
- Importance of nutrition to maintain body weight in growing period and
- its impact on laying performance.
- Early Laying Female Nutrition to maximize peak production and to maintain the consistency during peak period.
- Explain Phase wise feeding – to maintain egg production after peak period and optimize the efficiency.
- Maintaining the egg shell quality to achieve maximum number of hatching eggs selection.
- Significance of Male feed to achieve good fertility and hatchability,

- **VComix (5% Composite Premix For Broiler Breeder)** is good alternative to provide balanced nutrition to improve the productivity.
- **VComix** - Innovative premix solution for simplifying the feed manufacturing process and also to avoid errors during feed production.
- **VComix** – Ensures completely balanced nutrition and Enhances health and productivity,

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

The Technical Seminar was attended by around 18 Broiler Breeder farmers surrounding the Jaipur and Ajmer area.

Mr Shashi Bhushan (Zonal Manager) proposed vote of thanks to all. The local Venworld Team organised this technical seminar.





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Venkateshwara B V Bio-Corp organises technical seminar on 'BV 300 Nutrition and Management'



Deepak Khosla, GM - Marketing, sharing his thoughts regarding current Commercial Layer Industry scenario

VENKATESHWARA BV BIO-CORP PVT LTD organized Technical seminar for commercial Layer Farmers on **Monday** 06th November, 2023 at Hotel Lake Vinora, Ajmer, Rajasthan. This technical seminar was attended by layer farmers of Ajmer and surrounding area. Mr Shashi Bhushan, Zonal Manager, Venkateshwara B V Bio-Corp Pvt. Ltd. welcomed all attendees.

Mr Deepak Khosla (GM - Marketing) shared his

thoughts regarding current Commercial Layer Industry scenario.

The speaker for this seminar, Dr Sunil Nadgauda explained in detail about the **"BV 300 commercial Layers Nutrition and Management"** 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.

- BV 300 performance review.
- 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.

- 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 for simplify the feed manufacturing process and also to avoid errors during feed production. **Mixblend** is the new innovative and simple solution which provides Vitamins, Trace minerals, Enzymes, Toxin Binder, Liver tonic 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 layer nutrition and management.

The Technical Seminar was attended by around 140 Layer farmers surrounding the Ajmer area.

Mr Shashi Bhushan, Zonal Manager proposed vote of thanks to all. The local Venworld Team organised this technical seminar.



Layer farmers attending the Technical Seminar




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Industry stakeholders felicitate Jagapati Rao

Hyderabad: Stake holders of poultry industry and friends felicitated Mr C. Jagapati Rao, Chairman, Srinivasa Farms Pvt Ltd, who received International Egg Person of the year 2023 award. Jagapati Rao is the first Asian to receive this award. The celebratory event was well attended. Mr Jonathan Cade, President, Hy-Line International, Mr Jagbir Singh Dhull, Managing Director, Skylark Group, Mr Surender Singh Dhull, Dr B.

Ramakrishna and Mr Ferry Monne of Aviagen India, Dr Shirish Nigam, President, INFAH, Dr Ananth Wadkar, Country Director, CEVA Polchem and other prominent stakeholders of poultry industry took part in the celebration.

Mr Suresh Rayudu Chitturi, son of Jagapati Rao and Managing Director, Srinivasa Farms Pvt Ltd thanked the participants for their participation. A grand dinner was organised on the occasion.



C. Jagapati Rao, Chairman, Srinivasa Farms



Poultry industry stakeholders and friends felicitated C. Jagapati Rao, Chairman, Srinivasa Farms Pvt Ltd on the occasion of his receiving International Egg Person of the year 2023 on 23 Award November 2023 at Hyderabad, India.



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- ▶ Layer Premix
- ▶ Broiler Premix
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Venky's India swings to profit in September quarter

In the three months ending on September 30, the company reported a standalone profit of Rs 34.09 crore as against loss of Rs 20.56 crore.

Venky's India, a prominent poultry firm based in Pune, rebounded to profit in second quarter of current financial year on the back of reduced costs and improved earnings from poultry unit sales.

In the three months ending on September 30, the company reported a standalone profit of Rs 34.09 crore as against loss of Rs 20.56 crore recorded in the corresponding period a year earlier.

The increase in realisations, referring to earnings per sales-volume unit, was particularly notable in the sales of day-old chicks and adult broiler birds, which are raised for consumption, boosting the company's performance.

Venky's witnessed a 12.3 per cent reduction in raw material costs, contributing to an 11.8 per cent decrease in total expenses to Rs 876 crore during the quarter. The decline in input costs,

specifically related to feed ingredients like maize and soybean, positively impacted the company's poultry division.

The revenue generated from the poultry and poultry products segment experienced a 3.2 per cent increase, accounting for nearly 47 per cent of the total revenue.

However, the company's oilseed segment faced challenges due to lower prices of edible oil. Venky's

deals with the sale of edible oil derived from processing oilseeds like soya, while the by-product, de-oiled cake, is either sold or used as poultry feed. Consequently, revenue from the oilseed segment decreased by over 13 per cent.

Venky's positive financial performance stands in contrast to that of larger edible oil-making competitor Adani Wilmar, which reported a second consecutive quarterly loss. In a similar sector, farm feed producer Godrej Agrovet observed an increase in profits.

Following the announcement of these results, Venky's shares surged by as much as 9.2 per cent.



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Type A, C, B, D, E

Staphylococcus Aureus

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IDVet organises Technical Seminar on Emerging Diseases in Poultry in India



Innovative Diagnostics, Head Office, France.



Stéphanie Lesceu, AVIAN PRODUCT MANAGER, making online presentation on how effectively the IDvet poultry kits are developed

Technical Seminar – by Innovative Diagnostics (IDVET)

Innovative Diagnostics is a French company which was brought into being in the year 2004 and has been growing rapidly since then, exporting to more than 80 countries specializing in diagnostic methods and operating as a globally approved and trusted brand. It is one of the leading brands in the sector, especially with its experience and activities in ELISA and PCR test kits for

the diagnosis of zoonotic diseases in humans and animals. Innovative Diagnostics veterinary range for monitoring animal health is marketed and promoted in the name of “IDvet” across the world through its distributor’s and established subsidiaries.

Seminar on 22nd November:

IDvet India Private Limited had arranged a technical seminar on 22nd of November on



A participant making a point in the seminar.

the emerging diseases for poultry in India which was led by **Mr Niranjan, Business Development**



Niranjan Kataram – Business Development Director – IDVET INDIA PRIVATE LIMITED welcoming

Director. Guest speaker Dr Prithviraj Kumar, CTO IndSalus India presented on the emerging poultry diseases by explaining the symptoms of them, the better way to identify and the actions that could be taken to control them. **Stephanie Lesceu, Avian Product Manager (IDvet France)** was the guest of honor, attended virtually and presented on how effectively the IDvet poultry kits are developed with better specificity and sensitivity by comparing it to other commercial kits which are currently available in the market proving IDvet kits are by far better to the other brands. The seminar was made successful by the delegates from India, Nepal and Sri Lanka.



Dr Prithviraj Kumar – CTO, IndSalus Labs making a presentation on emerging poultry diseases

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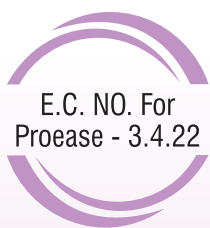
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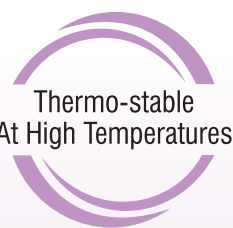
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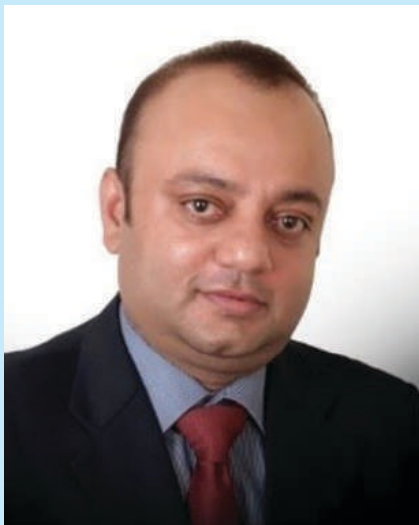
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INFAH plays its role in promoting adoption of best practices in Poultry Management, contributing to Enhanced Productivity and Diseases prevention, Supporting R & D initiatives



Dr Shirish Nigam, President, INFAH

Indian Federation of Animal Health Companies (INFAH) has evolved into a prominent National Member Association, representing regulatory, trade and other commercial viewpoints in the Indian Animal Health Industry. With an unwavering commitment to expanding its global partnership with scientific, trade and regulatory agencies, INFAH is poised to secure long-term benefits for itself and its members. Poultry Fortune Editor, M.A. Nazeer had an exclusive interview with Dr Shirish Nigam, President, INFAH. Excerpts:

healthcare, biologicals & feed additives to veterinary diagnostics, INFAH's reach extends far and wide, solidifying its position as one of the world's largest Animal Health Associations.

Guided by a vision of fostering trust among veterinary professionals and stakeholders across livestock, poultry, aqua and companion animal domains, INFAH strives to elevate the animal health industry's standing and societal contributions. By instilling high standards of competitiveness, ethical business practices, innovation and leadership among its members, INFAH lays the foundation for a sustainable and thriving animal health sector in India. With its global presence expanding steadily, INFAH is poised to make an indelible mark on the international stage.

INFAH champions ethical practices and actively promotes the animal health industry's value and impact on society. Through dynamic platforms, INFAH raises awareness about disease control strategies, effective treatments, and overall animal productivity enhancement initiatives.

PF: Who are the Founders of INFAH?

Shirish: The Indian Federation of Animal Health Companies (INFAH) stands as a testament to the foresight and dedication of its founding members, a group of industry stalwarts who recognized the need for a unified platform to advance animal healthcare in India. These visionary leaders, including Dr Asim Banerjee, Dr Sandeep Karkhanis, Mr Vijay Teng, Dr D K Dey, Mr Satish Pasrija, Dr Arun Atrey and Dr P G Phalke laid the groundwork for INFAH's remarkable growth and impact.

Poultry Fortune: How do you feel on having got elected as President of INFAH?

Dr Shirish Nigam: I am deeply honoured and humbled to have been elected as the President of INFAH. It is a tremendous privilege to have the trust and support of the members and stakeholders who have placed their confidence in me to lead. I am excited and committed to this role, and I look forward to working diligently to fulfil the responsibilities it entails.

I extend my gratitude to all INFAH members for their unwavering support. Together, we celebrate our collaboration and look forward to a future filled with prosperity.

INFAH's motto is **Healthy Animals, Healthier India** and we will strive to work towards our motto.

PF: When was INFAH formed and what are its objectives and aims?

Shirish: Established in June 2011, the Indian Federation of Animal Health Companies (INFAH) stands as a beacon of unity and progress for companies and non-profit organizations dedicated to safeguarding animal welfare. Operating under Section 25 of the Indian Companies Act, INFAH has emerged as a pre-eminent force in the animal health sector, boasting a sizeable membership of companies representing diverse segments of the animal husbandry industry. From animal

With firm commitment, these pioneers steered INFAH through its formative years, establishing a foundation of excellence and integrity that continues to define the organization today. Their legacy lives on in INFAH's unwavering commitment to promoting animal welfare and driving sustainable growth within the animal health sector.

PF: How old is INFAH and what are its achievements and progress of it so far? How many members are there in INFAH?

Shirish: Since its inception over 12 years ago, the Indian Federation of Animal Health Companies (INFAH) has played an instrumental role in shaping the policy framework for the Indian Animal Husbandry and Animal Health sector. Aligning with the national priorities of 'Atma Nirbharta' (self-reliance), INFAH has consistently championed the accessibility of veterinary medicines and animal health products to promote animal health and welfare while advocating for their responsible use.

INFAH's steady commitment to systemic representation has been a driving force behind the industry's progress. Through its engagement with key stakeholders, including the Central Drugs Standard Control Organization (CDSCO), Ministry of Animal Husbandry, Dairy and Fisheries (MOAHDF), Indian Veterinary Research Institute (IVRI), Indian Pharmacopoeia Commission (IPC), Food Safety and Standards Authority of India (FSSAI), and Ministry of Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Riga and Homoeopathy (AYUSH) and livestock producers across the country, INFAH has ensured that industry concerns are heard and addressed.

INFAH's efforts have not gone unnoticed. The industry has reaped significant benefits from INFAH's proactive approach to policy engagement. Streamlined regulatory processes, enhanced access to essential animal health products, and a stronger focus on animal welfare are just a few examples of the positive outcomes that

INFAH's advocacy has brought about.

Some of the Key achievements of last year were:

- Successful Organization of **National Seminar** on theme Disease Mitigation & Farm Productivity engaging Ministry of Fisheries, Animal Husbandry and Dairying, Drug Controller General of India office, Principal Scientific Advisor Office, Veterinary Council of India, Indian Pharmacopoeia Commission, ICAR, IVRI, FSSAI, Health for Animals, GALVmed
- Published **White Paper** on Veterinary use of Antibiotics vis-a-vis emergence of AMR- Indian Animal Healthcare Industry Perspective by INFAH, having estimation of Antimicrobial Usage (AMU) in India for animal use.
- Published **Vision Document Ayurveda** in Animal Health Care, released during 9th World Ayurveda Congress and International conclave on Pashu Ayurveda
- INFAH's recommendations for Pre **Budget proposals 2023-2024:** Seeking clarity on classification of animal feed supplements and feed additives under correct Chapter Headings of the Customs Tariff Act, 1975 and request for release of Bank Guarantees submitted by importers.
- **Representations to DADF:** on inclusion of additional Animal Feed Supplements / Additives for facilitating swift importation, INFAH members comments on Guideline for conducting clinical trial/field trial pertaining to the vaccines for veterinary use.
- **INFAH Outreach Programme in collaboration with VCI** on Career Opportunities for in the Animal Health Industry which was attended by more than 1000 Veterinary Students.
- Development of Draft Standard Operating Procedures for **Good Marketing Practices**

- Enhancing **Market Access & boosting exports** of Animal Health Care products in Collaboration with Pharmexcil, showcased INFAH at Pet Fair Southeast Asia organized by VNU Exhibitions at Thailand
- **INFAH Connect Digital initiatives** – Successfully conducted Webinars- Impact of Union Budget 2023-2024 on Animal Husbandry sector, AMR-An Animal Healthcare Perspective.
- INFAH presentation at the **ICAR-Industry Stakeholder Consultation** meet by Agrinnovate India Ltd
- Presented INFAH views on the Role of Animal Health in Achieving **Sustainable Development Goals**

PF: Location of its Head Quarter in India and Overseas if any ?

Shirish: Registered office of INFAH is in Mumbai and has its office bearers from across the country. For more information, one can visit the website <https://www.infah.org/> and can also follow INFAH on social media like LinkedIn <https://www.linkedin.com/in/infah-india-b97847143>

PF: Present office bearers of INFAH with designation ?

Shirish: Post AGM Managing Committee members selected the Office Bearers & the Managing Committee Members for the term 2023-2025, details are as under:

- 1) Dr Shirish Nigam (President)
- 2) Dr Aman Sayed (Vice President)
- 3) Dr Ram Prakash (General Secretary)
- 4) Dr Anup Kalra (Joint Secretary)
- 5) Dr Manoj Sood (Treasurer)

Other members of Managing Committee

Mr Gautam Chatterjee (Vetoquinol)
Ms Ashwini Deshpande (Zoetis)
Dr Vinayak Surve (Virbac)
Mr Sushanta Dey (Kemin)
Dr Arun Atrey (Zenex)
Mr Satish Pasrija (Indian Herbs)
Mr Vijay Teng (Intas)
Dr Vijay Makhija (MSD)

PF: *As the newly elected President – how is INFAH's role and future prospects in India? What are the segments it covers?*

Shirish: The opportunity to serve as President of the Indian Federation of Animal Health Companies (INFAH) is a privilege and a responsibility that I embrace with enthusiasm. As we collectively strive for the growth and success of our organization, I am energized by the challenges that lie ahead and the immense potential for positive change and progress. This role presents a tremendous opportunity to make a meaningful impact on the well-being of animals and the broader ecosystem. I am passionate about animal health and welfare, and I eagerly look forward to working closely with industry experts, organizations, and stakeholders to advance the cause of animal health and ensure the highest standards of care for our furry and feathered friends.

I am fully cognizant of the weight of this position and the expectations that come with it. I am committed to collaborating effectively with our team to make a meaningful impact. INFAH is deeply involved with issues related to various market segments like biologicals, therapeutics, feed additives, diagnostics etc

INFAH has evolved into a prominent National Member Association, representing regulatory, trade, and other commercial viewpoints in the Indian Animal Health Industry. With an unwavering commitment to expanding its global partnership with scientific, trade, and regulatory agencies, INFAH is poised to secure long-term benefits for itself and its members.

Together, we can harness the collective power of INFAH to promote animal welfare and responsible use of veterinary medicines and animal health products, advocate for accessibility and affordability of essential animal health products, foster collaboration among industry stakeholders to address emerging challenges, strengthen India's position as a global leader in animal health innovation.

As we embark on this journey of growth and progress, I am confident that with the dedication and expertise of our members, INFAH will continue to be a driving force in shaping a brighter future for animal health and well-being in India and beyond.

PF: *Category of products being manufactured / marketed by INFAH members?*

Shirish: INFAH member companies cover a whole gamut of animal health sector – be it therapeutic, feed supplements / additives, vaccines, feed hygiene & veterinary diagnostics etc and for all species of importance like dairy, poultry, companion animals & aqua.

PF: *What kind of role INFAH plays for the development of poultry industry in India?*

Shirish: INFAH's efforts have yielded tangible results, like:

Facilitating effective communication between the poultry industry and regulatory bodies, leading to improved policy frameworks and a more supportive regulatory environment

Promoting the adoption of best practices in poultry management, contributing to enhanced productivity and disease prevention

Supporting research and development initiatives that address emerging challenges in poultry health and welfare.

As INFAH continues its mission, it remains steadfast in its dedication to empowering the poultry industry to reach new heights of sustainability, productivity, and animal welfare. By working collaboratively with industry stakeholders, INFAH is shaping a brighter future for the poultry sector, ensuring its continued contribution to India's food security and economic growth.

PF: *What is the criteria to become a member of INFAH?*

Shirish: Interested companies can reach out to INFAH at infah@ymail.com & through a Standard Operating Procedure (SOP) Members are inducted.

PF: *What are the best aspects of INFAH for the benefit of livestock farmers; breeders etc?*

Shirish: Throughout its journey, the Indian Federation of Animal Health Companies (INFAH) has championed the cause of livestock farmers, advocating for their interests at various levels of governance. INFAH recognizes that the livestock sector is not merely a means of poverty alleviation; it holds immense potential to serve as a platform for nurturing rural entrepreneurship and transforming livelihoods. With this vision in mind, INFAH is committed to marketing the livestock sector as a gateway to prosperity, empowering farmers to become active participants in driving rural economic growth.

INFAH's multifaceted approach to empowering livestock farmers encompasses a range of initiatives:

Advocacy: INFAH proactively engages with policymakers and government agencies to advocate for policies that support the growth and development of the livestock sector. This includes measures such as the development of infrastructure, technology and market linkages.

Capacity Building: INFAH provides training and capacity-building programs to livestock farmers, equipping them with the knowledge and skills necessary to enhance productivity, improve animal health, and adopt sustainable practices. These programs cover a wide range of topics, including animal nutrition, disease prevention, record keeping, and marketing.

Entrepreneurial Development: INFAH encourages and supports livestock farmers to develop entrepreneurial ventures, creating opportunities for value addition and income diversification. This includes providing guidance on business planning, marketing, and financial management.

Technology Adoption: INFAH promotes the adoption of appropriate

technologies among livestock farmers, helping them to improve efficiency, reduce costs, and enhance animal welfare. This includes technologies such as artificial insemination, feed supplements, and disease diagnostic tools.

Through these initiatives, INFAH is transforming the livestock sector into a driving force of rural economic growth and entrepreneurship. By empowering livestock farmers and fostering sustainable practices, INFAH is paving the way for a brighter future for rural India.

PF: What is the size of Poultry Healthcare and Nutrition Products Market in Value in Indian poultry industry?

Shirish: As per industry & INFAH estimates, poultry healthcare market is estimated at INR 3427 Cr in FY22-23 with 12% growth which includes formulated feed supplement products. Feed additives market would be another INR 2100 Cr growing with 8% growth. Increasing integration, improvement in genetics, advancement in technology along with enhanced farm management practices is the key trend in the sector. Increasing consumption of animal protein-based products during & post Covid has further fuelled the growth in the sector.

PF: What is the size of INFAH member companies market in Value (Annual Turnover) in India?

Shirish: More than 50 per cent of the Indian Animal Health market is contributed by top 10 companies who have established R&D, marketing, and distribution strengths. The regional players comprising small and medium sized generic companies have also shown aggressive growth trends and entrepreneurship.

In last few years we have also seen the entry of many new Indian and multinational companies directly or by equity holding pattern, contributing positively to the overall landscape.

PF: There are comments that healthcare companies are using harmful chemicals and antibiotics in their products, which is harmful to Chicken and Egg consumers? What do you say on it?

Shirish: Poultry production in India is undertaken with a high degree of professionalism and scientific rigor. While the use of antibiotics is an important tool in animal health, it is crucial to emphasize that misuse, overuse, and underuse of antimicrobials are the primary drivers of drug-resistant pathogens. The poultry sector places a strong emphasis on maintaining stringent quality and safety standards to uphold consumer confidence. In cases where antibiotics are used, proper withdrawal periods are strictly followed to ensure that no residues remain in the product for final consumption.

A more pressing concern is the inappropriate use of antibiotics by individuals in India, which is a major contributor to antimicrobial resistance (AMR). INFAH recognizes the critical nature of this issue and is committed to promoting responsible antibiotic stewardship practices across all sectors of animal health.

At INFAH, our unwavering goal is to support the development of high-quality drugs, feed supplements, and vaccines that alleviate pain, enhance productivity, and prevent diseases in livestock, poultry, aquaculture, and companion animals. We are dedicated to advancing animal health while ensuring the responsible use of antimicrobials, safeguarding the well-being of animals and humans alike.

PF: What are your future plans and targets?

Shirish: In the ever-evolving landscape of animal health, the Indian Federation of Animal Health Companies (INFAH) stands solid in its commitment to sustainability, responsible antimicrobial use, and the advancement of veterinary education.

Recognizing the urgency of environmental stewardship, INFAH

advocates for the adoption of sustainable practices across the animal health industry. From resource optimization to waste reduction, INFAH champions initiatives that minimize our environmental footprint and pave the way for long-term sustainability.

Antimicrobial resistance (AMR) poses a significant threat to animal and human health. INFAH is actively engaged in the fight against AMR, working closely with the Department of Animal Husbandry, Dairying & Fisheries (DADF) on the 'National Action Plan on AMR 2.0 (2022-26)'. This collaborative effort aims to promote responsible antibiotic stewardship, prevent the emergence of resistant pathogens, and safeguard the effectiveness of antimicrobials.

INFAH recognizes the importance of a skilled workforce to drive the animal health industry forward. Collaborating with the Veterinary Council of India (VCI), INFAH is actively involved in reforming veterinary education, ensuring that it aligns with industry needs and produces graduates equipped for the challenges and opportunities that lie ahead.

To foster innovation and ensure the availability of high-quality animal health products, INFAH advocates for a science-based regulatory environment. Through constructive engagement with regulatory bodies, INFAH seeks to streamline approval processes and facilitate the introduction of cutting-edge technologies that benefit both animals and their caretakers.

INFAH's commitment to sustainability, AMR stewardship, and veterinary education reform underscores its dedication to shaping a brighter future for animal health. By championing responsible practices, fostering collaboration, and advocating for a supportive regulatory framework, INFAH is empowering the animal health industry to deliver innovative solutions, safeguard animal well-being, and protect the environment for generations to come.

PF: Do you have any message to the stakeholders of poultry industry and other stakeholders in the industry:

Shirish: As we embark on the road ahead, INFAH remains resolute in its commitment to fostering a harmonious alignment between the animal health industry's interests and the regulatory framework. Through unwavering collaboration and constructive dialogue, INFAH will work tirelessly to promote innovation, uphold the highest standards of product quality and safety, and advance the welfare of animals across the nation.

This unwavering commitment to collaboration reaffirms INFAH's dedication to nurturing a vibrant and responsible animal health industry that contributes significantly to the well-being of India. By fostering an environment of innovation, safeguarding animal health, and ensuring the responsible use of animal health products, INFAH will continue to play a pivotal role in shaping the future of animal health in India and beyond.

Past Presidents of INFAH

Dr Vijay Makhija (MSD)

Mr Vijay Teng (Intas)

Dr D K Dey (IMMEUREKA)

Dr Arun Atrey (Zenex)

Mr Satish Pasrija (Indian Herbs)

Dr Asim Banerjee (Vetoquinol)

Management Committee (2023-25)



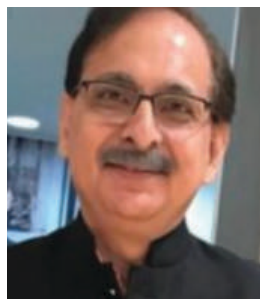
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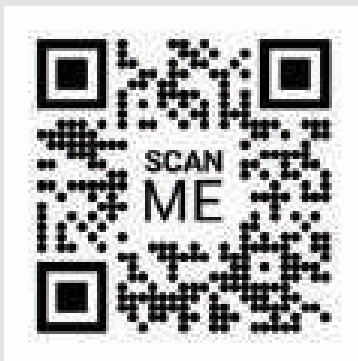


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Common Vices of Poultry and their Prevention

Dr R. Shirisha

Assistant Professor, Department of Poultry Science
College of Veterinary Science, Korutla, Jagityal – 505326
Email: sirisharamayan55@gmail.com

- ▶ Vice is a faulty bad habit acquired by the organism, which affects the health, well-being, behavior and performance of oneself as well as other animals of the group.
- ▶ Some of the vices have their origin in poor management, housing while some are nutritional.
- ▶ These vices can develop in poultry at any time if not carefully monitored right from the beginning.
- ▶ Overcrowding in the poultry house which gives less opportunity for exercise and the less active birds pick up vices.

INTRODUCTION

Birds may suffer from certain vices (bad habits), which become quite extensive right from the beginning and their eradication poses a big problem.

These vices may incur a huge loss to the poultry farmer. Some of the important vices are

1. Cannibalism
2. Egg eating
3. Egg hiding
4. Pica.

Most common reasons for development of vices in poultry are,

- Overcrowding in the poultry house
- Protein deficiency in the diet

- Provision of less diet
- Excess of corn/maize in the diet
- Deficiency of arginine and methionine in diet
- Deficiency of salt and minerals
- Hemorrhages in the external genitalia due to laying stress and,
- Genetic predisposition

1. CANNIBALISM

- Cannibalism is a condition in which birds of a flock attack their pen mate and eat its flesh, which may impose deep wounds and heavy mortality.
- Vent pecking is common in laying birds. Once the birds adopt this vice it spreads rapidly through the flock.

- Poultry farmer must remain vigilant to prevent cannibalism as it has got no direct treatment.
- Presence of wounded or dead birds which are showing wound but otherwise appear healthy are indicative of cannibalism

Following are some of the causes responsible for cannibalism

- Overcrowding
- genetic predisposition.
- Haemorrhages in the external genitalia due to laying of large eggs
- Protein deficiency in the diet or provision of less diet or excess of corn in the diet.
- Deficiency of arginine and methionine.

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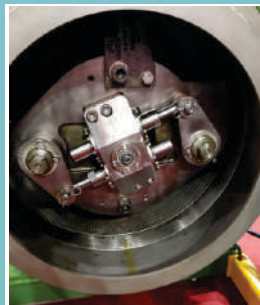


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- Deficiency of salt and minerals.
- Loss of feathers from the body or haemorrhage from the skin due to parasitic infestation.
- Wounds inflicted by fighting between the birds
- **Symptoms**- Presence of wounded or dead birds showing wound but otherwise appear healthy is indicative of cannibalism.
- Provision of red bulbs near laying nests may help during the period of the problem.
- Quantity of vitamin, mineral mixture and salt may be marginally increased in poultry ration.
- Increased amount of methionine in the diet is said to prevent this habit in layers.



Egg eater birds



PREVENTION

- **Debeaking** which can be done right from the day old chicks to any age. It can be done either manually or mechanically. Mechanical way of debeaking has an advantage that it does not require second cutting of beak which is sometimes required in case of manual debeaking. One-third of the upper beak and tip of the lower beak is to be trimmed.
- To stop bleeding, hot iron rod is touched at the site of cut. Debeaking must be performed by a competent and trained person, otherwise there may be excessive bleeding and the bird may die due to starvation. These days debeaking has become mandatory in almost all poultry farms.
- Birds involved in cannibalism must be isolated.
- Wounded birds should also be segregated and given proper treatment.
- Overcrowding of the birds must be immediately corrected.
- Feed must be available in sufficient quantity at all the times.
- Laying nests must be built at peaceful, isolated places, because the congested external genitalia of layers, following laying, attracts other birds for cannibalism.

2. EGG EATING

- ✓ Sometimes birds develop the tendency to eat their own eggs.
- ✓ It becomes quite difficult to prevent this vice.
- ✓ It may start due to the presence of cracked eggs or accidental breaking of eggs and once the birds develop taste for it they start breaking their own eggs.
- ✓ Factors responsible for breaking of egg or cracking of egg are thin or soft egg shell or lack of sufficient bedding material in the laying area.
- ✓ Presence of eggs for longer period in the pens may also encourage the birds to start egg eating.

PREVENTION

- ✓ Isolate the birds which have developed this habit.
- ✓ In consultation with the expert, the quantity of lime stone and protein should be increased in the diet.
- ✓ Egg eaters should be kept in a cage in which egg rolls away, beyond the reach of the bird after laying of the eggs due to slope.
- ✓ Debeaking also reduces this tendency.
- ✓ Darkness in the laying area may prevent his habit.
- ✓ Egg collection interval should be reduced.

3. EGG HIDING

- Egg hiding is a maternal instinct of jungle fowl and is not encountered in domestic fowl. But sometimes this habit may develop in the domestic fowl which are allowed freedom of movement.
- They hide the eggs in the field, bushes etc.

PREVENTION

- Restrict freedom of movement of the birds.
- Laying area should be built inside poultry house and made comfortable by providing sawdust, straw etc.



4. PICA

- Birds start eating materials which are not fit for consumption, such as feathers, litter material, threads, etc.



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- It is less commonly found in modern poultry farm.
- Phosphorus deficiency, parasitic infestation, new litter material etc. may predispose the birds to pica.
- Good managerial care and balanced diet are recommended for the prevention of pica.



Vent picking



Eating dead birds

Biofortification of Hen's Egg

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Without relying on artificial fortification, biofortification is a natural method of delivering nutrients from natural sources and has the potential to be beneficial through base laying hen feed. It is also the most successful recent method of delivering micronutrients and addressing nutrient deficiencies. The main motto of such method is to produce eggs that are high in linolenic acid, a precursor to DHA (docosahexaenoic acid), a substance that may also offer protection from the devastating ischemic heart disease. The egg can also be supplemented with organic selenium,

vitamin K, and omega 3 fatty acids. Eggs with a dark orange yolk and low cholesterol can be produced via biofortification.

Eggs are a necessary component of human diet since antiquity. No other animal-derived food is consumed by as many people worldwide, and none is prepared in as many distinct ways. According to a 2023 report, the average Japanese citizen consumes 320 eggs per year. In India, however, per capita egg availability was only 86 eggs per year (2019-2020). Food is today created not only to satisfy hunger and to provide important nutrients for individuals, but also to

prevent nutrition-related diseases and promote consumers' physical and mental well-being.

Furthermore, there has been an increase in demand for functional foods (foods that have a potentially positive effect on health beyond basic nutrition) in recent decades, which is expected to continue in the future due to their ability to reduce the risks of some diseases as well as increase life expectancy. The contents of a chicken egg can be modified to make it more nutritious and appealing to a part of our consumers who are willing to pay extra for those modifications in the egg.

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In Search of Functional Eggs

Scientists are investigating the possibilities of developing “functional eggs” or “designer eggs” or “fortified eggs” using technological means in light of the prospective market for these eggs. Dark orange yolk eggs may be particularly appealing for the inclusion of bioactive substances. Furthermore, these products are safer from a microbiological standpoint, less expensive, and easier to handle and store. As a result, functional egg-derived products generated through technological approaches may be a very alluring choice for growers as well as customers.

Versatility of Egg as Food

Eggs are a low-cost, high-nutritional-value food that contains 18 vitamins, minerals, and other vital components. Some of these minerals, such as zinc, selenium, retinol, and tocopherols, are low in Western diets. Cryptoxanthin is a natural carotenoid pigment found in eggs that has antioxidant properties and may protect people against a variety of degenerative diseases, including CVD. Other biologically active chemicals found in eggs may play a role in the treatment and prevention of chronic and infectious disorders.

Eggs have been found to have antibacterial, immunomodulator, antioxidant, anti-cancer, and anti-hypertensive substances. Egg albumen contains biologically active proteins such as lysozyme, ovomucoid, ovalbumin, and cystatin. Eggs are high in lecithin, a polyunsaturated phosphatidylcholine. It stimulates bile secretion, reducing bladder stagnation and, as a result, decreasing lithogenicity. Eggs have a modest caloric content (about 150 kcal/100 g), a high protein content, and are a gourmet treat.

Designing Functional Egg

A functional egg is one that has more nutrients or a different chemical makeup than regular eggs. These nutrients are typically bioactive substances that protect or prevent diseases. The total nutritional makeup of eggs is critical for functional egg. Functional eggs outperform regular eggs in terms of physical attributes.

There are several methods for producing functional eggs, including triggering metabolic changes in the hen, changing membrane transport characteristics, and manipulating diet. Cholesterol level, fatty acid profile (omega-3 and omega-6), vitamins (E, D), folic acid, minerals (Fe, Zn, Se, I, and Cr), carotenoids, lutein, and yolk colour can all be altered.

Eggs are of particular relevance from a functional standpoint since they provide a moderate calorie source (approximately 150 kcal/100 g), an excellent quality protein, significant culinary flexibility and a low economic cost, making eggs affordable to the majority of the population. Eggs are also relatively high in fat-soluble substances, making them a beneficial addition to the diet of people of all ages and stages of life. Eggs, in particular, may be very beneficial in the diets of people at risk of low nutritional consumption, such as the elderly, pregnant women, and children. Furthermore, it should be noted that eggs are consumed all throughout the world, with no religious limitations.

Eggs & Cholesterol

According to nutritional experts and health agencies, eggs are a contentious food because of the saturated fat content (approximately 3 g/100 g) and cholesterol content (around 200-300 mg/100 g). This fact suggests that a high dietary cholesterol intake is linked to high blood cholesterol levels and CVD. Experts currently recommend consuming as little dietary cholesterol as possible, aiming for less than 300 milligrams (mg) per day. If you don't eat many other cholesterol-containing foods, it may be fine to eat more eggs. Recent research suggests that the link between eating eggs and elevated heart disease risk may not be as strong as once thought — though there is still much debate on the topic.

Omega-3-Fortified Eggs

Commercial table eggs are abundant in n-6 PUFA but low in n-3 fatty acids. It has been discovered that attempts to generate eggs high in n-3 PUFA, key family of polyunsaturated fats are successful. Increase in n-3 PUFA in egg could be very beneficial. The most straightforward method is to generate an egg rich in linolenic acid, which is a precursor of DHA (docosahexaenoic acid) and is also thought to protect against deadly ischemic heart disease. For this goal, the hen's diet is fed frequently high in flaxseeds, linseeds, or their corresponding oils.

EGG NUTRITION FACTS	
Yolk	
Fat	4.5g
Sat.Fat	1.6g
Cholesterol	184mg
Carbohydrates	0.5g
Protein	2.5g
White	
Fat	0g
Sat.Fat	0g
Cholesterol	0mg
Carbohydrates	0g
Protein	4g

Egg Nutrition Fact

Vitamin K Fortified Eggs

It has been documented that over half of all adults in Ireland, the United Kingdom (UK), and the United States of America (USA) have poor vitamin K intakes. Biofortification of vitamin K resulted in significant increases in the yellowness of egg yolk. At a dose of 25 mg/kg administered through hen feed, vitamin K₃, in the form of MNB (Menadione Nicotinamide Bisulfite), was shown to double the vitamin K content of the egg. Biofortification of eggs with vitamins is one of the most promising ways for increasing vitamin consumption in the population.

Organic Selenium Fortified Egg

Although Se's potential as an antioxidant for the prevention of cardiovascular diseases (CVD) appears promising but more long-



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term intervention trials are required. Some intriguing studies linked Se consumption to a lower prevalence and risk of prostate and colon cancer. According to new research, including organic selenium in chicken feed (0.3-0.5 mg/kg) can dramatically increase the content of this trace element in eggs. As a result, Se-fortified chicken eggs are possible.

Low Cholesterol Eggs

Large egg usually contains 200 – 220 mg of cholesterol. Lowering egg cholesterol levels can be accomplished through dietary changes or pharmacological intervention (drugs). Drugs reduce cholesterol in eggs by either blocking cholesterol synthesis in the hen or inhibiting cholesterol transfer from the blood to the developing yolk on the ovary. At the moment, the FDA has not authorised any of the medications that have showed promise in decreasing cholesterol in egg for commercial usage.

Supplementing chromium to laying hen diets at concentrations less than 1 ppm has been demonstrated to minimize egg cholesterol while also improving egg interior quality. Feed components containing active compounds like as isoflavones have the potential to significantly reduce egg cholesterol levels. Soybeans and soybean products contain high levels of isoflavones.

Biofortified Dark Orange Yolk Eggs

The colour of the yolk is an important egg quality trait for the egg industry and customer choice. Consumers in most nations prefer coloured egg yolks with golden-orange tones. The pigments in the chicken's food cause the hue diversity in egg yolks, which ranges from dark orange to virtually white. Some producers employ particular feed additives containing both yellow and red carotenoids from natural and artificial sources to achieve a darker coloured yolk. Carotenoid content of Orange Corn is high & when given in poultry diets carotenoid level in egg yolk increases. The bioavailability of lutein also can be significantly boosted in



DARK ORANGE YOLK EGGS fortified by non-GMO 'orange corn'



Egg Yolk colour

chicken egg. Higher levels of lutein, a carotenoid, has been linked to a lower risk of a variety of health issues, including age-related maculopathy, cardiovascular disease, Alzheimer's disease, and certain types of cancer.

Conclusion: Egg is a nutritious food that is inexpensive and can be supplemented with various nutrition via feeding techniques. Designing eggs with health-promoting nutrients would be an intriguing idea. Designer or fortified eggs are not only healthy and delectable, but they also boost consumers' overall health. Designer eggs necessitate the use of appropriate technology and expertise. Because the cost of manufacturing will be more than the cost of typical table eggs, the producers should conduct market

research before venturing the business decisions.

Eggs are a controversial food because of the saturated fat content (approximately 3 g/100 g) and cholesterol content (around 200-300 mg/100 g). An egg white contains fewer calories than a whole egg. It is also lower in protein, cholesterol, fat, vitamins, and minerals.

The American Egg Board asserts that yolk colour has no bearing on egg quality, flavour, nutritional content, cooking properties, or shell thickness. Eggs of different colours may have somewhat different micronutrient concentrations of vitamins A and lutein, but their macronutrient compositions are the same. In the end, an egg is an egg.

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Increasing the nutrient content of chicken eggs to improve human health

- ▶ Chicken eggs carry critical nutrients for human nutrition
- ▶ Eggs are an ideal carrier for enriching human diets with some important dietary minerals.

David Farrell, *The University of Queensland, Australia*

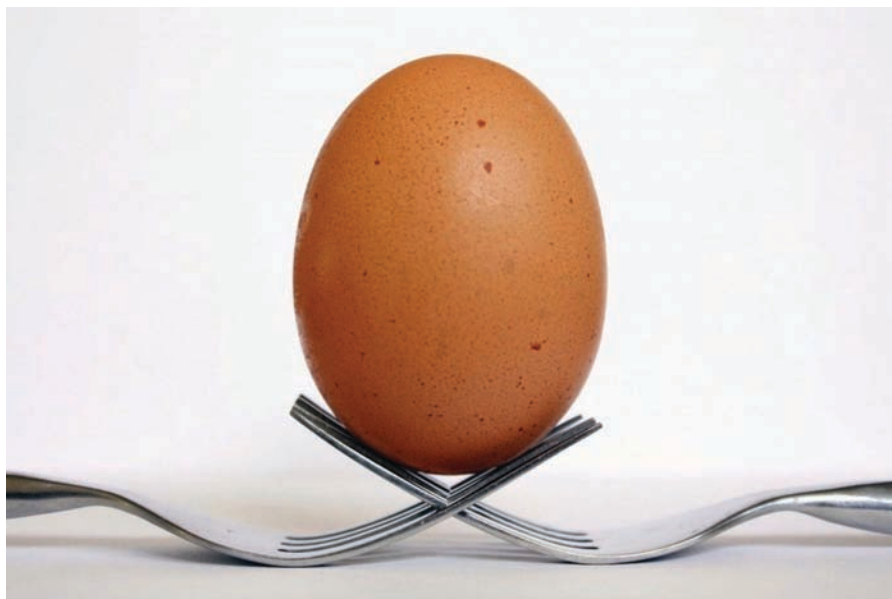
This has implications for improved nutritional status, particularly of low-income people in developing countries. The technology simply entails increasing the content of some nutrients in hens' diets. Several vitamins (folic acid, B12, vitamin E) can be increased in chicken eggs. Examples of two trace minerals are given in the following.

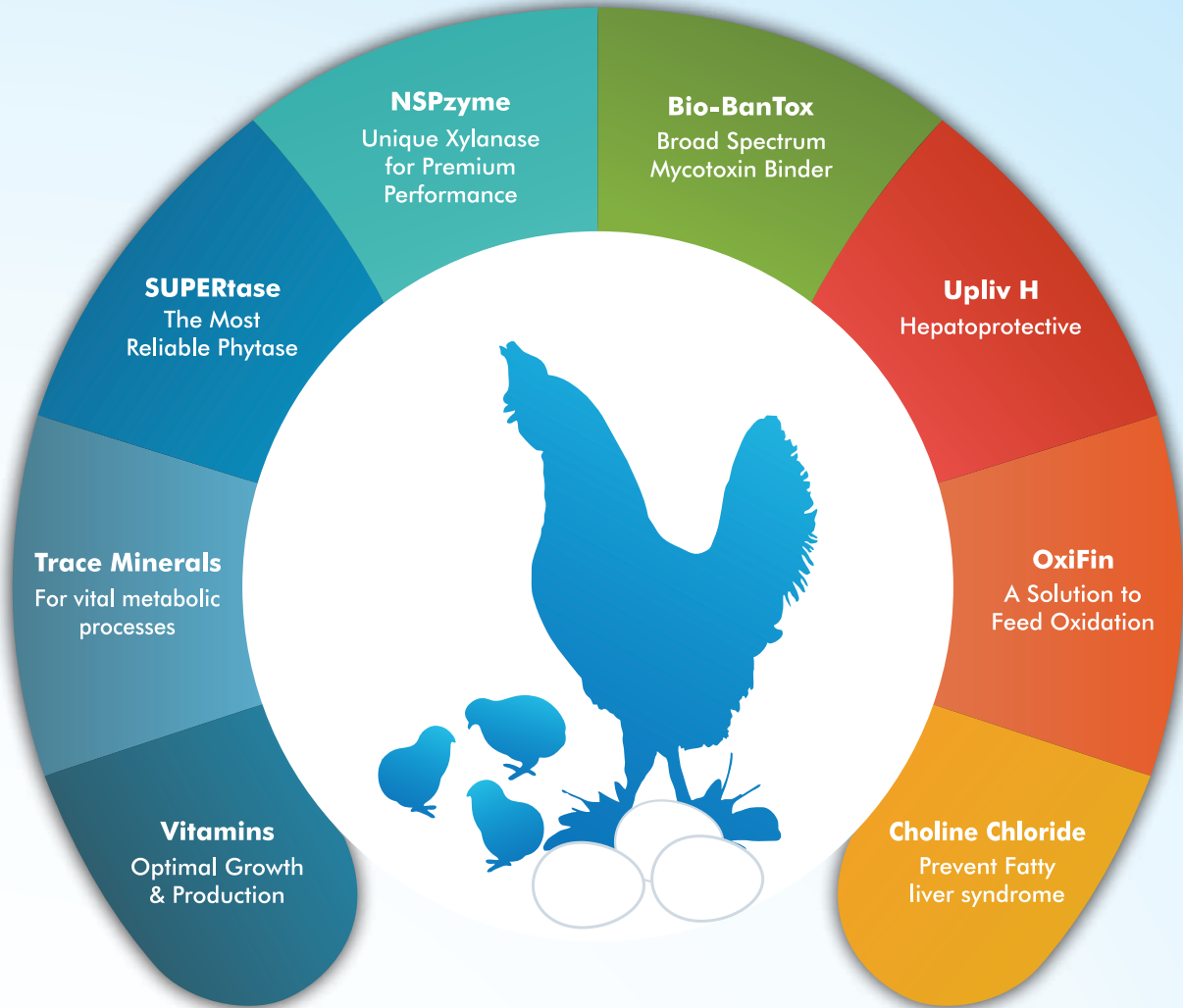
The benefits of increasing the iodine content of the hen's egg

About 1 billion people, mainly in developing countries, suffer from iodine deficiency, especially in India, Africa and China, often with serious consequences. Iodine has several functions, especially as a component of two hormones (T₄ and T₃) in the thyroid gland. As a result of iodine insufficiency, slow brain development in the foetus can result in stillbirth or mental retardation in the infant, and in goiter, mainly in adults. Villagers without access to marine food sources and in areas where soils are depleted of iodine are particularly at risk.

Vegetables and grains grown on iodine-deficient soils lack iodine, and even when they have the minimum level, much can be lost in cooking. Iodized salt is one long-term solution to this problem. It has been introduced into many provinces in China since 1995 but has not yet reached all provinces.

A hen's egg normally contains about 53 µg iodine/100 g edible portion, which is about 33 percent of the recommended dietary intake (RDI), although this varies. Inexpensive supplementation of a hen's diet with 5 mg of potassium iodide per kilogram of feed does not affect the bird's performance, but increases the





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iodine content of a 60-g egg from 26 to 88 µg; this is more than 50 percent of an adult's RDI (Röttger et al., 2008).

The benefits of increasing the selenium content of the hen's egg

The role of selenium, known to be a potent antioxidant, has recently received considerable attention (Surai and Dvorska, 2001). Selenium is involved in the proper functioning of the immune system and in reducing or inhibiting the progression of HIV to AIDS. This disease is less prevalent in countries where soil has a high selenium content than in countries with a low soil level (Jaques, 2006). Selenium is also required for sperm motility, and may reduce the risk of miscarriage.

The US Department of Agriculture has allowed the statement, "selenium may reduce the risk of some forms of cancer". It is particularly important in

reducing the incidence of prostate cancer. A deficiency of selenium can have an adverse effect on mood states, especially depression, and may be associated with several other health-related problems, including heart disease (Keshan's disease). The conversion of thyroxine (T₄) to the biologically active triiodothyronine (T₃) also involves selenium. One problem with selenium is that, unlike iodine, there are few specific symptoms of deficiency; consequently an obvious deficiency (with few exceptions) has not been recognized, although it may affect general well-being.

Selenium in plants depends very much on soil concentrations. Seafoods are a rich source, as are some livestock products, including eggs and chicken meat. Again, the amount reflects the selenium content of the poultry feed. Because humans'

daily intake of selenium is relatively low, eggs are an ideal carrier of the trace mineral; there is a maximum amount that can be transferred from feed, but transfer is efficient at low levels of inclusion. Selenium in the inorganic form is less efficient than in the organic form. Supplementation of a layer's diet with organic selenium at 0.4 mg/kg of feed will increase the content of 100-g of edible egg from 20 µg to about 60 µg – the minimum RDI of an adult.

Conclusions

Eggs are an ideal carrier for enriching human diets with some important dietary minerals. The advantages of this approach are that it is unlikely to exceed the minerals' safe upper limits in humans because the amounts sequestered into the eggs are limited, irrespective of the levels in the hens' diet, and quickly reach a plateau.

Antimicrobials in Poultry Feed

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The poultry production industry is considered an important resource for meeting the world's protein needs through the production of meat and eggs. According to the Food and Agriculture Organization (FAO) report for the year 2018, the poultry industry is considered one of the largest contributors to the global meat market, with quantities estimated at approximately 122.5 million tons of white meat) Muthu et al., 2020).

Food-borne pathogens are a major cause of disease and death in many countries of the world. This is a global health problem. The burden of food-borne diseases caused by antibiotics is increasing on health organizations and their economies, and resistance poses a greater risk of treatment

failure. However, little is known about antibiotic resistance (Kamana et al., 2019).

The use of antibiotics in animals has contributed to the increase in antibiotic resistance globally. This is associated with high morbidity and mortality because it can cause treatment failure of human infections.

Antibiotics are used in animal production, especially in the poultry industry, for three purposes:

- 1) Therapeutic (used to treat bacterial infections) usually used for a few days and in doses much larger than pathogenic microorganisms.
- 2) Preventive (used to avoid diseases).

3) Growth stimulants (used to enhance the growth rate) as well as increase production efficiency.

Antibiotics are used to prevent diseases and promote growth at concentrations lower than those used for therapeutic purposes and are applied to the entire herd or farm for a long period.

Since the discovery of antibiotics in the 1920, they have played a major role in the advancement and prosperity of the poultry industry. Antibiotics have been used in animal feed in sub-therapeutic doses to stimulate growth, feed conversion efficiency, and reduce infections for more than 60 years. In the mid-1950, the use of antibiotics in feed quickly



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became common and established practice in the animal production industry and rose with production intensity. This is due to the observed effect of antibiotics on improving performance, increasing growth, reducing mortality, and disease resistance. The US Food and Drug Administration (FDA) approved the use of antibiotics as feed additives for animals without a veterinary prescription in 1951. Almost 50 years ago, the European Union gave the green light for the unrestricted use of any antibiotic as a growth stimulant. There is no doubt that this led to an acceleration in the production of meat and eggs to meet increasing human needs.

Hence, it should be noted that antibiotics have played a crucial role in contributing to the economy and efficiency of animal production. Despite the clear beneficial effects of its use in improving growth rates, reducing mortality, and increasing disease resistance, its use is associated with some disadvantages and challenges if used above permissible limits without adhering to withdrawal periods, as its residues may be deposited in animal tissues in concentrations that may be dangerous to human health in a way. Directly through consumption of poultry products (Nazar *et al.*, 2019).

There have been concerns that the use of antibiotics leads to the development of antimicrobial resistance, posing a potential threat to human health (WHO, 2012). There are differing views on the transmission of antibiotic resistance genes from animals to humans. Despite these differing opinions, transmission of antibiotic resistance genes has not been proven. Antibiotic resistance genes from animals to humans. Due to the rapid development and proliferation of some strains resistant to some types of disease-causing bacteria such as Salmonella in humans and animals, there is a relationship between the practice of using therapeutic antibiotics and the development of antimicrobial resistance.

Despite these debates about the role of antibiotic use in antimicrobial resistance of human pathogens, the European Union issued a decision to ban the widespread use of antibiotics as growth-stimulating agents in poultry farming in 1998, and subsequently they have been banned completely since 1 January 2006 for reasons Preventive. (Emre *et al.*, 2018)

In America, the use of antibiotics in livestock and poultry feed is subject to strict oversight as a result of increased consumer awareness and demand for antibiotic-free animal products. In 2013, the US Food and Drug Administration (FDA) called on major veterinary drug manufacturers to voluntarily stop placing a medical claim on labels that antibiotics promote growth in animals so that they are for therapeutic uses only and under veterinary supervision.

The US Food and Drug Authority (FDA) has continued its work to promote optimal use of antibiotics in food-producing animals and published its final Veterinary Feed Directive (VFD) legislation in early 2015, bringing the use of medically important antibiotics in feed under veterinary supervision, so that they are used only when Necessity to ensure animal health. In late 2015, California passed a law strictly banning the use of medically important antibiotics in animal feed to promote both growth and disease prevention (Castillo *et al.*, 2017).

Since January 1, 2018, Indonesia has banned the use of antibiotics as growth promoters in animal feed (Yulistiani *et al.*, 2019).

The decline in the use of antibiotics to stimulate growth in the future seems inevitable, and the practice of their use may be economically impractical due to marketing and export restrictions as a result of the growing consumer demand for antibiotic-free products to increase awareness of their harms and health risks.

The use of antibiotics must be routinely monitored by regulatory authorities to prevent misuse of antibiotics in animal feed. Activating the role of veterinarians and

agricultural extension workers in educating farmers regarding the impact of unnecessary use of antibiotics in animals on human health and the environment is very important to improve and rationalize the optimal use of antibiotics in animals. Applying good farm management and practices by providing a healthy environment for the animals. Encouraging the use of natural alternatives such as probiotics and antimicrobial prebiotics (Khurram *et al.*, 2018).

In light of these growing concerns about the use of antibiotics, the search for new alternatives to reduce their use in animals has developed over the years. During the past two decades, a great deal of research and studies have focused on developing alternatives to antibiotics to maintain the health of poultry and livestock and improve their performance, and the search for natural alternatives to antibiotics. Plant sources and their use in feed to improve growth, meat and egg quality, immune system, intestinal environment and animal health.

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Indian Poultry Sector

The Growth Engine for Better Farm Income

Ricky Thaper, Treasurer, Poultry Federation of India | Email: info@benisonmedia.com

The allied sectors of Indian agriculture – livestock, poultry, and aquaculture are gradually becoming sectors of buoyant growth and a potential source of better farm incomes. According to the Economic Survey (2022-23), the livestock sector comprising dairy, poultry meat, eggs, and fisheries witnessed a Compound Annual Growth Rate (CAGR) of 7.9% during 2014-15 to 2020-21 and its contribution to the total agriculture Gross Value Added (GVA) has increased from 24.3% in 2014-15 to 30.1% in 2020-21.

The growth in India's poultry industry is being driven by rising disposable incomes and changes in food habits. The shift from the traditional diet, which relied heavily on pulses, to animal-origin protein sources such as meat, eggs, and dairy products is significantly aiding the industry's growth. The increasing awareness about health and wellness is further driving the demand for a protein-rich diet. Growth of the distribution channels is another factor giving a boost to the poultry industry.

The expansion in the food services market such as restaurants, fast food joints, and food chains, is leading to the rise in consumption of broiler meat and eggs. Both traditional Indian non-vegetarian recipes and fast-food recipes involve the use of broiler meats, as well as eggs, making them a significant part of the cooking. In addition, the growth of the bakery

foods market is driving the demand for eggs, an important ingredient in making cakes and other bakery products.

According to the Department of Animal Husbandry and Dairying annual report (2022-23), poultry production in India has taken a quantum leap in the last few decades, emerging from conventional farming practices to commercial production systems with state-of-the-art technological interventions. Broiler meat production in the country is estimated at around 5 million tonnes (MT) annually, the sector currently witnessing an annual growth of 6–7% as per trade estimates.

According to an official note, the country's egg production has increased to 126.53 billion in 2021-22. It is currently growing at the rate of 5% per annum.

According to data by the Agricultural and Processed Food Products Development Authority (APEDA), poultry products exports rose almost by 100% to USD 137 million in 2022-23 from USD 71 million in the previous fiscal.

India has vast resources of livestock and poultry, which play a vital role in improving the socio-economic conditions of rural masses. As per the 20th Livestock Census, 2019, the poultry bird population rose by 17% to 851.81 million poultry in the country from 729.21 million as per the 19th

Livestock Census, 2012.

According to a report by Expert Market Research (EMR), the Indian poultry market is valued at USD 28.18 billion in 2022. Aided by the increasing popularity of online services and growing online food delivery channels, the market is expected to witness a Compound Annual Growth Rate (CAGR) of 8.1% during 2023-2028 and is projected to reach USD 44.97 billion by 2028.

The share of commercial broiler birds in total meat production is around 80-85%. The rest of 15-20% of the poultry meat production is contributed by backyard poultry which is majorly contributed by northeastern states.

The centre has initiated several programs aimed at providing financial incentives for setting up poultry units mostly to encourage rural youth. There are several state governments schemes also that provide financial assistance for setting up poultry farms. Asian Development Bank had also earlier provided a loan of USD 10 million to leading poultry integrators as part of its Sustaining Poultry Farmer Income and Food Security Project in India.

Consistent availability of soybean and corn

A sustained supply of quality feed ingredients in the coming years would be key to avoiding volatility in feed prices. Poultry feed mostly comprises maize (corn) and soya meal and

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feed price contribute ~60–65% of the total cost of production of poultry broilers. Any volatility in the poultry feed prices impacts the chicken and egg prices. India requires to increase maize production by 10 million tonnes (MT) over the next five years amid growing demand for ethanol production and to meet demand from the poultry industry as said Manoj Ahuja, Agriculture Secretary during the 9th India Maize Summit. As per the agriculture ministry, maize production in the 2022-23 crop year (July-June) is estimated at 34.6 MT. India's maize yield is around 3 tonnes per hectare against the global average yield of 5.8 tonnes per hectare. The agriculture ministry is aiming to promote maize production by developing high-yielding varieties.

Another key challenge is the stagnant production of soybean in the last few years. While oil extracted from

soybean is used as a cooking oil and soybean meal is a by-product and is a critical component.

The feed prices in 2021 touched INR 48,000/PMT because of a spike in soybean meal prices due to domestic supply constraints. In August 2021, as an exception due to domestic supply constraints, the government allowed the import of 1.5 million tons of genetically modified (GM) soybean meal to help the poultry industry tide over higher feed prices. Similar initiatives at least during non-harvesting or off-season would ensure stability in feed prices.

Role of cold-chain infrastructure

The future lies in the processing and marketing of poultry ranging from live bird markets to highly sophisticated, fully automated, adhering to International Standards Organization (ISO) certified facilities and ready-to-eat convenience

products. Lack or inadequacy of refrigeration is probably the biggest challenge in achieving this target. The government must initiate a special scheme for creating more cold chains in the poultry sector like the scheme for 'Integrated Cold Chain and Value Addition Infrastructure' being implemented by the Ministry of Food Processing Industries.

There has been a gradual shift in demand from live birds to fresh chilled and frozen poultry product markets. Although the wet market continues to dominate the poultry industry, there has been a significant increase in e-commerce with the expansion of the home delivery model of poultry and other processed meat.

More financial incentives for modern transportation vehicles as well as cold storage infrastructure would give a boost to the poultry sector.



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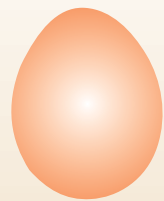
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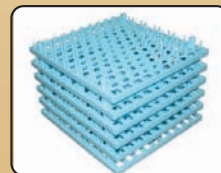
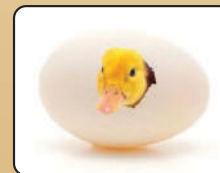
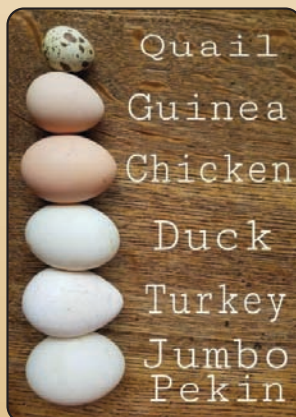
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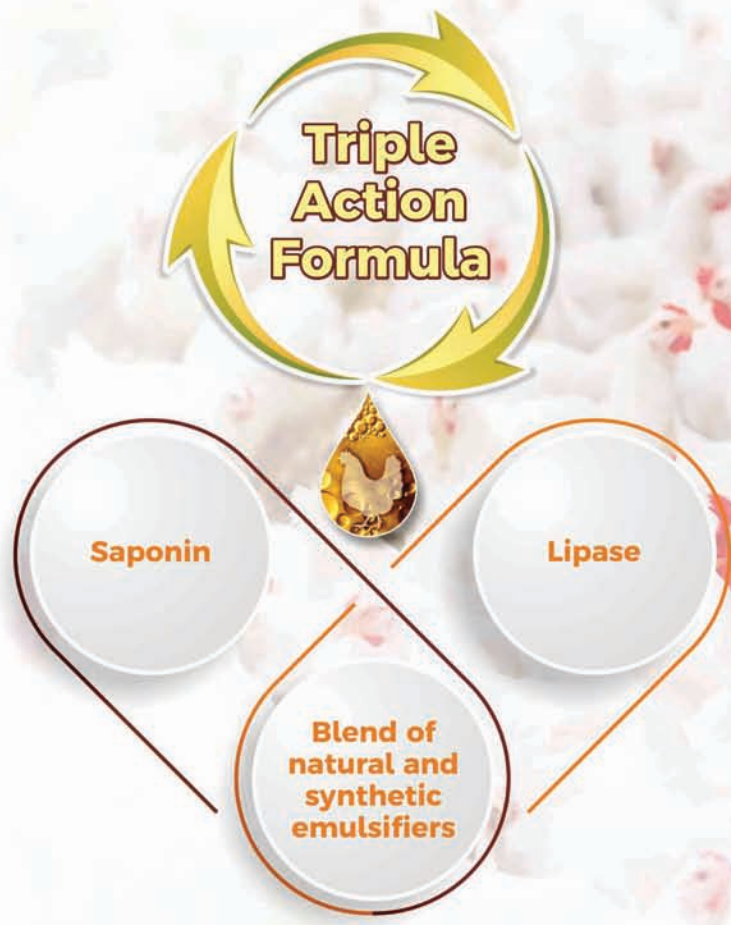


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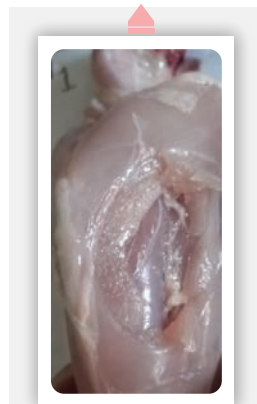


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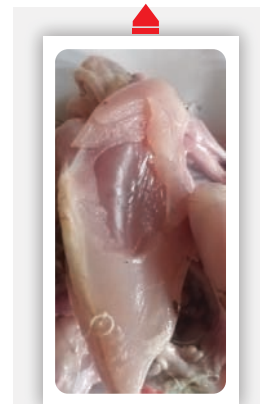
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