

Poultry Fortune

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- Editor



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Aviagen applies latest technology to give customers and internal teams best of both worlds for In-Person and Remote Support

Poultry rearing is an art as well as a science and management plays most crucial role in deciding profitability of this business. Management in winter is very difficult and often described as double edged sword, as a very perfect balance is required between climate management and ventilation management.



Dear Readers,

The February 2022 issue of **Poultry Fortune** is in your hands. In the news section, you may find news about

Aviagen teams in Asia Pacific, Latin America and North America have combined their talents to create a new hybrid platform for heightened customer service and internal flock management. The new solution is made possible by a combined package of the latest in bonded cellular networking, mesh Wi-Fi, Augmented Reality (AR) headsets, specialist software and other technology. Thus, through live-streaming capabilities, for example, customers will be able to bring Aviagen experts virtually to the farm, hatchery or any area of their facility where they need help on a pressing issue.

Ramping up its Research & Development focus, Cargill opened the Cargill Innovation Center in Gurugram, Haryana, India to develop innovative solutions that address food and beverage market trends. Cargill will partner with its F&B customers in India to identify consumer demands, translate global industry trends into local application and accelerate customer product innovation pipelines by co-developing healthy and nutritious food options for consumers.

ABIS Exports India Pvt. Ltd, a part of IB Group, announced that they are going to setup the country's largest soybean plant on 65 acres of land in Madhya Pradesh and Bhumipujan took place on January 9.

Poultry Federation of India organised its annual general body meeting recently and current issues of the industry were discussed.

Protein is extremely important in your COVID

prevention diet. When we are constantly living in the fear of getting attacked by an unseen enemy- a virus- the only thing that can keep our body going forward is good food. Words of Hippocrates, the Father of Medicine, resonate: "Let food be thy medicine and medicine be thy food". Nutrition is of immense requirement for a body to fight against pathogenic attacks. During a time, when a new wave of COVID-19 infection is coming afresh every few months due to mutation in the coronavirus, good food enriched with adequate nutritional requirements can help you to combat.

Heifer International, Cargill and Walmart Foundation launched the Hatching Hope programme at Anantapur and East Godavari districts of Andhra Pradesh recently. The programme was aimed at accelerating income by empowering women to take up backyard poultry and financially assisting farmer producer organisations learn new farming and marketing techniques.

Breeding Sustainability – Aviagen Illustrates CO2 Reduction Contribution to Global Poultry Industry

How can the food production chain meet the needs of the world's ever-growing communities without overwhelming the planet? Aviagen addresses this question through "Breeding Sustainability". Sustainable poultry breeding contributes to a decrease in carbon emissions through a continuous improvement in biological efficiency, fitness and welfare traits. Feed Conversion Ratio or the rate at which feed is converted to body weight is a key indicator of biological efficiency and has the greatest direct impact on the industry's carbon footprint. Due to an FCR improvement of 1.5 to 2.0 points per year, Aviagen contributes to a 1% year - on-year carbon footprint reduction. The story of the "FCR Advantage" through a balanced

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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breeding approach, resulting in a yearly reduction in the poultry industry's greenhouse gas emissions. Feeding the world, preserving the planet – The FCR advantage. The global population is growing. The United Nations (UN) estimates just over 8.5 billion people by 2030, and the world will face the challenge of providing food for everyone. The OECD-FAO Agricultural Outlook 2021- 2030 predicts that meat production will need to rise by 44 million metric tonnes by 2030 with half of the increase supplied by poultry. The food industry currently contributes close to 25% of the world's annual GHG emissions, and of this amount, poultry meat is responsible for about 6%. As a result of FCR improvements, the modern broiler generates 50% less carbon foot print than the bird in 1970, and fast forwarding to 2030, the bird of the future will create a 15% lower carbon footprint than the bird of today.

Zeus Biotech Research & Development Centre is now NABL Accredited

Zeus Biotech Research and Development Centre, the research and analytical division of Zeus Biotech Pvt Ltd, located at Mysore, Karnataka, is now accredited for ISO/IEC 17025 by National Accreditation Board for Testing and Calibration Laboratories (NABL). Under the accredited scope the laboratory will be able to carry out and issue reports of proximate analysis of feed and feed materials. The analytical facility which is already catering to poultry and other livestock farmers, integrators and feed manufacturers across India and overseas, will now be able to issue analytical reports with global acceptance.

The research and development centre which is one of the most modern animal nutrition dedicated biotech facilities in India, hosts multiple departments including Microbial Culture Collection, Research & Development as well as Quality Control. The centre which is spread over an area of 10,000 square feet and equipped with analytical instruments such as Liquid Chromatography, Mineral Spectroscopy, NIR, Thermocycler, etc., is skilled in microbial culture handling and processing, quality testing of feed, feed raw materials and feed supplements, determination and efficacy evaluation of enzymes, microbial strains, toxin binders and detoxifiers, organic acids, quantitation of various mycotoxins, evaluation, profiling and characterization of proteins and amino acids, quantitation of nutritional trace elements and toxic heavy metals, as well as testing of water parameters.

Noble Vetscience LLP, a subsidiary of Noble Lifescience Singapore, conducted its quarterly sales review meeting in Lonavala. The event was cheered by the celebration of 75th birthday of its Chairman Dr Subhash V. Vaidya. This event was attended by its national sales and technical team. Dr Vaidya, a Ph.D. in Poultry Science, one of India's most regarded nutritionists in poultry industry, established Noble Group in 2003. Dr Vaidya successfully applied the concept of poultry feed without any animal protein source, based on soyabean meal. This became the industry norm.

In the Articles section - Article titled **Winter Management In Poultry Farming** discussed that poultry rearing is an art as well as a science and management plays most crucial role in deciding profitability of this business. It has been observed in past several years that high market rates of broiler meat & eggs are observed only in those times when rearing is very difficult due to harsh climate and thus, demand is more than supply.

Therefore, it is very important to understand and implement the best management practices in such harsh climate.

Every region in India has different climatic challenges and variable climate extremes and thus management practices differ between different parts of the country. But almost all parts of India experience three to five distinct seasons across the year. Winter is one of the seasons which presents very harsh temperature extremes and maintaining liveability and production becomes very difficult without taking extra measures. Management in winter is very difficult and often described as double edged sword, as a very perfect balance is required between climate management and ventilation management. Similarly, a very careful decision making is required to reduce cost of production and to provide healthy environment at the same time. It requires ample of experience to understand the economic feasibility of cost involving management practices.

Another Article **Bioflavonoids – Natural Antioxidants for Growth and Productivity Improvement in Poultry**, authored by Dr Sekhar Sushil Basak, Founder & Managing Director, Innovista Feeding Solutions Pvt Ltd said that food producing animals are highly prone to oxidative stress because of genetic selection for their growth rate and productivity and because of the environmental conditions in which they are reared. Oxidative stress has significant impacts on growth & performance and meat quality & safety. As such, antioxidants are often added to their diets to prevent oxidative stress and to ensure the quality and safety of the meat. Bioflavonoids are the biggest group of natural antioxidants having strong potential for application in livestock nutrition.

Other Article **DSM (Diagnostic and Statistical Manual of Mental Disorders) talks about Antimicrobial Resistance and what farmers can do to reduce it**. One of DSM's key sustainability goals as part of its global initiative "We Make It Possible" is helping tackle antimicrobial resistance. It's an important topic, but also timely as industry regulation changes around the world is going into effect for the pig and poultry industry. Reducing antibiotics is making everyone think and think differently about how to continue to produce animals in a sustainable way while managing productivity and welfare. Dr Maria Walsh, Director of Global Marketing for Swine at DSM talks more about antimicrobial resistance, what farmers can do to prevent it and a few on-farm solutions that DSM offers.

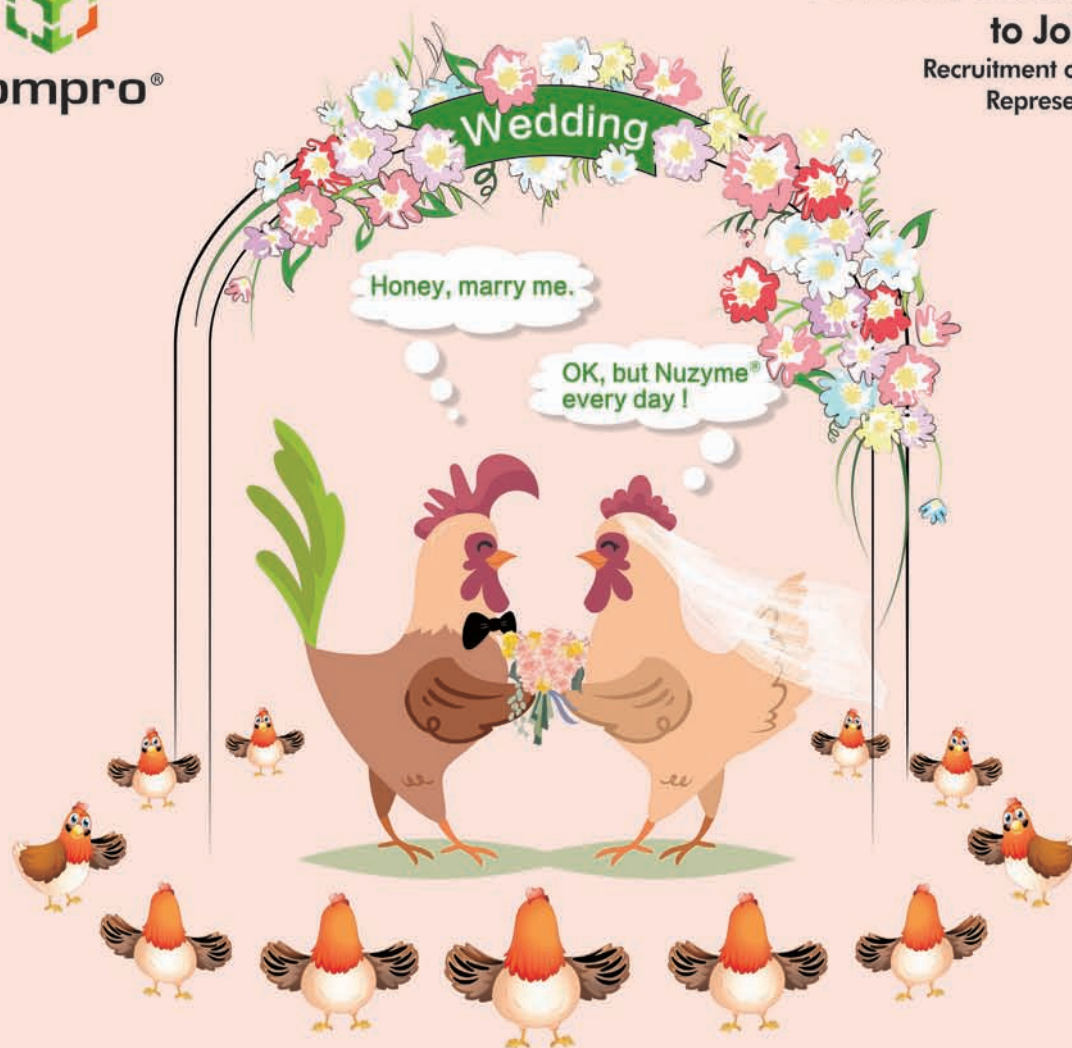
Article titled **Broiler Feed Formulation Strategies for Cold weather Poor conditions can impact gut health** authored by **Leonel Mejia, Associate Technical Director at Cobb-Vantress** discussed that since the onset of commercial broiler production several decades ago, the industry has made rapid progress resolving hot weather situations, but ventilation issues for cold weather remain. 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.

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Aviagen applies latest technology to give customers and internal teams best of both worlds for In-Person and Remote Support

Jan. 4, 2021 – HUNTSVILLE, Ala. – Aviagen teams in Asia Pacific, Latin America and North America have combined their talents to create a new hybrid platform for heightened customer service and internal flock management. The new solution is made possible by a combined package of the latest in bonded cellular networking, mesh Wi-Fi, Augmented Reality (AR) headsets, specialist software and other technology. Thus, through live-streaming capabilities, for example, customers will be able to bring Aviagen experts virtually to the farm, hatchery, or any area of their facility where they need help on a pressing issue.



“Being there for our customers to ensure their continual success is our number one priority, and this new suite of tools is meant as a complement to the world-class support our customers get from their local teams. Thus, they could have immediate remote access to our array of specialists, both local and global, in addition to regular face-



New remote support high-technology solution is perfect complement to local personal support

to-face personal support,” explained Aviagen CEO Jan Henriksen.

The end goal -- Strengthening customer service

As a result of the new virtual solution, no matter where they are located on the globe, poultry producers can have the opportunity to receive rapid advice on performance improvements and solutions to their daily challenges, directly from Aviagen’s team of global specialists in genetics, veterinary service, nutrition, flock management, incubation and hatching, and more. This solution optimizes organizational efficiency by providing on-the-spot answers to pressing issues within a poultry operation.

“Aviagen is passionate about continually improving our service to customers,” explained Aviagen President of North America Marc de Beer. “While AR and Virtual Reality (VR) headsets are largely associated with gaming and entertainment,

we have found an ideal application in business, which will elevate our support efforts by providing the perfect complement to one-on-one care and collaboration from our local Aviagen customer teams.”

“We are committed to leveraging the latest and most advanced technology to champion the success of our customers,” added Rafael Monleon, Business Manager for Asia Pacific. “Our new solution will enable our Aviagen experts opportunities to collaborate with customers in remote locations, resulting in faster solutions to challenges and best-practice advice to optimize their operations.”

“We are happy to maximize the effectiveness of our customer service team by putting to use technology to further expand their abilities. These advanced tools demonstrate our innovation, not just as a breeding company, but also as a technology business,” concluded Ivan Lauandos, President of Aviagen Latin America.

An added bonus – Increasing internal efficiency and collaboration

Aviagen will also use this technology to improve information and idea sharing, as well as training for its internal teams located in Asia Pacific, Latin America and North America. In fact, the company has already started applying this innovation internally, and will introduce it to customers in early 2022 based on a structured region by region roll-out.

About Aviagen

Since 1923, Aviagen has been a preferred global poultry breeding company with a mission to help its customers – the world’s chicken meat producers – supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of “Breeding Sustainability,” Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres, Indian River and Ross brand names. The Rowan Range and Specialty Males target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

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Cargill opens first Food Innovation Center in India to address growing consumer demand for healthy, nutritious food solutions

NEW DELHI, INDIA (Jan 10, 2022) – Ramping up its Research & Development (R&D) focus, Cargill today opened the Cargill Innovation Center in Gurugram, Haryana, to develop innovative solutions that address food and beverage (F&B) market trends. Cargill will partner with its F&B customers in India to identify consumer demands, translate global industry trends into local application and accelerate customer product innovation pipelines by co-developing healthy, nutritious food options for consumers.



This first, state-of-the-art Innovation Center in India, spread over almost 17,000 square feet, includes a sensory lab and demonstration kitchen, with capabilities to serve dairy, beverage, bakery, and convenience food industries, as well as other specialized culinary applications. The Innovation Center

combines Cargill's expertise across different industry segments, including edible oils and specialty fats; starches, sweeteners, and texturizers; cocoa and chocolate; and tailored blended ingredients, under one roof, bringing a complete product innovation solution to the F&B industry.

To promote a healthy and nutritious diet in line with the progressive food standards in India, the Center will help customers reformulate products that are lower in fat, salt and sugar, while maintaining taste and texture. This also connects Cargill's customers in Asia Pacific, Middle East and Africa to a global network of 10 other innovation centers and over 2,300 food scientists worldwide. The Innovation Center will have 27 food specialists/scientists and will provide opportunities for aspiring talent from academia, agribusiness and food sectors as well. It will also allow R&D collaboration for companies of all sizes.

Simon George, President – Cargill India, said, "Consumer choices are rapidly evolving towards healthy food, without compromising taste, and this calls for product innovation. Through this Innovation Center, we are making our customers the centerpiece in co-creating innovative solutions



for discerning, health-conscious consumers in India. This facility combines our global food science knowledge with the size and scale of Cargill's businesses to bring together unique R&D and food value chain capabilities all under one roof. We will help develop healthy and nutritious products that mirror market trends."

The Innovation Center will be equipped with the most advanced applications and analytical capabilities, such as an Ultra High Temperature Processing

(UHT) pilot plant and a chocolate processing line, to develop market driven solutions. It will combine the strength of global know-how and local capabilities to help ensure faster delivery of solutions to our customers. The center will use Augmented Reality (AR) to live-stream practical demonstrations remotely to our customers. The opening of this innovation center marks another milestone in Cargill's three decade long journey in India and its commitment to contribute to India's development.

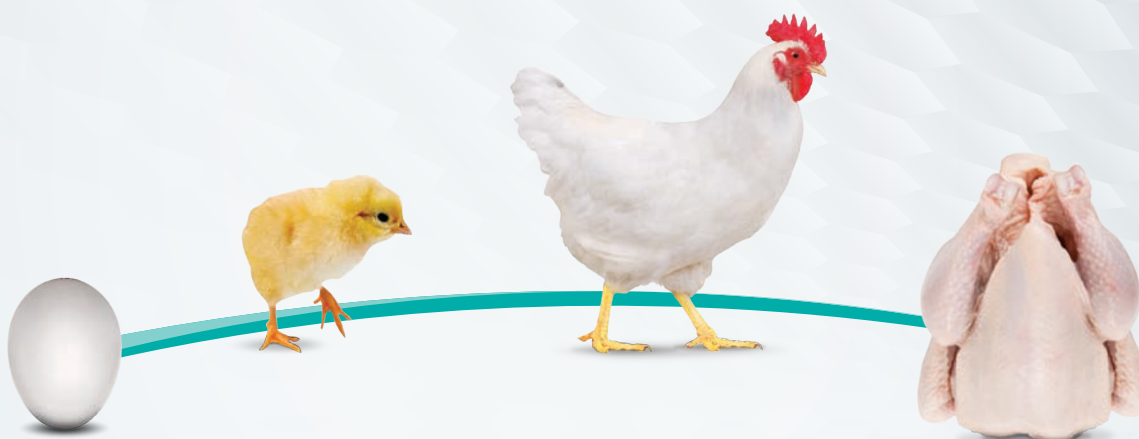


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IB Group will set up the country's largest soybean plant on 65 acres of land in Madhya Pradesh



Badnawar: Madhya Pradesh Government's Industries Minister and Regional MLA Rajvardhan Singh Dattigaon gifted the area as a big industry on the occasion of his birthday. The country's leading agro-based industry group 'ABIS Exports India Pvt Ltd 'IB Group' is going to set up this big industry in Badnawar. A soya plant will be established

am.

State Chief Minister Shivraj Singh Chouhan was virtually associated on the occasion of Bhumipujan of this big industry, as well as the Chief Guest, Industrial Policy and Investment Promotion Minister Rajvardhan Singh Dattigaon of the state also accompanied him in the program organized. Sanjay Kumar Shukla, Principal

and a half hundred crores will be invested in its construction. With the establishment of the plant, more than two and a half thousand people will get direct employment. This soya plant will have soya crushing, refinery and live stock feed production, for which about 7 lakh metric tonnes of soybean will be required annually, which will be purchased from the soya farmers of Madhya Pradesh. Bahadur ji also told that IB Group would require about 11 lakh metric tonnes of soybean for production in the coming years, which is about 12% of the entire country's consumption. Immediately after the Bhumipujan, the construction work of the plant will also be started, which will be ready soon.

Due to becoming the minister of Dattigaon, the people of the area were

bound by the hope of setting up big industries.

After the Badnawar MLA Rajvardhan Singh Dattigaon was given the responsibility of a big ministry like Industries Department in the state government, the residents of the area expected employment through the industry and in view of the large quantity of soybean production in the area for a long time, based on this The demand for establishment of industry or factory was being made for years. Through IB Group, Dattigaon should get the gift of big industry in this area.

It is known that soybean crop is the main Kharif crop in the region. Soybean is sown in an area of more than 74 thousand 135 hectares. Which is 90 percent of the total hectare and due to the production of good quality soybean and selling it at a good price, it remains the first choice of the farmers. In Badnawar, it is purchased by the concerned traders and sent in large quantities to the soybean plants located at Ghatabillod and Pithampur. But now with the opening of soya-related industries in Badnawar itself, farmers will also get reasonable prices for their soybeans and the industry



near Kherwas, whose Bhumipujan took place on January 9.

As per the information "ABIS Exports (India) Pvt Ltd" IB Group will set up a large industry to be built at a cost of more than three and a half hundred crores in an area of about 65 acres near Kherwas of Badnawar. Its ceremonial Bhumipujan took place on Sunday at 10

Secretary, Madhya Pradesh Industries Department was the special guest. Founder and Managing Director of IB Group Bahadur Ali along with company's director Gulrez Alam and officers were also present in the program.

Bahadur Ali, Managing Director, IB Group said that the industry will be set up in about 65 acres of land. More than three



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will also get raw materials in less time and easier and the cost of transportation will also come down.

Doors of development and

employment will open

In this regard, the Industries Minister of the State Government, Rajvardhan Singh



Dattigaon informed that the establishment of this big soya-related industry in the area would open the doors for the development

of the region. Along with this, business business will also increase and unemployed youth will get employment.

Aviagen supports Industry as Super Platinum Sponsor of Poultry Federation of India Meeting



Jan. 17, 2022 – Udumalpet, India. – On Dec. 23, Aviagen India Sales and Customer Service team members took the opportunity to engage with customers and industry colleagues at the annual Poultry Federation of India (PFI) meeting, which is considered the voice of the Indian poultry industry. Addressing current hot topics important for Indian poultry producers, the meeting saw various

speakers, including two Aviagen customers: Mr. Bahadur Ali from IB Group and Mr. Suresh Chitturi of Srinivasa Farms. Also present among the 375 meeting delegates were government officials who shared the latest support programs for the farmers of India.

Ferry Monné, Head of Sales and Marketing for Aviagen India, was present at the meeting and commented, “Transparency,

communication and engagement’ is one of our top 5 corporate commitments, and we value the PFI as an important forum to collaborate with other members of the poultry value chain on ways to advance the industry in India. We all share a common goal of helping to feed families throughout our country with an affordable and healthy source of protein, while promoting animal welfare and sustaining our environment for our current and future generations.”

About Aviagen

Since 1923, Aviagen has been a preferred global poultry breeding company with a mission to help its customers – the world’s chicken meat producers – supply sustainable,

affordable and nutritious protein to their growing communities. Putting into practice its corporate value of “Breeding Sustainability,” Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres, Indian River and Ross brand names. The Rowan Range and Specialty Males target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

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University of Georgia



1989
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Alpha D3 metabolite

2010
Alura launches
Alpha D3 in poultry



2010
Alura bring
Alpha D3 to India



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Proteon Pharmaceuticals appoints Paolo Doncecchi as Global Sales Director

Mumbai, 27 January 2022:

Proteon Pharmaceuticals, a subsidiary of Proteon Pharmaceuticals SA Poland, today announced that it has appointed Paolo Doncecchi as its Global Sales Director as its expansion plans in India and other South-East Region.

Proteon Pharmaceuticals focuses on precision biology for microbiome protection to improve animal and human health, increasing environmental sustainability and eliminating the unnecessary use of antibiotics.

With over 30 years of experience in marketing and sales, Paolo has led several sales and marketing positions at global biotechnology companies such as Pfizer, Zoetis, Biomin and Adisseo in the field of animal health and nutrition. Paolo, an Italian national, has completed his university degree in Veterinary Medicine. He recently became member of Insight Partners, an American venture capital and private equity firm based in New York City that invests in growth-stage technology, software and Internet businesses.

Elaborating on his new role at Proteon Pharmaceuticals Paolo Doncecchi said, "We will focus on getting results through people empowerment. I believe



that Proteon's technology is on the edge of a modern and sustainable fight against AMR (Antimicrobial Resistance). Bacteriophages are effective and do not leave residuals in poultry meat, therefore, eventually, safe for us to consume."

Meanwhile, Proteon Pharmaceuticals is further streamlining its R&D investments, aiming to deliver phages solutions focused on controlling bacterial diseases to let their livestock customers achieve sustainable profit.

Commenting on Paolo's joining, Nipun Gupta COO, Proteon Pharmaceuticals, said, "I am pleased to announce the appointment of Mr Paolo Doncecchi as the Global Head of Sales. Paolo started working as part of Proteon commercial organization from January, 2022. I am excited to welcome him. Paolo brings in wealth of experience

from the animal healthcare organisations that will be of benefit for our company's global expansion plans."

About Proteon Pharmaceuticals

Proteon Pharmaceuticals uses precision biology for microbiome protection to improve animal and human health, increasing environmental sustainability and eliminating the unnecessary use of

antibiotics. Proteon uses natural, safe and environmentally sustainable solutions developed from patented phage-platform technology. Proteon partners with farmers in the field of animal health, focusing on solutions that improve the economic efficiency of farms, while promoting environmentally sound, natural and sustainable solutions.

Coronavirus: Why Protein is Extremely Important in Your COVID Prevention Diet

Protein is extremely important in your COVID prevention diet

When we are constantly living in the fear of getting attacked by an unseen enemy- a virus- the only thing that can keep our body going forward is good food. Words of Hippocrates, the Father of Medicine, resonate: "Let food be thy medicine and medicine be thy food".

Nutrition is of immense requirement for a body to fight against pathogenic attacks. During a time, when a new wave of COVID-19 infection is coming afresh every few months due to mutation in the coronavirus, good food enriched with adequate nutritional requirements can help you to combat.

Experts have said that during COVID-19 pandemic, good food can boost resilience, whereas improper and unhealthy food intake can lead to malnutrition and hence

make the body vulnerable to viral infections.

Coming to the nutritional requirement of a COVID patient, what one should focus on more is protein, the building blocks of life. Including the right amount of protein in the diet can help a COVID-19 patient replenish the lost nutrients in the body.

What is the role of protein in the human body?

Protein is an essential macronutrient for the human body. The very origin of the word — from the Greek protos, meaning "first" — reflects protein's top-shelf status in human nutrition, says Harvard Health. These are the building blocks of life and help the body to repair cells and make new ones.

Why is protein so important for COVID patients?

Research studies have confirmed that protein deficiency is linked to impaired immune system

Contd on Page 24



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Contn from Page 22

function, mainly due to its negative effects on both, the amount of functional immunoglobulins and gut-associated lymphoid tissue (GALT). Less intake of protein will make the body more prone to attacks from coronavirus.

Presence of other chronic medical conditions, which curbs the intake of a certain amount of food can also make a patient prone to COVID infections. In order to avoid that, one needs to supply proper nutrition to the body during COVID-19 times.

As it is directly linked to immunity, lack of protein can not only make a person prone to COVID-19 but also to a number of other viral infections. These days, Flurona cases are on rise where a person is getting infected by both influenza and coronavirus. Therefore, in order to keep oneself safe from the attacks of the viruses, one needs to boost the immunity by taking proteinaceous foods.

How much protein does a human body require?

Ideally, 0.8 grams of protein is required per kilogram of body weight. However, the protein intake for COVID-19 patients can be higher. Again, it depends on various factors like age, medical conditions, sex and others. One should consult their own physician or a dietician and get suggestions.

Which are the rich sources of protein?

Protein is found in animal products like chicken, beef or fish and dairy products and from various plant products like beans, lentils, nuts and whole grains. The overall protein composition varies in different food items, just as the requirement of this macronutrient in human body. Therefore, it is advisable to take expert recommendation and know the exact amount of protein required for your body.

Programme to promote poultry farming

Vijayawada: Heifer International Cargill and Walmart Foundation launched the Hatching Hope programme at Anantapur and East Godavari districts on Monday.

The programme is aimed at accelerating income by empowering women to take up backyard poultry and financially assisting farmer producer organisations learn new farming and marketing techniques.

Avani Malhotra, country director at Heifer International said backyard poultry farming can be an economically sustainable agri-business that is easy to undertake and one that provides high returns.

"A total of 8,918 families will be empowered through backyard poultry by March 2023," said Shyam Kumar Katta, programme director at Heifer International, according to news available.

Novus to Debut new Booth, Research at IPPE

SAINT CHARLES, MO

(January 20, 2022) – Novus International, Inc., is bringing new research and a new look to the International Production and Processing Expo (IPPE), January 25-27, at the Georgia World Congress Center in Atlanta, Georgia.

As a global leader in health and nutrition solutions for the animal agriculture industry, Novus has been a long-time supporter of IPPE. The event in 2021 was held virtually due to the COVID-19 pandemic and Ed Galo, Novus vice president and chief commercial officer for Americas & EMEA said he and his colleagues are excited about this year's in-person show.

"This is an industry built on relationships. There's something about face-to-face conversation that fosters relationship-building in a way that a computer screen cannot match. We're very excited to be back in Atlanta for IPPE," Galo said.

IPPE attendees can meet with company representatives at the revamped Novus booth, #8139 in Hall B, during the Expo. Representatives will be on-hand to share how Novus trace mineral, eubiotics, enzyme, and methionine solutions can positively impact animal protein production.

Researchers will showcase

Novus solutions during the International Poultry Scientific Forum (IPSF), held in conjunction with IPPE. These posters will be on display from 1:00 p.m. EST, January 24 to noon on January 25 in Room B313 Foyer at the Georgia World Congress Center.

- *Effect of Zn Methionine-Hydroxy-Analogue Chelate supplementation on performance and carcass quality of broiler chickens from Dr Liris Kindlein of the Department of Preventive Veterinary Medicine at the Federal University of Rio Grande do Sul.*
- *Effect of an essential oil blend on growth performance of broilers under different coccidiosis control programs from Dr Frances Yan, senior research scientist at Novus.*

A carryover from the virtual IPPE in 2021, the TECHTalk session are short, informative live presentations where attendees can gain quick knowledge that can directly impact their business. Held at booth #8579 in Hall B, Novus is presenting a TECHTalk session titled *Understanding Mixer Coefficient of Variation and Troubleshooting by Application Systems Manager Dr. Jonathan Wilson at 3:00 p.m. EST on Tuesday, January 25.*

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Breeding Sustainability – Aviagen Illustrates CO₂ Reduction Contribution to Global Poultry industry

January 24, 2022 – HUNTSVILLE, Ala: How can the food production chain meet the needs of the world's ever-growing communities without overwhelming the planet? Aviagen® addresses this question through "Breeding Sustainability." Sustainable poultry breeding contributes to a decrease in carbon emissions through a continuous improvement in biological efficiency, fitness and welfare traits. Feed Conversion Ratio (FCR) or the rate at which feed is converted to body weight is a key indicator of biological efficiency and has the greatest direct impact on the industry's carbon footprint.

Due to an FCR improvement of 1.5-2.0 points per year, Aviagen contributes to a 1% year-on-year carbon footprint reduction. This video tells the story of the "FCR Advantage" through a balanced breeding approach, resulting in a yearly reduction in the poultry industry's greenhouse gas (GHG) emissions.

Feeding the world, preserving the planet – The FCR advantage

The global population is growing. The United Nations (UN) estimates just over 8.5 billion people by 2030, and the world will face the challenge

of providing food for everyone. The OECD-FAO Agricultural Outlook 2021-2030 predicts that meat production will need to rise by 44 million metric tonnes by 2030, with half of the increase supplied by poultry. The food industry currently contributes close to 25% of the world's annual GHG emissions, and of this amount, poultry meat is responsible for about 6%.

As a result of FCR improvements, the modern broiler generates 50% less carbon footprint than the bird in 1970, and fast forwarding to 2030, the bird of the future will create a 15% lower carbon footprint than the bird of today.

In 2020, 133.3 million metric tonnes of poultry meat were produced globally, at a carbon cost of 6 kilograms CO₂ for every kilogram of meat. That translates to 800 million tonnes of CO₂.

"To illustrate the impact with a hypothetical example, based on our FCR gains, if every bird were an Aviagen bird, this amount would be reduced by 8 million metric tonnes per year. To put it in perspective, this is the carbon equivalent of flying around the world on a Boeing 747-400 5,906 times," explained Aviagen's Director of Global Genetics Dr. Santiago Avendaño. "As a poultry breeder, we

are at the beginning of the food production chain, and we take our responsibility of contributing to the sustainability of the entire industry seriously. We have worked for years to breed efficiencies that make poultry production more sustainable, while at the same time advancing bird health, welfare and performance. Because we care about the planet, our customers and the communities they serve, we are committed to continually breeding for sustainability for decades to come."

Breeding a greener future

Aviagen has made Balanced Breeding one of its top 5 corporate commitments. Balanced Breeding simultaneously promotes the Environmental, Economic and Social pillars of sustainability, helping farmers around the world feed their communities with a healthy, affordable and sustainable source of protein, while breeding efficiencies that help to preserve our planet for today and for generations to come.

Learn more here.

Join in the conversation at IPPE

This year at the International Production and Processing Expo (IPPE), which takes place Jan. 25-27 in Atlanta, Ga., US, Santiago will delve into this topic

in his presentation entitled, "Poultry breeding's contribution to the environmental sustainability of the meat sector." You may join him in this discussion on Jan. 26 11:30 am in booth B3649. To talk "Breeding Sustainability" with the Aviagen team, IPPE visitors can stop by booth B4225.

About Aviagen

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To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres®, Indian River® and Ross® brand names. The Rowan Range® and Specialty Males® target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.



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Noble Vetscience Quarterly Sales Meet

NOBLE VETSCIENCE LLP, a subsidiary of **NOBLE LIFESCIENCE SINGAPORE**, conducted its Quarterly Sales Review meeting in Lonavala. The event was cheered by the celebration of 75th birthday of Honorable Chairman **Dr Subhash V Vaidya**. This event was attended by the National Sales and Technical team.

Dr Vaidya, one of India's most regarded nutritionists in the poultry industry, established the Noble Group in the year 2003. Dr Vaidya holds a Ph.D. in Poultry Science and has worked as an editor for FAO -AGRIPA. He has a long and illustrious career that spans over 45 years. He has also worked for major industry organization such as CLFMA India and the Planning Commission of India for Livestock Development. In 1993, for the first time in India, Dr Vaidya successfully applied the concept of poultry feed without any animal protein source, based on soyabean meal. This became the industry norm.

About NOBLE VETSCIENCE: NOBLE VETSCIENCE was established in 2016 with the goal of manufacturing



Dr Subhash V Vaidya, Chairmen, Noble Vetscience LLP

and distributing a comprehensive range of Organic, Phytogenic and Scientific Feed Supplements that support holistic health in poultry and livestock. This has been a pioneering work in India. The review meet commenced with the welcome note by Dr Jyoti Nandardhane, Product Manager who addressed the gathering.

Dr Chandrashekhar Saraf, Director Sales and Technical presented a Sales review. He revealed the sales figures as well as the organization's purpose and mission. Dr Saraf applauded the Sales and Technical team's tireless efforts, hard work, and dedication, without which the company's success would have not been possible. He informed the

team that our products are being used by many integration companies and these companies have begun to make claims for non AGPs farming.

Dr Saraf further highlighted that the Company has a lot of potential for growth and currently working on expanding its international markets in Kenya, Ghana, Tanzania, Nigeria, Malaysia and Brunei in addition to its current export markets in Bangladesh, Sri Lanka, Nepal and the Philippines. The company's development was discussed by Mr. Niket

Company's action plan for the coming year.

Mr Rohan Sovani, Director Operations gave a rapid overview of our plant operations. In the light of projected export market demand, the team was notified that production capacity has been doubled.

A technical session on "Alternative to Soyabean meal" was conducted by Dr Arjun Madnurkar, National Manager. The speaker addressed rising feed prices and discussed soybean alternatives in order to reduce feed cost, with addition of "NUTRIBION". Dr Ankur Hazorika, Export Manager spoke about his thoughts on the export market. He gave the team an update on his recent visit to East Africa.



Dr S.V.Vaidya cutting the cake during their Sales Meet.

Vaidya, Director Marketing. During his discussion, he explained how the organization had grown to such an extent in just five years. He reviewed the

Product Launch:

On the occasion of this meeting, Dr Jyoti announced the launch of two products namely Phytogenic Feed Sanitizer and Mycotoxin deactivator. Noble is confident in helping the farmers to accomplish the performance goals of broilers, breeders and layers. Noble also provides technical support to its customers in the form of feed formulation, farm and hatchery management guidance and laboratory services.



Noble Vetscience team



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Zeus Biotech Research & Development Centre is now NABL Accredited

Zeus Biotech Research and development centre, the research and analytical division of Zeus Biotech Pvt Ltd, is now accredited for ISO/IEC 17025 by National Accreditation Board for Testing and Calibration laboratories (NABL). Under the accredited scope the laboratory will be able to carry out and issue reports of proximate analysis of feed and feed materials. The analytical facility which is already catering to poultry and other livestock farmers, integrators and feed manufacturers across India and overseas, will now be able to issue analytical reports with global acceptancy.

The research and development centre which is one of the most modern animal nutrition dedicated biotech facilities in India, hosts multiple departments including Microbial Culture Collection, Research & Development as well as Quality Control. The centre which is spread over an area of 10,000 square feet and equipped with analytical instruments such as Liquid Chromatography, Mineral Spectroscopy, NIR, Thermocycler, etc., is skilled in microbial



Wet Chemistry Facility in Quality Control Department

culture handling and processing, quality testing of feed, feed raw materials and feed supplements, determination and efficacy evaluation of enzymes, microbial strains, toxin binders and detoxifiers, organic acids, quantitation of various mycotoxins, evaluation, profiling and characterization of proteins and amino acids, quantitation of nutritional trace elements and toxic heavy metals, as well as testing of water parameters.

The centre also houses an exclusive and extensive microbial culture collection centre with numerous feed targeted fungal and bacterial strains with area of application including

production of probiotics, feed specific enzymes, yeast culture, organic minerals, and other related applications. Many of these inhouse strains which have been isolated from various natural sources by the research team has been successfully used in

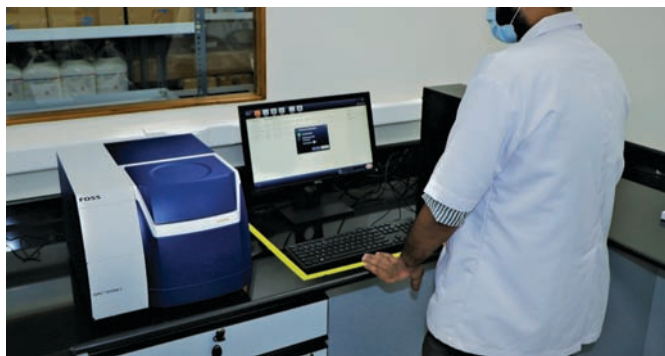
Another major highlight of the Research centre, the inhouse Quality Control Department which monitors, maintains, and controls the critical control points of the entire production facility is equipped with infrastructure and



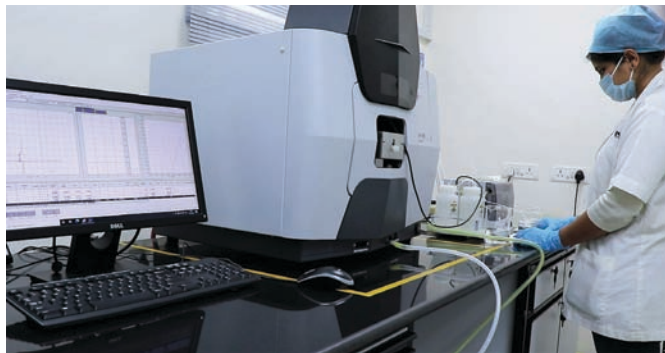
Liquid Chromatography in Department of Research & Development

various animal nutrition related applications. Selected strains have also been deposited in various internationally recognised microbial depositories including Microbial Type Culture Collection Centre (MTCC), Chandigarh, India and Deutsche Sammlung von Mikroorganismen und Zellkulturen GmbH (DSMZ), which is the German National Culture Collection Centre.

instruments qualified for analysing, determining and measuring analytes and parameters including minerals, enzymes, probiotics and pathogenic microbes, mycotoxins, toxic heavy metals, etc. The department thus ensures quality at various levels including raw material entry, material handling, during fermentation and other production related processes and



NIR in Feed Analysis Lab



Mineral Analysis Facility in Department of Research & Development

finished product release. The department which follows European Feed Safety Authority guidelines and other international standards for its Quality system, analyses and confirms 25 – 30 quality and safety parameters in each product before release from its facilities.

Established in the year 1991, Zeus Biotech is one of the leading animal feed supplement manufacturing companies in India providing all-natural feed supplements to various sectors of livestock like poultry, ruminants, piggery, and aquaculture for more than 30 years. The company which specializes in the use of biotechnology; the science of exploring living organisms to make or modify products, plants, and animals or to develop micro-organisms for specific purposes, provides solutions which can improve the

efficiency of feed and performance of animals through a safe and natural way. Through their core expertise in feed specific Solid-state fermentation (FS-SSF), which is a green technology with zero waste generation, Zeus Biotech produces some of the leading product lines including, Fermented Organic Trace Minerals, Feed Specific SSF Enzymes, Yeast Culture, etc., exclusively for animal supplementation. Organomin Forte, Microguard, Polyzyme and Rumiyeast are some of the leading brands from Zeus Biotech. The unique FS-SSF technology exploits the matrices and conditions prevailing in feed and feed processing, to produce speciality products with high stability and efficacy required to improve animal health, performance and farming profitability. The organisation also produces unique line of

Bacillus based probiotic strains at their submerged fermentation facility for some of their leading probiotic product brands including Microguard and NE-Guard.

Founded by Dr. Jay Prakash Nair, Zeus Biotech is one of the oldest animal nutrition dedicated biotech company

Mozambique, Uganda, Bangladesh, Bhutan, Nepal, and Sri Lanka. The company which currently owns three feed supplement dedicated manufacturing facilities in Mysore, Karnataka, with its progressive approach has accomplished to generate 100% of its power requirement



Wet Chemistry in Feed Analysis Lab

situated in the south of India. With its commitment to realize the dream of providing natural solutions for sustainable livestock

through solar energy for its largest manufacturing facility and is eyeing to achieve complete production automation



Culture Processing in Microbial Culture Collection Centre

farming practices across the globe, the company has been successful in reaching out to customers in India and more than 20 countries including Malaysia, Thailand, Vietnam, Philippines, Australia, UAE, Oman, Qatar, Kuwait, Jordan, Egypt, Kenya, Tanzania, Nigeria, Ghana,

and commissioning of a state-of-the-art probiotic dedicated manufacturing facility by 2025. The organization is also planning to open up its feed analytical services for the public and expand its service to different zones of the country.



Sterilization Facility in Microbial Culture Collection Centre

Winter Management In Poultry Farming



Dr Milind Rainchwar,
Technical Service Manager – South Central Asia,
Novus International.

Poultry rearing is an art as well as a science and management plays most crucial role in deciding profitability of this business. It has been observed in past several years that high market rates of broiler meat & eggs are observed only in those times when rearing is very difficult due to harsh climate and thus, demand is more than supply. Therefore, it is very important to understand and implement the best management practices in such harsh climate.

Every region in India has different climatic challenges and variable climate extremes and thus management practices differ between different parts of country. But almost all parts of India experience three to five distinct seasons across the year.

Winter is one of the seasons which presents very harsh temperature extremes and maintaining liveability and production becomes very difficult without taking extra measures. Management in winter is very difficult and often described as double edged sword, as a very perfect balance is required between climate management and ventilation management. Similarly, a very careful decision making is required to reduce cost of production and to provide healthy environment at the same time. It requires ample of experience to understand the economic feasibility of cost involving management practices.



Chickens are unable to maintain body temperature in young age and although they improve their tolerance to cold with age, they cannot perform well when ambient temperature drops below 20 degrees Celsius and start exhibiting stress and drop in productivity. Failure to provide optimum temperature very frequently results in high mortality, high disease incidence and drop in performance.

Although ways of practicing the management in harsh climate may differ slightly across region, the basic principles remain same. Below listed are few basic principles which may guide proper decision making.

- Proper temperature and humidity suitable for the age is always required
- Proper ventilation to provide fresh air and removing gases inside house is always required
- The rearing surface and bedding material should be always warm and dry
- The drinking water should be maintained at suitable temperature to promote water intake
- The feed & feeding practice should help bird to maintain their body temperature, metabolism, and osmo-regulation

To achieve these goals, following practices are implemented across country

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Clostridium Perfringens

Type A, C, B, D, E

Staphylococcus Aureus



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- External heat source is provided to keep the poultry shed warm and dry
- False ceiling is often used to reduce the volume of shed
- Various types and layers of curtains and jute bags are used to insulate the farm
- Round brooding is often practiced when spot heating is done

As stopping the air flow becomes necessary to maintain temperature, it is very difficult to remove the gases like ammonia and to keep bedding material dry in winter. These challenges affect the respiratory, hepatic, and gut health directly.

The wet litter and humid conditions provide a very suitable environment for gut pathogens like Coccidiosis and Clostridium. The stressed and immunosuppressed birds become easy target for these gut pathogens and therefore, very high-performance losses are observed due to poor gut health. It is a well-known fact that body only gets that part of nutrition, which gut retains. An unhealthy gut loses a lot of nutrients which are necessary for weight gain and egg production. The major part of poultry immune system is also situated in gut. Thus, healthy gut is key to a developed immune system.

While managing good managerial practices, essential needs such as Proper feed and water is an utmost need to optimise performance during this difficult time. Gut health compromise always leads to poor performance and thus loss in business. Different feed additives play crucial role in maintaining and improving gut health such as Protease, NSPase Enzyme, Probiotics, Essential oils, Organic Acids, etc.

Serine Protease, A broad spectrum protease when added in the feed improves the digestibility and absorption of Amino acids which otherwise are the food for pathogens in the hind gut like Clostridium, Salmonella, etc. This Protease thus enables the improved digestion of Nutrients and reduces

the pathogenic load and helps to improve litter condition.

Serine protease has other benefits as well. It has good impact on neutralisation of trypsin inhibitor, an Antinutritional factor in Soybean. Use of Serine Protease also helps to reduce the allergen proteins like Lectins, B Conglycinin by significant amount which otherwise causes the gut irritation. Hence, Proper use of Protease in winter leads to improved litter quality with better absorption of nutrients.

NSPase when added in the feed improves the absorption of nutrients and helps to reduce wet litter condition. Improvement in litter quality leads to the less damage by pathogens.

Organic Copper has the strong impact on litter quality in winter (copper is antifungal in nature). It helps to improve the Clostridium cluster IV & XIV which are responsible to increase the Lactobacillus count in the gut and maintains or improve microflora through competitive expulsion. This, then enables to improve the litter quality.

Organic Acids such as Coated Benzoic acids helps not only to reduce pathogenic bacteria such Clostridium, Salmonella as well they help to improve Lactobacillus count in gut through increase in Clostridium clusters IV and XIV which are responsible for Increase in Lactobacillus count.

Essential oils are considered primarily Digestive enhancers apart from their immune function. They help to digest the nutrients in early stages effectively where endogenous enzyme is not active fully. Also, they impede quorum sensing, thus acts as Antibacterial in nature too.

Addition of God organic Acids such as formic Acids, Propionic acids in water to keep water acidification at par is key to improve water quality. Water intake is always a concern in winter. Thus, Effective use of Organic acids along with water Sanitisers to improve water quality and intake should always be considered in winter season.

Below are some pics showing the brooding in Winter and Impact of Winter on gut Health if not managed well...





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Bioflavonoids

– Natural Antioxidants for Growth and productivity improvement in Poultry –

Email: md@innovistaconsulting.com

Dr Sekhar Sushil Basak,
 Founder & Managing Director,
 Innovista Feeding Solutions Pvt Ltd India.

Food producing animals are highly prone to oxidative stress because of genetic selection for their growth rate and productivity and because of the environmental conditions in which they are reared. Oxidative stress has significant impacts on growth & performance and meat quality & safety. As such, antioxidants are often added to their diets to prevent oxidative stress and to ensure the quality and safety of the meat. Bioflavonoids are the biggest group of natural antioxidants having strong potential for application in livestock nutrition.

What are Bioflavonoids?

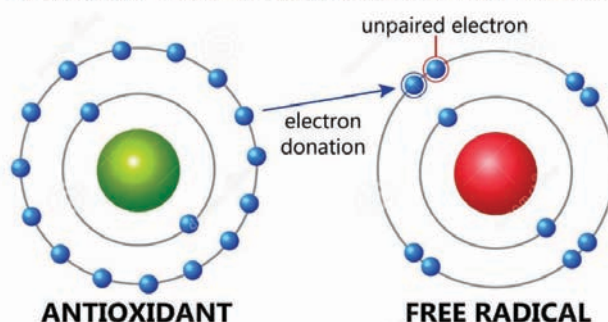
Bioflavonoids are natural-origin, bio-active polyphenolic secondary metabolites found in vascular plants, fruits and vegetables. They are found within plant cell membranes, and they consist of a group of naturally-occurring molecules responsible for the yellow hue seen in citrus fruits. They play a vital role in safeguarding the cells against oxidative damage.

How do flavonoids work?

Free radical-induced oxidative stress is a major factor in the development of several degenerative diseases in livestock. Oxidative stress can cause oxidative damage to large biomolecules such as lipids, proteins, and DNA, resulting in increased inflammation, impaired immunity and therefore poor health and production. To prevent or slow the

oxidative stress induced by free radicals, sufficient amounts of antioxidants are required.

How antioxidants reduce free radicals



chemically reactive unpaired electron + electron donation:
 stable electron pair is formed, free radical is neutralised

The chemistry of flavonoids is complicated. But simply put, flavonoids are most commonly seen as antioxidants. Antioxidants are important, because they protect the body against harmful and damaging free radicals. Free radicals are atoms or molecules in the body that have a single unpaired electron. Having an unpaired electron make these substances highly unstable and they roam throughout the body seeking to steal an electron from another atom or molecule. When an atom or molecule has an electron stolen from a free radical it then becomes a free radical as it now has an unstable number of electrons. This process continues creating a chemical chain reaction through the body. Most important when a free radical creates another free radical sometimes the loss of electron is so damaging that the cell can no longer function or becomes to function in an abnormal way. As such free radicals are seen as a major cause or enabler for numerous diseases or illnesses. Here's where flavonoids come into play. As antioxidants they combine with and neutralize the free radicals in the body before they can kill the cells or damage their functions. Essential function played by flavonoids is that they help the body function more efficiently while protecting it against everyday toxins and stressors.

What is BioFlav?

BioFlav is a Citrus bioflavonoid complex (CBC) with Hesperidin, Isonaringin and Didymin as major constituents. Hesperidin, Isonaringin and Didymin are the most common bioflavonoids in the Genus Citrus. They occur mostly in the



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peel of some citrus such as Bitter orange, sweet orange, lemon etc., although they may also be present to a lesser extent in their pulps, juices, leaves, seeds and flowers.

Benefits:

Strong antioxidant: BioFlav is a strong chain-breaking antioxidant that provides potent cellular antioxidant defence against the damaging effects free radicals.

Improves Immunity: BioFlav enhances mucosal and humoral immunity by increasing intestinal intraepithelial lymphocyte numbers, lymphoid organs (thymus, spleen and bursa) indices, as well as improving anti-avian influenza and anti-Newcastle disease antibody titres in poultry.

Mitigates Heat Stress: As a natural antioxidant, BioFlav helps mitigate heat stress during summer by decreasing heterophil-to-lymphocyte ratios, and quenching reactive oxygen species generated by summer heat stress.

Improves carcass quality: Supplementing BioFlav in poultry diets has shown the potential to progress the nutritional, sensorial and microbiological quality of poultry meat and eggs. In the last decade, several studies have determined the benefits of flavonoids for inhibition of lipid oxidation and microbial growth, check any pH-dependent deterioration and improve the colour stability of meat and related products. Flavonoids are typically absorbed in the ileum where pH is between 5-6.8. Furthermore, flavonoid supplementation in the chicken diet has been reported to positively alter the fatty acid profile of meat and eggs by reducing the cholesterol and triglyceride content. Meat colour, in terms of lightness, can be improved by up to 5%.

Citations:

Effect of Citrus Flavonoids Supplementation on Growth Performance and Serum Oxidant Levels of Broilers - Nicha Rodsatian, Ornprapun Songserm, Koonphol Pongmanee, Nuria Blanco-Pascual, Yuwares Ruangpanit

Citrus flavonoids are important natural compounds with diverse biological activities. They can be used as an alternative to replace antibiotic growth promoters (AGPs) in poultry diets. This experiment was conducted to determine the effect of citrus flavonoids on growth performance and antioxidant status in broilers. A total of 1,440 one-day-old Ross 308 male broiler chicks were randomly allotted into 4 treatments with 12 replicates of 30 birds per replicate. The chicks were fed a control diet (CON), a control diet supplemented with 500 g of bacitracin/ton of feed (AGPs 500), 300 g of citrus flavonoids/ton of feed (CTF 300), or a mixture of 300 g of bacitracin/ton of feed and 200 g of citrus flavonoids/ton of feed (AGPs 300 + CTF 200), respectively. There were no significant differences in body weight gain, feed intake, feed conversion ratio, number of culling and mortality among dietary treatments during the starter, grower and finisher periods ($P > 0.05$). However, for overall performance (1-37 DOA), birds fed diets supplemented with citrus flavonoids alone had lower FCR and mortality ($P < 0.05$) when compared to that of the control group. In addition, the supplementation of citrus flavonoids alone reduced serum thiobarbituric acid reactive substances (TBARs) of broiler ($P < 0.05$). The present study indicates that, citrus flavonoids had beneficial effects on growth performance. Therefore, citrus flavonoids could be used as a substitute for antibiotic growth promoters in broiler diets.

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DSM (Diagnostic and Statistical Manual of Mental Disorders) talks about Antimicrobial Resistance and What farmers can do to reduce it

Author: Sarah Mikesell

One of DSM's key sustainability goals as part of its global initiative "We Make It Possible" is helping tackle antimicrobial resistance. It's an important topic, but also timely as industry regulation changes around the world is going into effect for the pig and poultry industry. Reducing antibiotics is making everyone think and think differently about how to continue to produce animals in a sustainable way while managing productivity and welfare.

Following is an interview with Dr Maria Walsh, Director of Global Marketing for Swine at DSM. She talks more about antimicrobial resistance, what farmers can do to prevent it and a few on-farm solutions that DSM offers.

Describe antimicrobial resistance and how it occurs in livestock.



Dr Maria Walsh,
Director of Global Marketing
for Swine at DSM

Antimicrobial resistance is one of the world's most rapidly emerging health threats. Data suggests that it will be the number one cause of death by 2050, which is quite alarming. So, it's significant and the world is paying attention. It's been driven by several different things and animal agriculture plays a role along with human medicine. It will require a number of industries to

be involved in the overall management of antimicrobial resistance and trying to reduce it.

There is a link between animal agriculture and human medicine – 50% to 70% of the antibiotics that are medically important to humans are also used in animal agriculture, causing an overlap between the use of humans and animals.

Animal agriculture has come a long way over the decades in terms of increasing the productivity of animals through innovation, management practices and genetic improvements. Antibiotics have played a role in this

productivity increase. Antibiotics have been used:

- Therapeutic use - core to how veterinarians manage the health and welfare of sick animals
- Prophylactic use - preemptive treatment of illness; often used when animals will be stressed
- Subtherapeutic – very low-level use of antibiotics, typically given through feed or water which improve daily weight gain and feed efficiency by improving gut health and suppressing disease

Reducing subtherapeutic use and in some countries prophylactic use, has been the focus of many legislative changes that have occurred in different regions of the world.

At DSM, we support the responsible use of therapeutic antibiotics because there is a need for them in animal agriculture. We also support reducing or removing subtherapeutic and prophylactic use of antibiotics.

When you use antibiotics for growth promotion, it's quite a low dose of antibiotic and it's very effective which is why it's been used for many years. It supports many different aspects of health within the animal; it reduces inflammation, balances gut health, etc. The problem is that it will kill some bacteria, but it doesn't kill all the bacteria. Some of the bacteria develop resistant genes through selection or essentially survival of the fittest bacteria. These resistant populations will grow and proliferate, sharing the resistant genes across a population.

Thus, DSM is helping to support the industry through its "We Make It Possible" strategic initiative in making this transformational change so we're no longer relying on antibiotics to support the performance and welfare of animals.

Is antimicrobial resistance on the rise and what's being done globally to stop it?

Yes, it's still a growing issue, but a lot of change is occurring in the animal industry through government legislation and consumer demand. If consumers don't want to eat meat



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with antibiotics like the “no antibiotic ever” movement in North America, the public will make it known, which feeds back up through the value chain. This creates demand for retailers for a specific

product and producers will develop their programs to support the consumer-driven demand.

Transformation is happening globally, but it's at different stages in different parts of the world. For example, Europe has been focusing on this issue for many years. In the 1980s – 1990s, they initiated their antibiotic growth promoters (AGP) ban and then moved to monitoring use of antibiotics and implementing caps on total use of antibiotics at the farm level. They have also been looking at medically important antibiotics and trying to de-incentive producer use through price. New legislation will be starting in Europe in 2022 that will eliminate the use of therapeutic levels of zinc oxide due to the link to antimicrobial resistance and zinc oxide's environmental impact.

Just last summer, China implemented their ban on antimicrobial growth promoters. So, they are at a different stage than some other countries, but the Chinese industry has been very responsive. China is focused on alternative approaches to support good health in particular, along with performance.

Most countries in the world have already made some changes or are in the process of making changes. Of note, North America and Latin America have made some changes in pig and poultry production the last few years.

Since there's no silver bullet to replacing antibiotics, what solutions is DSM offering to help producers balance production efficiency?

The reduced use of antibiotics and tools like zinc oxide create a lot of challenges for our industry because they have been efficacious and cost-effective, not to mention at a producer and veterinarian's disposal to help support the health, welfare and performance of their animals. Now the industry is making a significant step-change to adapt. There is no one single solution that is going to replace the power of the antibiotics.

From DSM's perspective, this creates a huge need for new and exciting innovation that can tackle these challenges. We've launched our “We make it Possible” initiative, which is our commitment to sustainable animal production. The work we do to help tackle antimicrobial resistance is one of six key drivers that underpin this global initiative which is helping tackle other global challenges like climate change.

We have a very strong foundation with our vitamin nutrition. In animal health, the best defense is an animal's own immune system. Our key vitamins, like vitamin E, vitamin C and on our Hy-D product, which is a metabolite of vitamin D₃, are part of our package to support the immune

system, reduce oxidative stress and enable the animal to defend itself better from challenges. Our other key strategy is managing the health of the intestines, which can be such a problematic area for both pigs and chickens, but particularly at a young age.

There's a lot of change happening in the gut of the animal particularly at a young age. One of our keystone products for swine, specifically for post-wean pigs, is VevoVital, which is an ultra-pure source of benzoic acid. It's an organic acid that's added to the feed at around five kilos per metric ton. It acts as an acidifier, reducing the intestinal pH and supporting a more beneficial microbiome population along with supporting digestion. It also acts as a feed preservative, so if there are any bacteria or viruses in the feed ingredients, it's protected. This has been an important topic in North America, parts of Asia and China with the ever-present threat of African swine fever.

VevoVital is well recognized, particularly in Europe, where it has been used in post-weaning pig nutrition for many years. During the past year, we've seen significant growth with this product in China. It works to improve body weight by 10% in post-wean pigs and has been very effective at helping producers to navigate the stressful post-weaning period.

Another important innovation that was developed with DSM's alliance partner Novozymes is Balancius, a broiler feed additive that is part of our gut health enzyme series. This enzyme technology targets bacterial debris that are essentially clogging up the intestines. It cleans out the intestines and improves the absorption of nutrients, resulting in a significant improvement in feed efficiency in broilers.

What can farmers do day-to-day to help reduce antimicrobial resistance?

The animal industry has experienced significant health challenges in the last decade or so. Avian influenza in poultry flocks and African swine fever along with PEDV in pig populations are just a few examples. Whenever disease outbreaks occur, the industry is impacted and makes changes to adjust and adapt.

One of the key changes we've seen and continue to see is the level of biosecurity. It's been ramped up to a whole new level on pig and poultry farms to keep disease out. The best strategy is to make every effort to keep disease out and then you don't have to deal with it. Biosecurity has many different aspects – people, trucks, feed, wildlife – the list goes on and on. It's broad ranging, but it's something that producers can do and are doing in terms of keeping disease off the farm.

Nutrition is another important tool within the toolbox. The cornerstone of good animal health is good nutrition. It's key to get the basics right and by paying close attention to macro and micro nutrition. That's another key thing that farmers can do.

The environmental impact of animal production is another area that producers can directly impact. It has a strong value proposition - reducing aerial ammonia is an

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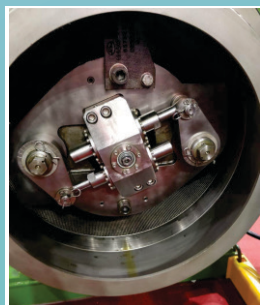


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raise healthier animals, while at the same time reducing the environmental footprint of their operations with innovative

environmental issue, but it's also an animal health and a human health issue. A barn full of pigs that are inhaling a high level of ammonia is going to exacerbate respiratory issues and challenges to the respiratory tract. This is another area we at DSM are working to solve, to help farmers

feed additives and novel technologies.

How will research and innovation continue to play a role in antimicrobial resistance?

Research is at the heart of what DSM as a business is. We're very purpose-driven and innovative and sustainability is in our DNA. Our aim is to bring new innovations to the market that will change the industry. We want to provide tools that are effective and deliver value to our customers along the value chain and take them to that next level. Health is a big part of that; we are focused and plan to deliver new technologies that address the needs of the nutritional health space.

Courtesy: *The Poultry Site*

Broiler feed formulation strategies for Cold Weather

Poor conditions can impact gut health

Leonel Mejia, Associate Technical Director at Cobb-Vantress

Since the onset of commercial broiler production several decades ago, the industry has made rapid progress resolving hot weather situations, but ventilation issues for cold weather remain. Technologies such as evaporative cooling, high-efficiency fans, and tunnel ventilation have made the summer months manageable for many companies. However, some still seem to struggle during the winter months where the costs of fuel, litter, and housing make good cold-temperature performance a real challenge.

There have been some great improvements for winter housing, including insulated solid sidewalls, stir fans, controllers, and litter amendments, yet adequate heating, moisture removal, and fresh air often become a challenge in the winter.

Maintaining performance

Due to typically moist conditions within the chicken house during the winter, gut health can be affected by coccidiosis and enteric bacterial and viral challenges. In many cases, the nutritionist will attempt to make adjustments to feed formulation to help maintain performance, make floors drier, and improve foot quality. The feed formulation adjustments can assist performance in cold weather, but it is not as powerful as providing good heat and air. The nutritionist, husbandry manager, and veterinarian must work together to keep performance from slipping during the cold part of the year.

Mineral and electrolyte adjustment

Typically, one of the first changes by a nutritionist in cold weather is to reduce the sodium in feed. It is well documented that lower sodium can reduce water intake and, in turn, water excretion and litter moisture. Adjusting electrolyte balance in the winter will need to be driven by

footpad quality goals and the welfare and economics of footpad dermatitis versus overall production benefits.

Research indicates a minimum requirement for sodium to achieve optimal growth and FCR. But this level of sodium may be higher than that desired for optimal litter moisture control and footpad quality. In other words, your priorities should dictate how low you go in cold weather.

Some early work showed that lower sodium levels resulted in lower litter moisture. A minimum of 0.19% was needed in early diets and 0.15% in later diets to maximize growth and FCR. Recognizing that every situation is different, it is important not to overreact to cold weather by dropping salt levels beyond what is optimal for good performance and health and welfare. Other research has shown that using lower calcium and phosphorus levels in cold weather will decrease fecal and litter moisture. Again, lower minerals will result in lower water intake, but too much of a decrease can impact performance.

Crude protein and amino acid adjustments

For several years, Cobb-Vantress has demonstrated that raising the amino acid levels, even above recommended levels, will support better FCR, higher growth rates, and higher breast meat yields. Amino acid density then becomes a matter of setting economic priorities. Higher crude protein diets will result in higher water intake, more water excretion, and higher deposition of nitrogen in the litter. Therefore, if managers are unable to accommodate the moisture and ammonia load from feeding higher crude protein diets, they should use low crude protein feeds. Similarly, some work demonstrated that reducing crude protein and supplementing feed with higher levels of crystalline amino acids also reduces nitrogen excretion and

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decreased gut disorders.

In fact, my own experiences have indicated that slightly lower protein feeds seem to reduce gut insults, especially during cold weather. The reduced metabolic heat (produced from digestion) inherent in lowering crude protein levels will place more pressure on providing adequate facility heat.

Replacing soybean with animal protein

Several nutritionists have observed performance improvements and better litter conditions when they replaced a portion of the soybean meal with a reliable animal protein. In cold weather, this becomes a useful tool as the non-starch polysaccharides and high potassium levels in the soy meal can stress the intestinal tract. Generally, if the soybean meal can be reduced in a broiler feed from 31% to 26% using animal protein and all amino acids balanced, performance can be maintained and litter can be drier.

Comparisons have been made between corn- and soy-fed broilers and broilers with a percentage of substituted poultry meal. The corn and soy group used soya oil as the liquid fat source, while the animal protein group used poultry fat. In one study, the animal protein group had the same performance results as the all-vegetable group but had significantly less water intake and excreta moisture. When examining the diets, it could be argued that a key difference was the lower potassium levels in the animal protein feed. With this in mind, even all-vegetable producers will substitute lower potassium protein sources such as canola meal, sunflower meal, and dried distiller's grains as a partial replacement for soybean meal. Therefore, protein substitution reveals another tool to help combat poor litter conditions in cold weather while maintaining good performance.

Heating or feeding?

I have observed that FCR deteriorates when daily temperatures fall below 50 °F (10 °C). In many cases, producers will restrict fuel consumption by turning off brooders and furnaces, forcing bird body heat to keep the house at or around thermoneutral (70 °F/21.1 °C). The introduction of fresh air is then limited as efforts are made to maintain temperatures inside the house.

As bird heat is transferred from inside the house to outside the house via simple thermal transfer or through minimum ventilation, the sole source of energy in many instances is feed. With no other background source of heat, the birds will consume more feed in an effort to keep comfortable. However, I have recently seen cases when heat is generated, even in older flocks, that good FCR is maintained. One example in the Northeast USA is the use of attic vents where sun-warmed air is pulled into the house after being stored in the house's attic plenum. Farms that have mastered this supplemental heating method have improved FCR, a reduction in fuel expense, and drier litter.

Another system observed in Western Europe involved a direct fire boiler system using straw. The boiler was connected to a heat exchanger, which delivered warm air to the entire house. Such systems can work off multiple raw materials, including straw, wood, or cellulose pellets. Farms with this system have shown better performance and less pododermatitis. The common theme is supplying heat —

not relying on the bird-generated heat during cold weather. In both examples, more air was moved as thermostat-triggered fans cycled more often.

Propane is most efficient

Even with a pure heating fuel such as propane, it is still less expensive to heat with propane than with feed consumption. For example, consider that 1 liter of propane costs \$0.66 and generates 24,024 BTUs, or 6,054 kcal. In simple terms, the cost of the propane becomes \$0.11 per 1,000 kcal. Conversely, a grower feed costing \$400 per ton (\$0.40 per kilogram) with 3,130 kcal per kilogram of feed will cost \$0.1278 per 1,000 kcal. However, based on a host of information on metabolizable energy partitioning, feed is at best 40% efficient at generating body heat, so the new calculation is \$0.1278 divided by 0.40, equaling \$0.32 per 1,000 kcal.

This is strictly a cost of energy comparison and does not account for the expense of moisture and nitrogen removal resulting from poorer feed conversion. Another way to view this is to consider the loss of 5 points of FCR during cold weather on a 2 kilogram bird. This is an additional 100 grams of feed consumed per bird, 313 additional kcal, or \$0.10 USD in added feed cost. Had propane been used to provide the 313 calories, the cost would have been \$0.0344 per bird USD.

In the poultry industry, those paying for feed (companies) are typically different from those paying for fuel (farmers). Fuel allowances have been administered with varying successes across the industry in an effort to conserve feed and maintain chicken product quality. For the overall benefit of our industry, we need to continue to work on this concept.

Cold weather energy levels

Some nutritionists will increase dietary energy (not protein) during cold weather in an effort to maintain constant feed intake, growth, and FCR. This is costly but most certainly less costly than allowing FCR to increase. In theory, extra calories offset bird heat lost to the environment without creating added intake in protein and minerals. It has been observed that higher energy feed results in less water intake, most likely due to lower feed intake. Other nutritionists have noted that raising feed energy levels during cold weather did not alleviate lower performance. It may be prudent to evaluate feed energy adjustments on a few flocks before instituting this change.

Conclusion

There have been some feed or water additives that have reduced fecal moisture. These include bentonite, turmeric, yucca extracts, and betaine. Not to discount these, but attempts should be made to control the house environment through management and basic nutrition without resorting to the expense of additives.

There are times, however, when the nutritionist must try some of these products. Maintaining cold weather performance can be challenging and can be accomplished with an integrated approach by the housing manager, farmer, veterinarian, and nutritionist spending time on the farms evaluating and discussing the best options.

Courtesy: *The Poultry Site*



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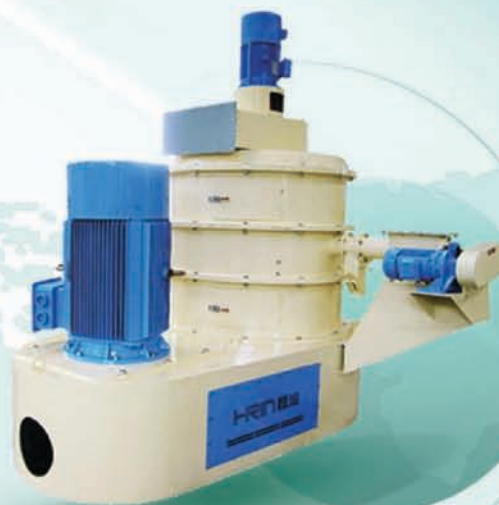
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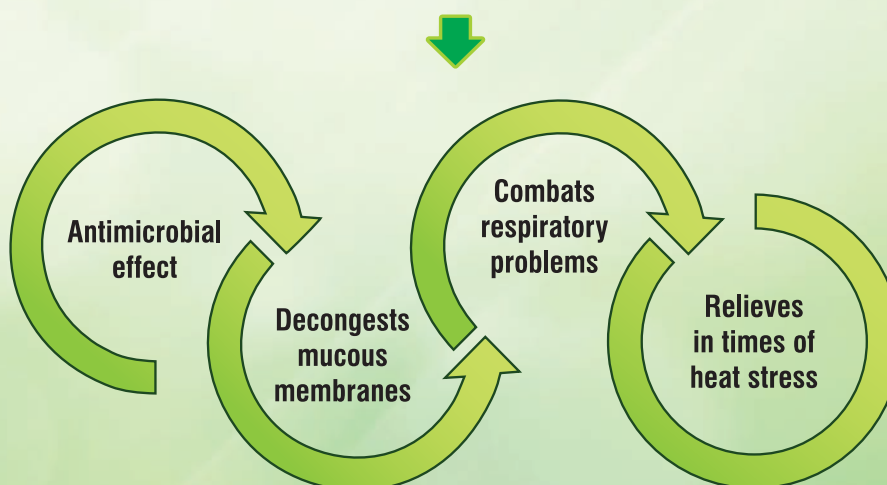
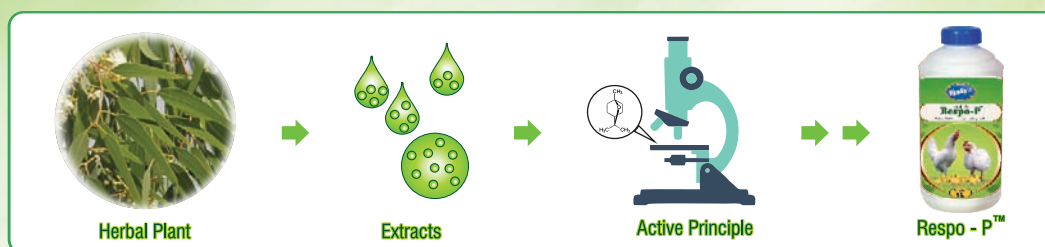
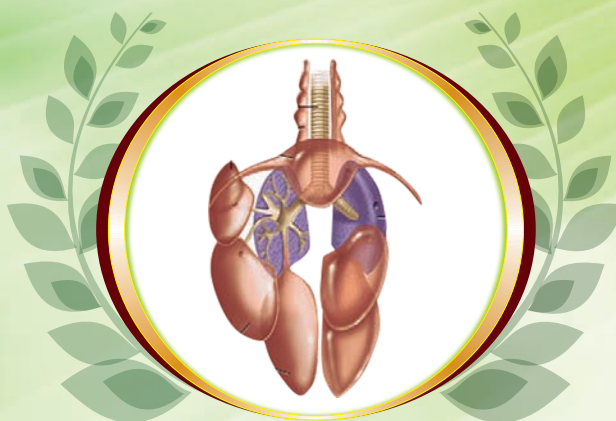
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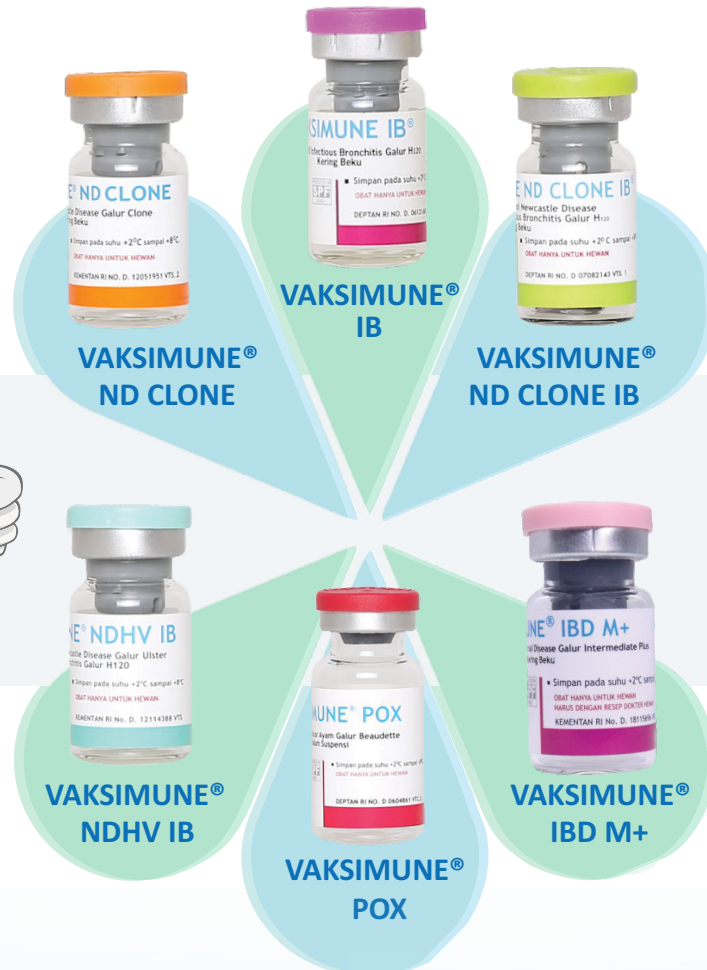
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