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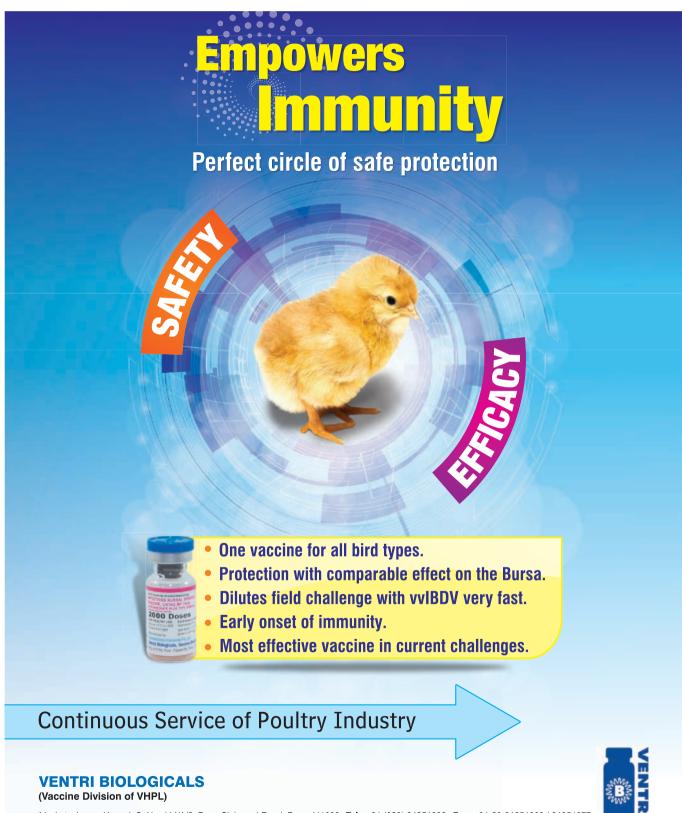
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Telangana, Maharastra, Gujarat, Madhya Pradesh & Chattisgarh Dr. Balaji Chate D1210 20298

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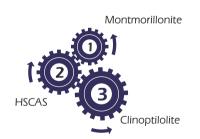
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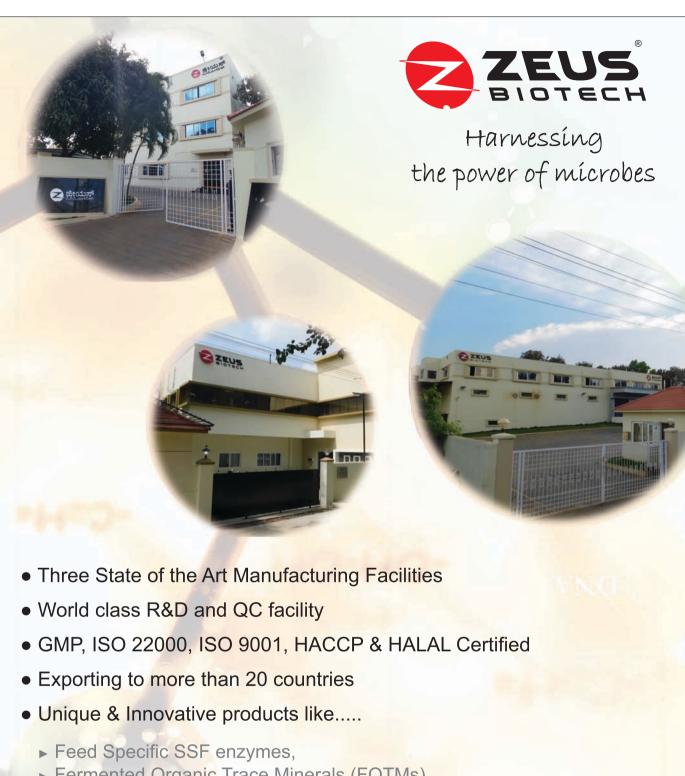
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January 2020 • POULTRY FORTUNE • 7

GMP

Monsoon season?

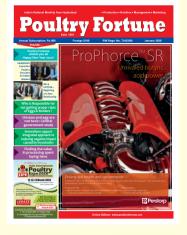
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www.ew-nutrition.com



Poultry Fortune

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Editor & Publisher M. A. Nazeer

Editorial & Business Office: POULTRY FORTUNE

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- Editor



CONTENTS

Editorial:

11. Poultry Fortune wishes you all Happy New Year 2020 !

News:

- 12. Alltech founder late Dr Pearse Lyons honoured with Lifetime Achievement Award.
- 12. Alltech launches 5th annual art contest calendar; Unveils mycotoxin survey documentary and Raptor mobile app in a recently held event in Hyderabad.
- 14. D.K.Dey joins Optima Life Sciences.
- EW Nutrition highlights AMR challenges in "Partners in Progress" event at Hyderabad.
- 18. Protein Push: Niti Mulls PDS Supply of Eggs, Fish & Meat.
- 20. Indian Herbs Receives RBL Bank SME Business Excellence Award 2019.
- 20. Indian Herbs displays well in recently held event in Hyderabad.
- 24. IBC & LIPTOSA –Beginning of a New Relationship.
- 28. Total solution for Animal Feed and Health is coming in March 2020 at Bangkok.
- Innovations support integrated approach to reducing negative impact caused by mycotoxins.
- 30. Trouw Nutrition India takes part in recently held event in Hyderabad.
- 34. VAKSINDO Launches Poultry Vaccines in Indian Market.
- Vamso Biotec team Participates in Poultry Expo at Hyderabad.
- Innovista Consulting highlights novel product lines in recently held event in Hyderabad.
- 40. Who is Responsible for not getting proper rates of Eggs & Broilers ?.
- 40. Chicken and egg are not toxic: Central government study.

Special Feature:

- 44. Meyn Food Processing Technology B. V. changing its gear to meet new challenges in Poultry Processing Industry.
- 45. Highest Cost Efficacy of TramPac on the

Performance of Commercial Broilers.

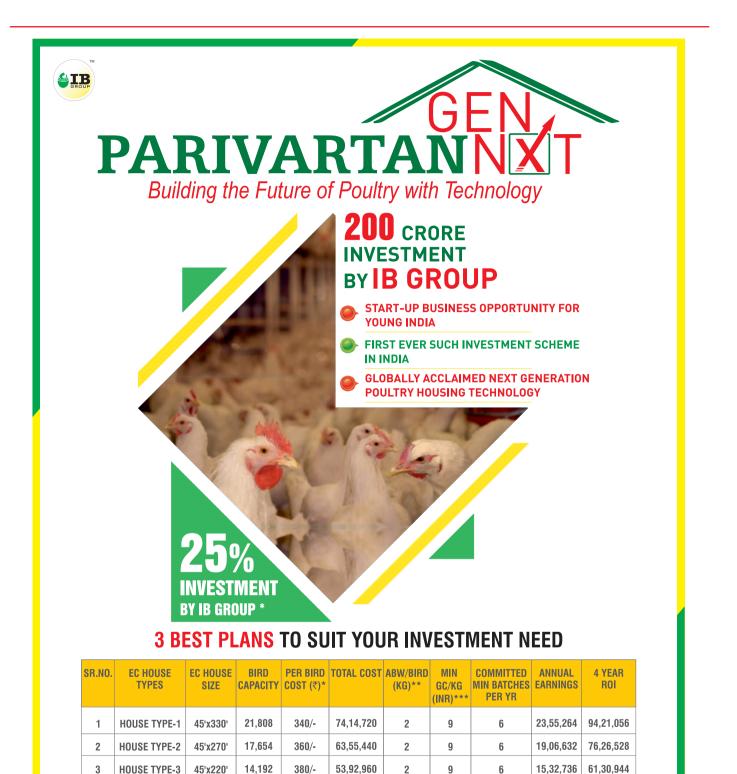
Articles:

- 50. How Nigeria's young poultry farmers are turning the problem of waste on its head.
- 54. Finding the value in processing spent laying hens.

ADVERTISERS'INDEX

\sim	
A.P. Poultry Equipments	35
Alura Animal Health & Nutrition	15 & 23
Alltech India	6
Avitech Nutrition Pvt Ltd	39
Boehringer Ingelheim India Pvt Ltd	13
BV Bio-Crop Pvt Ltd	59
Danisco India Pvt Ltd	41
EW Nutrition India Pvt Ltd	8
Globion India Pvt Ltd	29
IB Group	10
India International Aquaculture Expo 2020	48
India International Poultry Expo 2020	42 & 43
Indian Herbs Specialities Pvt Ltd	31
Indovax Pvt Ltd	27
JAPFA Comfeed India Pvt Ltd	49
Jiangsu LiangyouZhengda Co. Ltd	17
Karamsar Poultry Appliances	37
Kemin Industries South Asia Pvt Ltd	BC
Neospark Drugs & Chemicals Pvt Ltd	33
Perstorp Chemicals India Pvt Ltd	FC
Phileo Lesaffre	19
Provet Pharma Pvt Ltd	57
Provimi Animal Nutrition India Pvt Ltd	4
Srinivasa Farms Pvt Ltd	2
Sparkmagic Experiences Pvt Ltd	53
Team Agrotech Pvt Ltd	21
Venky's (India) Pvt Ltd	58
Ventri Biologicals	3
Vesper Group	25
Vibrant Remedies (I) Pvt Ltd	55
Zeus Biotech Pvt Ltd	7
Zhanjiang Hengrun Machinery Co Ltd	46 & 47
Zoetis India Ltd	51
Zydus Animal Health Ltd	5

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10 • POULTRY FORTUNE • January 2020

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Wish you all Happy New Year 2020 !



Dear Readers,

Greetings from **Poultry Fortune** for a Happy, Prosperous and Peaceful New Year 2020 to the readers, advertisers and the well wishers. The January 2020

issue of Poultry Fortune is in your hands.

In the News section, you may find news about EW Nutrition in its seminar in Hyderabad recently highlighted AMR challenges in poultry.

In recent years, Anti-Microbial Resistance (AMR) has gained high importance owing to its global acceptance as one of the major growing threats to the mankind. AMR is a complex, multifactorial, intersectoral public health challenge that has recognized as a global priority. As per published reports, an estimated 10 million people would lose their lives due to resistant infections by 2050. EW Nutrition is committed to mitigate the risk of AMR by providing comprehensive animal nutrition solutions. In order to spread awareness on this global concern, a knowledge based seminar "Partners in Progress" was organized in Hyderabad on 27 November 2019 which was well attended.

IBC & LIPTOSA – beginning of a new relationship, Indo Biocare Pvt Ltd recently signed an agreement with Lipidos Toledo S.A, (LIPTOSA) to exclusively market their range of natural products for poultry segment in India. Founded in 1994, LIPTOSA, is a Spanish Biotechnology company, based on their philosophy of "Green way of Life" is dedicated towards developing Natural Products for use in various Animal segments. Presently, their Products are sold in almost 60 countries and include, Poultry, Large Animals, Companion animals, Aquaculture, Avi culture etc. Vaksindo, a research based vaccine manufacturing company of Japfa was launched in India on 27 November 2019 at Hyderabad and celebrated the launch with prominent poultry farmers and leading poultry consultants at the technical seminar held on "Significance and latest developments in Poultry Vaccines".

World Mycotoxin Forum (WMF meets Asia) is going to be held in Bangkok, Thailand from 13 -15 January 2020.

In the articles section, article titled - Meyn Food Processing Technology B.V.Changing Its Gear to meet New Challenges in Poultry Processing Industry. Meyn Food Processing Technology is a leading global supplier of poultry processing solutions and it develops products and services for the efficient and effective transformation of live birds to consumer products. The range of products and services offered by Meyn is characterized by its renowned high quality, which is based on reliability, productivity, durability and ease of use. Meyn's headquarter is based in Oostzaan (outskirts of Amsterdam), The Netherlands.

Highest Cost Efficacy of TramPac on the Performance of Commercial Broilers Trace minerals are required for health, immunity and production performance and to exploit the genetic potential of birds. Protected trace minerals with high bioavailability are essential to deliver the nutrients required by the birds.

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 regularly and update yourself. Wish you all fruitful results in your efforts.

M.A.Nazeer Editor & Publisher Poultry Fortune

Poultry Fortune Our Mission

Poultry Fortune

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

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

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

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

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

TALK TO US

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Alltech founder late Dr Pearse Lyons honoured with Lifetime Achievement Award



Dr Mark Lyons and his wife receiving Lifetime Achievement Award on behalf of his father Dr Pearse Lyons from TS Minister

HYDERABAD: Indian Poultry Journalists Association honoured the late Dr Pearse Lyons with the Lifetime Achievement Award in Hyderabad.

Dr Mark Lyons, president and CEO of Alltech and son of Dr Pearse Lyons, received the award, along with his wife, Mrs. Holly Lyons, on behalf of his father from Mr Etela Rajendra, health minister of Telangana.

"He was driven by his curiosity, and that curiosity brought him here to India, to plant trees that he would never see grow," said Mark. "His passion toward science and innovation was enormous, and he was able to use all these skills to unleash ideas into the world."

An Irish entrepreneur and scientist, Dr Lyons was a visionary who transformed the agriculture industry, beginning with his innovative application of yeast technology in animal nutrition. The Dundalk native emigrated to the United States in the late 1970s, where he set up Alltech in his garage in Kentucky with an initial investment of \$10,000. The company focuses on improving animal, crop and human health and performance through its innovative use of yeast fermentation, enzyme technology and nutrigenomics.

Describing Alltech as a purpose-driven company, Mark quoted Dr Lyons' own words, "The legacy I would like to leave is: We made a difference. It's not about making money; it's about making a difference." Concluding, Mark shared Alltech's new vision of 'Working Together for a Planet of Plenty[™], stating, "agriculture has the greatest potential to shape the future of our planet. It is an invitation to work together, across industry sectors and geographical boundaries, to create a place where animals, plants and people thrive in harmony. Through innovation and inspiration, we will work together to build a plentiful planet."

Alltech launches 5th annual art contest calendar; Unveils mycotoxin survey documentary and Raptor mobile app in a recently held event in Hyderabad

HYDERABAD: The Alltech stall at Poultry India 2019 became a stage for announcements with the launch of the Alltech Art Contest calendar. Dr Mark Lyons, Alltech president and CEO, and Dr Aman Sayed, India managing director and South Asia regional director, unveiled the calendar alongside chief guest, Mr Dhiraj Chaudhary, managing director of Hitech Nutrition. This is the fifth year of the Alltech Art Contest, aimed at children aged 5–16 years. This year, Alltech India received 800 submissions from across the country, which beautifully displayed



the imagination of India's youth. All participants were awarded a participatory certificate and gift, and the 39 finalists were rewarded with a cash prize along with gifts.

5th Annual Art Contest 2019 Winners:

Age	First	Second	Third
5	Vinisha	Kavya Viral Patel	Aadhya
6	Parinitha R	S. Vidhush	SougataMaity
7	Tanishk Yadav	S. Hasini	Thadi Livia Sri
8	Mary Jenishka J	Aliya Bansal	Smrithi D. Rai
9	Shreyas Sanjay Nikam	Srinjan Mukherjee	S D Aaradhya
10	S. Shrivika	Devika	Ankit Kumar
11	Mahip Singh Saini	Anvith H	D. Nivas Reddy
12	Nirali Yadav	Ananya	CH Subhakanta Das
13	Aniket Pramanik	Yatri Patel	Loveditya Jain
14	Q Aamira Rah- man	Debasmita Kar	Tushar Banik
15	Dhanush D S	Karanvir Singh Bhatti	S Dharsha
16	Jalpan P. Dave	Mansimrat Kaur	Prastish Fatima
Jury selec- tions	Soham Chandra- kant Devkar	Onkar Sudhakar Pawar	Amrut Datta- tray Mahamuni

The theme of this year's competition was "A Planet

of Plenty[™]" — the new Alltech vision inviting



Fighting Marek's disease needs more than vaccines, it needs expertise.





Boehringer Ingelheim India Pvt. Ltd., 1102, Hallmark Business Plaza, Bandra (E), Mumbai – 400 051.



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NEWS

collaboration across industries and geographies for new technologies and practices that will improve the well-being of our world and all of its inhabitants.

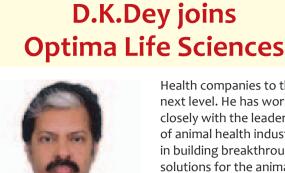
The second day of Poultry India marked another important event, with the launch of the fresh harvest maize and soya mycotoxin survey results and documentary. Dr Lyons raised the curtain on the survey documentary and celebrated the moment with champagne and cake.

Alltech India surveyed maize and soya to better understand the ground reality for the high price of raw materials. Concentrating on the major maize growing states like Karnataka, Maharashtra and Telangana, along with Madhya Pradesh for soybean, the team reached out to farms and markets to understand the issues and collect samples. These samples were then tested for quality at the Alltech 37+® mineral analysis laboratory in Dunboyne, Ireland.

Fall armyworm and excess rain were observed as major factors in crop loss, resulting in a supply crisis and increased prices. Dr Manish Chaurasia, South Asia poultry marketing manager, explained the objectives of taking up the survey, while Ms Raksha P R, marketing executive, described the groundwork done for the survey. Dr Lokesh Gupta, South Asia poultry technical manager, then broke down the results of the 37+ testing, stating that, average of number of mycotoxins found in collected sample was five. Following the ceremony, Dr Nick Adams, Alltech® Mycotoxin Management team, global director, launched Raptor, a mobile application for analysing mycotoxin results. Other highlights from the Alltech stall were the mezzanine space for live instrument demonstration,

the magic mirror selfie booth and happy hours with mocktails to educate and entertain customers.

TO NON



Dr D. K. Dey, CEO, Optima Life Sciences

The Optima Life Sciences Managing Director, Mr Vinay Kulkarni along with the team is pleased to announce the appointment of Dr D.K. Dey as the new Chief Executive Officer of the company. Dr Dey is inducted as a whole time CEO of the company on December 18, 2019.

Dr Dey brings decades of experience to the company and has a proven record of taking customers and employee centric Animal Health companies to the next level. He has worked closely with the leaders of animal health industry in building breakthrough solutions for the animal health care sector. He holds a B V Sc & AH Degree from BCKV Agriculture University, West Bengal and professional certification into Business Leadership from Singapore.

Commenting on his appointment, Dr Dey said, "I am honoured to lead OPTIMA LIFE SCIENCES, a young and dynamic company in animal health care business. I look forward to working with the teams on our vision "Think Global, Act Local". We at OPTIMA have a unique opportunity to deliver breakthrough solutions to the industry that will bring greater value to our customers and other stakeholders.

"I am glad to be a part of enthusiastic Team Optima".





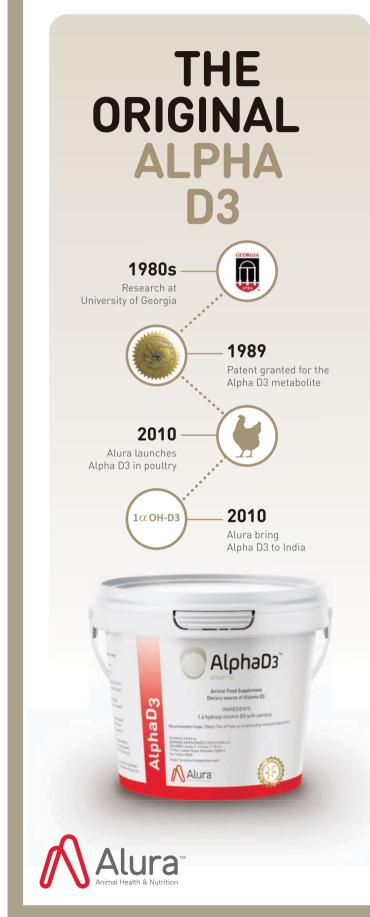
Fresh harvest corn and soya Mycotoxin survey and raptor app launch



Vinay Kulkarni giving an overview on Effect of Egg shell colour on Early Mortality.



Team Optima at Poultry India Exhibition 2019



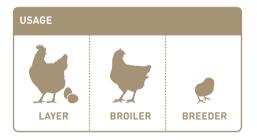


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EW Nutrition highlights AMR challenges in "Partners in Progress" event at Hyderabad



In recent years, Anti-Microbial Resistance (AMR) has gained high importance owing to the its global acceptance as one of the major growing threats to the mankind. AMR is a complex, multifactorial, intersectoral public health challenge that has recognized as a global priority. As per published reports, an estimated 10 million people would lose their lives due to resistant infections by 2050. EW Nutrition is committed to mitigate the risk of AMR by providing comprehensive animal nutrition solutions. In order to spread awareness on this global concern, a knowledge based seminar "Partners in Progress" was organized in Hyderabad on

27th November 2019.

The event was based on the theme of "ONE HEALTH-AMR healthy people, animal and environment" which recognizes the fact that health of people is connected to the health of animals and the environment. ONE HEALTH, though conceptualized in 2004, has recently gained much importance owing to emergence of new challenges like antimicrobial resistance (AMR).

The event was kick started with a welcome address by Mr Shyam Morada, Head of HR & Regulatory affairs EW Nutrition India and the lighting of lamps by the dignitaries.

Dr Adela Maghear, Science



16 • POULTRY FORTUNE • January 2020

Advisor PA Europe NV, who is a globally renowned authority on AMR was the key note speaker of the event. She deliberated on current trends in the field of AMR and shared her global experiences on the subject. She highlighted the global trends in antimicrobials being used in food animals and shared the impact of AMR on global economy. She also highlighted measures to reduce antimicrobial usage and alternatives to combat AMR.

Mr Tarun Shridhar, Former secretary, Ministry of Animal Husbandry & Dairying Govt. of India shared his words of wisdom with the audience. He presented on policy environment, regulatory issues and role of agriculture and animal husbandry for containment of AMR. Various initiatives from the government and new approaches adopted to mitigate the risk of AMR were also highlighted. He called for the joint collaboration of public private partnership to fight the challenges in efficient and improvised manner.

Mr Michael Gerrits, Managing Director, EW Nutrition GmbH shared Innovative strategies to Combat AMR and highlighted EWN's global efforts in this direction.

Dr Shirish Nigam, Managing Director of South Asian subsidiary of EW Nutrition shared the vision and mission of the organization and thanked stakeholders for their continued association and







commitment as trusted partners in progress.

Dr Ramaraj, Sales Head-Domestic Business concluded with a vote of thanks to the audience and dignitaries for sparing precious time and gracing the occasion.

This exciting program was marked by the gracious presence of over 150 farmers, consultants, entrepreneurs, feed millers, integrators, stalwarts, etc of poultry industry from India and abroad. Channel partners from India and abroad including Bangladesh, Nepal and Srilanka also graced the occasion.

The event was a great success and the efforts of EW Nutrition towards mitigating the impact of AMR were highly appreciated.



Draw on 26years experience

Innovative process, own 20 more national invention patent Get certificate: ISO9001:2015,CE,GOST-R,SGS MEILE



The open area booth was exclusively dedicated to EW Nutrition's Early Chick Nutrition program, where application of probiotics on newly hatchedchicks was highlighted. The concept of "ACT EARLY" was promoted with different modes of application of probiotic based on the size of farm operations. This was demonstrated with the help of small hand held sprayer, a portable battery-operated sprayer for medium size

Gut Health Management (GHM), the widely accepted program of EWN for improvement of feed efficiency and production was the focal point of attention. The visitors showed great zeal to understand global trials for improving gut health by using ACTIVO.

The queries related to mycotoxin challenge were addressed and also mycotoxin risk management program based on



farm operation and a large sized German Biosprayor for larger operations. These applications are promoted under the name Gel@Chick.

Mr Michael Gerrits, Managing Director, EW Nutrition GmBH shared global experiences regarding the latest trends in the field of poultry industry. Dr Shirish Nigam, Managing Director of South Asian subsidiary, extended a warm welcome to the visitors on the booth. The sales and marketing team explained the various programs to the visitors which are helpful in improving the farm profitability.

Master Risk Tool (www. masterrisktool.com) was showcased. The scientific approach to analyse the mycotoxin levels and their inter-relationships was highlighted. The risk evaluation was demonstrated and categorized as Severe, Moderate, Low or Notoxin riskin raw materials andfinished feed. The correct inclusion rate of toxin binder using the tool was also demonstrated. This scientific approach towards combating the mycotoxicity challenge was highly appreciated.

One of the keyattractions was the EARLY CHICK



18 • **POULTRY FORTUNE** • January 2020



NUTRITION (ECN) PROGRAM a novel concept of programming the gut of newly hatched chick with multi-strain probiotic Progressive Hatch Pro. The application of probiotic was demonstrated in a booth which was a replica of the actual Indian poultry farms and various kinds of applicators were displayed based on the size of farm operations. The ECN Program booth attracted large number of enthusiastic visitors and industry stakeholders.

EWN's booths received very positive & encouraging responseand value proposition of its different programs were highly appreciated and accepted by stakeholders.

Protein Push: Niti Mulls PDS Supply of Eggs, Fish & Meat

Think tank working on proposal to subsidise protein-rich food as part of Vision Document

New Delhi: Subsidised eggs, fish, chicken and meat?

Niti Aayog, the government think tank, is working on a proposal aimed at improving India's low nutrition ranking and centred on the idea that the government subsidises protein-rich food, including eggs, fish, chicken and meat, possibly through its public distribution system.

This is likely to be part of Niti Aayog's 15 – year Vision Document. The document is expected to be in place by early next year and will be effective from April 1, 2020. If implemented, these food items will join the government food subsidy programme along with wheat, rice, coarse grains and a few varieties of pulses.

Niti Aayog member Mr Ramesh Chand said increasing incomes should lead to dietary patterns diversifying to nutritive food. "However, unfortunately, India's dietary pattern is becoming unhealthy with people moving towards oily, sugary and spicy food," he said, adding that the Vision Document will aim to create awareness among policymakers and individuals.

"Top Niti Aayog officials are looking at widening the list of food items under the public distribution system to include at least one or more protein-rich food to begin with," an official familiar with deliberations said, requesting anonymity.

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• Selsaf[®] helps maintain animal health status and enhances performance

DUAL PROTECTION, DUAL BENEFIT

• Selsaf® preserves food quality during shelf life and improves consumer satisfaction

Ref : The EFSA Journal (2009) 992, 1-24 ; Journal of Animal and Feed Sciences, 24, 2015, 93-99





January 2020 • POULTRY FORTUNE • 19

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Indian Herbs Receives RBL Bank SME Business Excellence Award 2019

Dun & Bradstreet – RBL Bank SME Business Excellence Award 2019 To Indian Herbs, Saharanpur



Dr Vipul Agrawal, Director, Indian Herbs, Second from left, receiving RBL Bank SME Business Excellence Award 2019 on November 20 at New Delhi from Pratap Chandra Sarangi, Union Minister for MSMSE, Govt of India.

Dun & Bradstreet, the world's leading credit rating agency and knowledge providers, has selected Indian Herbs Specialities Pvt. Ltd., as a winner of the **RBL Bank SME Business** Excellence Award 2019 in the pharmaceuticals sector, in recognition of the role it is playing in the nation's development. The recognition is given to most innovative companies besides other criteria. The award was presented by Mr Pratap Chandra Sarangi, Minister for Micro, Small & Medium Enterprises (MSMSE) Ministry, Govt. of India, at a grand event held on 20 November, 2019 at Hotel Hyatt Regency, New Delhi. On behalf of Indian Herbs, the award was received by its Director, Mr Vipul Agrawal

(2nd from left).

Indian Herbs, has been winner of many prestigious awards from Government of India, Government of Uttar Pradesh and reputed autonomous bodies and associations in the past, for outstanding quality products, outstanding R & D achievements, outstanding entrepreneurship, product quality excellence, significant export performance etc.

The latest award from D&B adds further credentials and credibility to Indian Herbs, which has now become a company with global reach. Indian Herbs' products are now marketed in around 50 countries of the world, said a note from Indian Herbs. Natural (herbal) products are now preferred all over the world due to the adverse and untoward effects associated with synthetic chemical products and additives. Indian Herbs is a leading and pioneer enterprise in this field and its products are very successfully marketed in different parts of the world, including the developed countries, the note added.

Indian Herbs displays well in recently held event in Hyderabad



Team Indian Herbs

INDIAN HERBS, the pioneer and market leader and No.1 Company in Herbal Animal Health Care Products Industry since 1951 participated in POULTRY INDIA 2019 held at Hitex Exhibition Complex, Hyderabad from 27th to 29th November, 2019 with its strong technical and marketing team. The sales and marketing team gave a warm welcome to all the visiting customers and consultants at INDIAN HERBS stall.

INDIAN HERBS is the originator of concept of Veterinary Ayurveda. **INDIAN HERBS was** the first company to harness the rich treasure of herbs by developing phytogenic products on modern scientific lines. It offers unique phytogenic alternatives for synthetic products with better efficacy at lower cost which are free from side effects and residual toxicity. The company is catering to wide range of animal species including poultry, ruminants, equine, swine, pets, aquatic and other animal species for more than six decades.

The focus of INDIAN HERBS is on Food Safety through Feed Safety. The products of INDIAN HERBS are useful to produce antibiotic and residue free chicken and eggs.

Realizing the emerging needs of industry, INDIAN **HERBS** has developed unique formulation for use in poultry industry as natural alternative of synthetic products. INDIAN HERBS is the first company to introduce research oriented unique herbal concepts in important segments such as Choline (BioCholine), Vitamin C (Herbal C), Natural Vitamin C with Chromium (HeatBeat), Vitamin E (E-Sel Power), AGP (Herbiotic FS), Respiratory Antiseptic (Animunin), Immune Potentiator (ImmuPlus), Metabolic Stimulant and Liver Tonic (LivoLiv-DS & LivoLiv 250), Coccidiosis (ZeeCox), Methionine (HerboMethione Plus), Lysine (HerboLysin), Natural Calcium (MagaCal), Male Vitality and Breeding Efficiency Optimizer (ProLibid), Anti-stress & Adaptogen (StressCheck), Renal Tonic (NephTone) etc.



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January 2020 • POULTRY FORTUNE • 21

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These products are being used successfully by leading institutional customers in India as well as abroad with excellent results. The products are not only most economical and ecofriendly but also improve the quality of feed, productivity and profitability.

These products are being used by the leading institutions in India and abroad with excellent results. The products are successfully being exported to more than 50 counties across four continents including Asia, Europe, Latin America and Africa. INDIAN HERBS has also received the certificate from EXPORT INSPECTION COUNCIL OF INDIA, Ministry of Commerce and Industry, Govt. of India and was the

first Herbal Company to get this recognition.

The R&D Centre of INDIAN HERBS, which is approved by the Ministry of Science & Technology, Govt. of India since 1986, is well equipped with the best available state of the art modern facilities for standardization and quality control of herbal products.

There is a continuous process of scientific evaluation on herbal products of INDIAN HERBS in comparison to synthetic products in India and abroad to ensure best quality and efficacy of the products. More than 200 scientists have been awarded Masters and Doctorate degrees for their research work which has resulted in publication of more than



22 • POULTRY FORTUNE • January 2020

1000 research papers in the eminent national and international scientific journals. INDIAN HERBS has the distinction of getting more than 22 Patents in USA, Europe, India etc. and many Patents are pending in USA and other countries for innovative research on herbs and herbal products.

The stall of INDIAN HEBRS attracted a large number of visitors, including feed millers, integrators, large farmers, consultants, nutritionist and distributors etc. All the queries of the visitors were answered by the technical team of INDIAN HERBS to their best satisfaction.

INDIAN HERBS is committed to foster the wellbeing of animals through nature's bliss and caters antibiotic free, residue and resistance free, environment friendly, cost effective phytogenic solutions for animal healthcare.

Registered under Society Act 21/1860 Registration No:: KAPR05443018-2019 Oultry Farmers Broilers Welfare Federation (A National Platform of Poultry Farmers & Poultry Industry) Regd. Office : Piol No. 208, Anandpuri, Kanpur (UP) – 200023

"Poultry Farmers Broilers Welfare Federation" is a nationally registered platform under "Society & Registration Act 21/1860". The purpose of Federation is to become the voice of poultry farmers across India and raise their voice against exploitation of poultry farmers and common problems of poultry sector as well as to unite the poultry farmers and farmers' well-wisher friends all over the country.

All the poultry farmers and well-wishers belonging to poultry sector are humbly requested to become member of the Federation. Your one valuable step towards membership of federation will make federation much stronger to fight against tremendous issues of poultry farmers and industry. By your support and unity, we make the platform stronger and capable for finding out better solutions ever as we all know that "UNITY IS STRENGTH" and we assure you that we will work whole heartedly and give our best so that you could proudly say that "I am also the part of PFBWF".

Membership fees are as follows:

1. On name of Firm / Company (Lifetime): Rs. 11000/-

- 2. On name of Individual (Lifetime): Rs. 5000/-
- 3. Annual on name of Firm or Individual: 500/-

Enrollment Fee: First and one time 200/- Rs. contribution for enrollment in Federation for all type membership.

Bank Details are as follows:

POULTRY FARMERS BROILERS WELFARE FEDERATION, Bank: Union Bank of India, A/c No.: 396402010067151, IFSC Code: UBIN0539643, PAN No.: AAGAP5303E, Branch: General Ganj, Kanpur (UP).

How to apply for the membership?

a. You can contact us through mail and by giving missed call.b. You can also apply the membership form through our official website www.poultryfarmersindia.com .

For more Details Contact Us:

Mobile: +91-9695946525 E-mail: info@poultryfarmersindia.com Website: www.poultryfarmersindia.com

A Surgical Strike on Bacteria

For millions of years, bacteriophages have been hunting down and killing bacteria. **eXolution Bacterphage F** uses a cocktail of these ancient killers to purge disease-causing bacteria in a formulation created specifically for use in poultry.

Each bacteriophage is a virus that has evolved to target and eliminate only a specific bacteria; leaving other beneficial bacteria completely unharmed.

This natural surgical strike on disease-causing bacteria is the safest, non-toxic, and effective prophylactic alternative to antibiotic growth promoters.

OXOLUTION Bacterphage F

FOR USE IN BROILERS, LAYERS & BREEDERS

BENEFITS TO THE FLOCK

Natural: No Toxins, No Residues, No Side-effects, No Withdrawal Time

Surgical: Targets and eliminates specific bacteria, even those resistant to antibiotics

Protective: Maintains gut bio-balance by retaining beneficial bacteria

Probiotic: Enriched with Bacillus Subtillis

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

Stable: Thermostable and suitable for Pelleting

BACTERIA IT CONTROLS

Salmonella

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

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

Clostridium Perfringens Type A, C, B, D, E

Staphylococcus Aureus



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IBC & LIPTOSA –Beginning of a New Relationship

INDO BIOCARE PVT LTD (IBC) has recently signed an agreement with LIPIDOS TOLEDO S.A, (LIPTOSA) to exclusively market their range of Natural Products for the Poultry sector in India.

Founded in 1994, LIPTOSA, is a Spanish Biotechnology company, based on their philosophy of "Green way of



Ms Ewa Sujka addressing the audience at Technical Seminar



D. S. Subramaniam addressing the audience

Life" is dedicated towards developing natural products for use in various Animal segments. Presently, their products are sold in almost 60 countries and include, Poultry, Large Animals, Companion animals, Aqua culture, Aviculture etc.

INDO Biocare Pvt. Ltd (IBC), head quartered at Vadodara, Gujarat began its journey 20 years ago with the principal focus of Professionalising Animal



Ms Ewa Sujka, D.S. Subramaniam and Dr Chandramohan cutting the Cake to formally inaugurate the association between LIPTOSA & IBC.

Health distribution in India. Headed by Dr T.G. Chandramohan, IBC has the privilege of introducing range of products from ELANCO, BAYER & LOHMANN until BAYER & LOHMANN decided to have their own marketing teams.

In support of the marketing arrangement with LIPTOSA, a series of events including Product & Sales Training, Technical Seminar for Veterinarians of Telangana and Andhra Pradesh regions, a Booth in the Poultry Expo were jointly organised by LIPTOSA and IBC teams at Hyderabad during November 27 – 29, 2019.

LIPTOSA was represented by Ms Ewa Sujka, Commercial Director and Dr Carlos Lopez, ASIA Area Manager. During their visit, 3 Natural Products from LIPTOSA were introduced for the Indian Poultry segment :

- COCCILIP Liquid & Powder preparations : To manage Coccidiosis & Enteritis, the Natural way.
- LIPTOSAFE- Liquid

preparation : Detoxifier and Broad spectrum activity supporting Liver, Kidney & Intestinal functions, overall Immunity enhancer. Natural Liver modulator,

FINTOX PRO ADVANCE

 Powder preparation
 Anti-Mycotoxin&
 Detoxifying Additive has
 a very broad spectrum
 activity against major
 mycotoxins.

All the 3 products will be available in India through the distribution network of IBC by December end.



IBC Head Dr Chandramohan addressing the participants



Vinod Sambrani addressing the delegates at the Technical Seminar



Dr Carlos addressing the audience



Mehul, Dr Chandramohan and Subramaniam jointly launching the first product of LIPTOSA



VESPER GROUP



Vesper Labs



Early chick mortality & early nutritional start-up.

An Environmental stress condition

During recovery from disease conditions. DOSAGE CAN BE ADJUSTED AS PER VETERIANS

Transport box for Hatchery During low weight gain conditions.

Packing : 1 kg and 5 kg packet

INGREDIENTS: Highly digestible protein, Fat, Amino acids, Electrolytes, Vitamins, Minerals, Carbohydrate and Base in sufficient quantity.

DOSAGE:

Broilers Chicks: 100gm/1000 birds for 5-7 Days and Layers Chicks: 100gm/1000 birds for 10-15 Days. Transport box for Hatchery: 100gm/1000 Chicks. Grower or Layer for weight gain: 100gm/100 birds 7-10 Days.

PRODUCT COLOUR CHANGE WILL NOT AFFECT PEROFRMANCE



NDK – VACCINE

January 2020 • **POULTRY FORTUNE** • 25

INDICATIONS

NEWS



Dr Chandramohan presenting a Memento to Subramaniam



Vinod Sambrani and Dr Carlos with Suresh Rayudu Chitturi



Dr Chandramohan, Ms Ewa Sujka, Vinod Sambrani and Dr Carlos at their Booth in Poultry Expo



Group Photo of IBC Team, LIPTOSA Team with Subramaniam and

Editors of Poultry Media

Vinod Sambrani with Dr Sudheer and Senior Team of SR Hatcheries

26 • **POULTRY FORTUNE** • January 2020



A section of the audience at the Technical Seminar



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Indovax is a citizen of 50-year-old Keggfarms Group which comprises poultry-centric companies engaged in Poultry Breeding, Vaccines, Nutrition and Health. This cumulative experience is embedded in the quality and efficacy of Indovax Vaccines and the pragmatic technical support services that it provides.





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NEWS

Total solution for Animal Feed and Health is coming in March 2020 at Bangkok



Prof Dr Ye Thut Aung, from the University of Veterinary Science Yezin, Myanmar

The launch of VICTAM and Animal Health and Nutrition Asia 2020 as a joint event combines under one roof the expertise of two show organizers, VICTAM and VIV, who made the summer headlines worldwide for a unique event in Asia.

Providing total solutions ranging from feed production, feed technology and processing, to feed ingredients, feed additives, animal health and pharmaceuticals in animal protein production, VICTAM and Animal Health and Nutrition Asia 2020 will open its doors on 24-26 March 2020 in Bangkok, Thailand, with around 400 exhibitors in a 22,800 square meter space at BITEC.

Exhibiting in one of the 3 show halls of VICTAM and Animal Health and Nutrition Asia gives exhibitors access to the world's fastest growing market - Asia, and to a targeted audience of around 9,000 professional visitors including CEOs, feed formulators, mill managers, nutritionists, operation directors, transportation managers, veterinarians, academics, and more. "Via a joint promotion campaign and the industries' mobilization operated in synergy by VICTAM and VIV, exhibitors will benefit from a highly qualified network, which is also the most complete network in Asia for feed and animal health. A one-of-akind opportunity" said Ms Panadda Kongma, Head of Agribusiness and Operations at VNU Exhibitions Asia Pacific.

As part of the ASEAN region, Myanmar is not only a focus market for the show for potential investors and top buyers, but also for suppliers. For the official VICTAM and Animal Health and Nutrition Asia 2020 Launch Press Conference and promotion event held today, December 5th,at the Myanmar Expo Hall in Yangon, VICTAM and VIV have invited expert speakers to discuss the importance of animal health and animal disease prevention: Dr Mya Han, Chairman of the Myanmar Livestock Federation, Prof. Dr Ye Htut Aung from the University of Veterinary Science Yezin, Nay Pyi Taw.

According to Dr Mya Han, Chairman of Myanmar Livestock Federationwho talked about the current situation of the livestock market and future trends, "while the whole agriculture sector plays an important role in Myanmar's economy, livestock production has become critically important for food security, especially to supply sufficient quality



Ms Panadda Kongma, Head of Agribusiness and Operations at VNU Exhibitions Asia Pacific

protein for people and to guarantee food safety. I do believe that VICTAM and Animal Health and Nutrition Asia 2020 will provide the right business platform for Myanmar stakeholders to share knowledge. It will also encourage the Myanmar livestock sector's productivity, profitability and sustainability" he said.

Prof. Dr Ye Thut Aung, from the University of Veterinary Science Yezin, Myanmar discussed the importance of monitoring animal health and preventing animal disease outbreaks. "The recent trends and future prospects in livestock production in Myanmar are fueled by an increasing demand for livestock products, driven largely by human population growth, income growth, and urbanization, which will continue for the next three decades at least. Livestock plays very important economic and social-cultural roles in the wellbeing of rural households. Diseases are among the most significant limiting factors for livestock production. They diminish the capacity of the animal to achieve its inherent potential level of production, for any given feeding and management regimen. The impacts of animal disease can vary from reduced productivity and restricted market access to the elimination of entire flocks or herds, Contd on Page 38

Press Conference Audience



Globion India Pvt. Ltd.

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Innovations support integrated approach to reducing negative impact caused by mycotoxins

Trouw Nutrition to be gold sponsor at World Mycotoxin Forum

Trouw Nutrition, a Nutreco company, has a shared vision to feed the future. A big part of this vision is the company's effort to mitigate the negative impact of mycotoxins on animal health and performance. On going research finding rising levels of mycotoxins around the globe is inspiring additional studies focused on helping customers derive the highest nutritional value from their animal feed. As a gold sponsor of the World Mycotoxin Forum (WMF meets Asia) to be held in Bangkok, Thailand from 13-15 January 2020, Trouw Nutrition is contributing to knowledge transfer related to mycotoxin risk management.

Serving as a gold sponsor of WMF meets Asia underscores the company's efforts to help animals attain their full genetic potential. Mitigating mycotoxin in feed helps protect animal's health and performance while sharing knowledge and solutions with other stakeholders at venues such as WMF meets Asia is integral to managing mycotoxin risk.

During the global scientific gathering, Trouw Nutrition will be presenting 6 posters and a scientific presentation on its ongoing innovations. Scientists and researchers will be available at the company's stand to share findings on research conducted in-house and

in collaboration with partners. Visitors can also experience the company's Mycomaster technology and recently developed Global Mycotoxin Database platform. This integrated solution facilitates rapid and reliable analysis of raw materials as well as finished feed. It does not only allow for an overview of daily mycotoxin variation but also provides speciesspecific risk assessment accordingly. Users are able to apply this information to guide their own mycotoxin mitigation practices. Partnering with colleagues

at Trouw Nutrition's headquarters in Amersfoort, the Netherlands, Trouw Nutrition Asia is organizing a symposium around WMF meets Asia. "This is a great opportunity for us to openly discuss a critical challenge impacting producers and the feed industry in Asia, while sharing emerging and effective innovations we are bringing to the marketplace," said Pedro Caramona, **Global Programme** Manager for Trouw Nutrition's Mycotoxin Risk Management Programme. "At this venue, we aim to create a bilateral transfer of knowledge and go behind science to practice. Farmers and supporting industry are key to help us have a deep understanding of how to reduce the impact of mycotoxins in the feed to food chain. Ultimately supporting our vision of feeding the future, safely."

Trouw Nutrition India – takes part in recently held event in Hyderabad



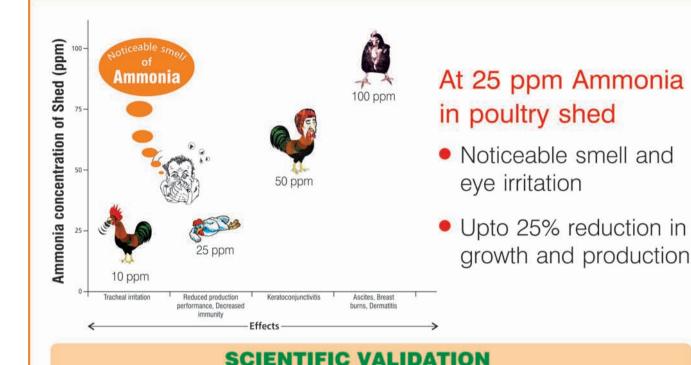
Trouw Nutrition India, a part of Nutreco, successfully participated in the 13th edition of Poultry India Exhibition held in Hyderabad from 27-29 November, 2019. With an avg. footfall of approx. 800-900 people, the event was a huge success. Poultry India Exhibition is the largest exhibition of South Asia that offers a great platform for participants to learn about the latest developments and practices in poultry management, poultry health and nutrition, feed manufacturing and poultry production.

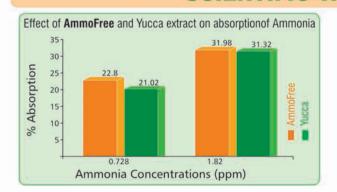
Trouw Nutrition is the global leader in animal nutrition that has been supporting farmers, integrators and the feed industry around the world for over 80 years. At Poultry India, we revealed our plans for India in 2020. Dr Saurabh Shekhar, Managing Director, Trouw Nutrition India says, "As an organization we have always believed in the customer-first approach. With this in mind, we will be inaugurating our state-ofthe-art factory in Q1 of 2020. The factory is being built at Jadchelra, approx. 70 kms from Hyderabad with the aim to better cater to the needs of Indian market."

Mr Jurrien Zandbergen, Managing Director-Asia, Trouw Nutrition and Dr Ruud Eits, Global Poultry Director, TN Innovation also joined us for the exhibition who were extremely impressed with the crowd and the fast developments of Indian Poultry Industry. The exhibition was also a platform to present our latest technologies that are designed to change the future of poultry business and support sustainable



AmmoFree Premix (For Ammonia Control in Poultry House)





USAGE

- For minimising the level of atmospheric and systemic ammonia and other noxious gases.
- To create healthier living conditions, reduce stress levels and to improve farm environment.
- For enhancing the level of beneficial gut microflora and to reduce disease susceptibility especially intestinal and respiratory diseases.
- For better farm productivity and profitability.

Effect of AmmoFree* at broiler farm in winter (14° - 15°C) with noticeable ammonia smell

Group	Body Weight (g)	FCR	Livability (%)	Birds showing respiratory discomfort		
					Day 21	Day 42
Control	1921	1.85	95.00	7	3.86	3.92 (+1.55%)
AmmoFree 100g/ton	1927	1.82	96.67	x	3.95	2.71 (-45.75%)

FEED INCLUSION RATE

100g /ton of feed. 200g/ton of feed, when the level of ammonia is more than 25ppm.

PRESENTATION

1 kg



INDIAN HERBS SPECIALITIES Pvt. Ltd

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We Know Herbs Better For Over 65 Years

NEWS



business model.

The major attraction at the stand was the demonstration area where we displayed some of our services like Mycomaster, i-Dip, Selko in-line, Fylax surfactant action kit and MDS. The services are part of the programmes which provide an integrated approach to the challenges faced by Indian animal industry.

Innovation Drives Us

We have always been proud of how innovation forms the core of everything we do. The demonstrations

were also a reflection of that. Mycomaster is an innovative technology that helps the customers in quick detection of mycotoxins on field facilitating a quicker decision making process. iDip is a digital photometer that analyses the water alkalinity. We also understand that with increasing digitalization data monitoring has become easier. Hence the services provided are also backed by digital technology that enables data storage and analysis.

Besides we also ensure that our products are backed



by services which facilitate ease of use of products for best results. Selko in-line and Mobile Dosing System (MDS)are the dosing systems designed to ensure constant dosing to avoid the hassle faced with manual dosing.

Dr Ruud Eits said that globally there is an extensive research and development happening in the sector but what impresses him most about the Indian poultry industry is the willingness to learn about new technologies and their ability to adopt and implement these rapidly. Integrated Solution Providers

As a one stop solution provider, Trouw Nutrition strongly believes in providing products and services that are relevant to the needs of the customers. Applying science-based findings in an integrated approach connecting feed, farm and health management, can help farmers optimise nutrition, protect the welfare of their flocks and herds, and achieve improved performance without sacrificing economics.

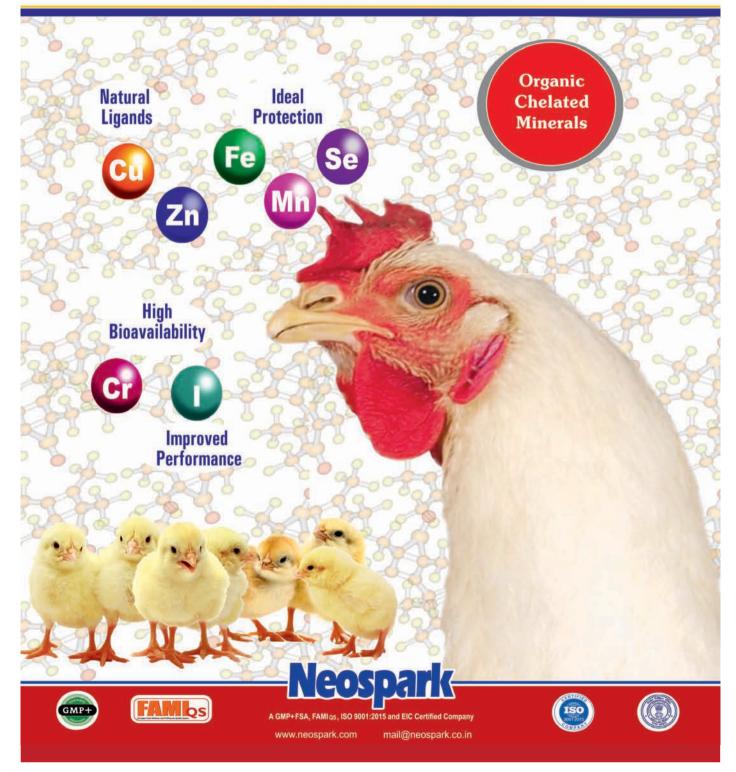






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January 2020 • **POULTRY FORTUNE** • 33

VAKSINDO Launches Poultry Vaccines in Indian Market



Prasad Wagh, Managing Director, Japfa India, lighting the lamp to mark the launch of VAKSINDO Animal Health at Hyderabad.

VAKSINDO Animal Health (VAH), research-based vaccine manufacturing company of Japfa was launched in India during 13th Poultry India show on 27 November 2019 at Avasa Hotel, Hyderabad.

VAKSINDO launch was celebrated with prominent poultry farmers and leading poultry consultants who were invited for the technical seminar on "Significance and latest developments in Poultry Vaccines".



Dr Teguh, MD, Vaksindo

Dr Teguh Yodiantara Prajitno, Ph D. in Molecular Biology (Germany), made a presentation on "Egg production drop due to Newcastle disease in Broiler breeders and it's impact on the performance of commercial broilers".

Dr Teguh is the Director of Animal Health at Japfa Comfeed, Indonesia, Managing Director of Vaksindo Satwa Nusantara. Dr Teguh has focused on R & D and production of autogenous vaccines.

Dr Teguh illustrated how VAKINDO was instrumental in Japfa's growth story in Asia. He gave presentation on how Newcastle disease virus is evolving in Asia. Newcastle disease is most dreaded disease which causes severe hatching egg production drops upto 50 % within 4 weeks of infection which takes further nearly 6 weeks to recover the productivity near normal. He also shared on various aspects of degraded performance of commercial broilers hatched of infected breeders.

He emphasized need of efficacious and effective poultry vaccines with

changing poultry genetics and disease challenges. He emphasized that eradication of Newcastle disease is not possible but, control could be possible by using VAKSINDO's research-based vaccine.

VAKSINDO developed research-based Newcastle disease vaccine, inactivated by using molecular biology technology. He illustrated few research slides about how genotype specific vaccines are better than LaSota or R2B origin -ND inactivated vaccines. VAKSINDO has innovative technology in collaboration with prominent USA Universities to define antigenic match. It was well understood that Antigenic mass and antigenic match are both important to control moving ND challenges.



Dr Paul Gittins, Aviagen

Vaccination strategy suggested by VAKSINDO for Newcastle disease is vaccinating breeders with research-based vaccines every 10 weeks interval. This vaccination programme would hyper-immunize the breeder stock while achieving protective



B. Ranga Rao, Head of Operations, Vaksindo India

maternal antibody levels in commercial broiler chicks.

Aviagen technical service team attended the conference and interacted with vaccine research team of Vaksindo.



Dr J. L. Vegad

Dr J. L. Vegad, eminent poultry pathologist of India, in his keynote address about "Building Strong Immunity in Poultry" discussed on six-point disease prevention strategy through research based quality vaccines, nutrition, biosecurity, mycotoxin control, farm- and gut healthmanagement.

Mr Ranga Rao Baru, Head of Operations, India, VAH welcomed Guest of honour Ms Gabriella Santosa , Aviagen technical service team, progressive farmers and poultry veterinarians. He introduced Vaksindo's Pan India Distribution channel partner- Zevak Animal Health Care Pvt. Ltd., Mr Abhilash Nair, Managing Director of Zeus Biotech and welcomed his team.



Team Zeus Biotech



Team Vaksindo



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Pioneers in Poultry Incubators

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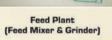














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Vamso Biotec team Participates in Poultry Expo at Hyderabad



Vamso Biotec Pvt Ltd, commited for upliftment of poultry health & productivity, Poultry India 201 9, Hyderabad, on 27-29 November 2019. Professional association, international networking and experts' knowledge sharing about poultry industry were the foundations of this event.

It received astounding response from nutritionists, feed millers, integrators and farmers. Vamso Biotec, marked its 50 anniversary this year in providing herbal & phytochemical sustainable solutions in animal healthcare industry. "We aims of optimizing feed cost through nutritional intervention in challenging period for profitable poultry production", said Dr Ashwani Jadaun, Business Head, Vamso Biotec.

The Exhibition features innovative and reputed companies across the continent from poultry sector to showcase their businesses and interact with potential partners, clients and investors. It has continued its efforts every year to bring new businesses in technologies, poultry nutrition and animal



health from all around the world to India.

In five decades, Vamso Biotec has established a strong footprint in Indian as well as International poultry & livestock markets. Vamso envisages of becoming on exemplar by providing effective research based innovative solutions to the customers.



Vamso Biotec team

36 • POULTRY FORTUNE • January 2020

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Innovista Consulting highlights novel product lines in recently held event in Hyderabad



Innovista Consulting has gained broad based popularity in the animal nutrition space for their novel concepts in alternative growth promoter product lines. During the Poultry India Expo in Hyderabad, the biggest exhibition in India of the poultry industry in India between the 27th to 29th of November, 2019, Innovista Consulting came up with new ideas in the alternative growth promoters segment with their specialty essential oils product offers which were witnessed and praised by over 20,000 poultry delegates who attended the show from different countries.

Innovista's unique invention Curcumol (purified and fortified turmeric oil with sesquiterpenes) which is already a popular brand across all segments in breeders, broilers and layers has laid the foundation for new vistas in the animal nutrition space. Innovista also launched

Other brands from Innovista viz. Allivis, Nativol, and Garcin also drew attention of farmers/nutritionists who seek a change from the conventional antibiotics being used for long time in such food producing animals with overall regulatory restriction being imposed on indiscriminate use of feed antibiotics.

"We are upbeat about our innovations in alternative growth promoters using essential oils and it gives me great joy to witness that not only the farming community but also our competition is looking up at us for such new innovations! Such high hopes from the industry has raised our benchmark and we strive hard to make our product offers more effective and affordable for our farmers," said Dr. Sekhar Basak, Managing Director, Innovista Consulting. We differentiate from others in our process technology and R & D that makes our products unique and offers holistic benefits over conventional antibiotics used in our industry, he added.

Innovista Feeding Solutions Pvt. Limited, a new marketing arm of Innovista Group was also launched during the expo. The new entity will market existing products and new launches from Innovista Consulting in the domestic and international markets.

Total solution for Animal Feed and Health is coming in March 2020 at Bangkok

Contn from Page 28

with the resultant loss of biodiversity and valuable genetic resources." In conclusion, Dr Ye Thut Aung identified four elements to be considered for a successful and healthy future for the animal husbandry industry: disease detection, prevention, improvement and the sustainable development of the livestock sector. "By protecting animals, we preserve our future", he said. "VICTAM and Animal Health and Nutrition Asia 2020 will be the exhibition platform for Myanmar and other Asian markets to find the latest solutions on Animal Health."

Mr Sebas van den Ende, General Manager of the Victam Corporation adds that "VICTAM and Animal Health and Nutrition Asia is the platform for exhibiting companies to launch their new products or services in the fields of technology, ingredients and additives to manufacture feed for animals as well as the latest in pharmaceutics, genetics and high-tech animal health solutions. This event is all about networking and learning the latest within these industries".

The show also introduces a dedicated program for potential buyers, which is offered to Myanmar and other key markets. The so called "Industry Leaders Program" offers the opportunity to 150 top industry buyers to be special guests at the show and enjoy extra participation privileges.

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During 1981 the entire poultry industry was worth Rs 795 crores of which probably only one company's contribution was more than Rs 300 crores. But during 2018-2019 entire poultry industry has become worth Rs 175,000 Crores. This means the entire poultry industry had grown by 220 %.

The Telecommunication Industry is worth during Oct 2019 is 120,000 crores which is much less than the worth of poultry industry. We should learn from them how to promote our products through advertising and marketing at Village & Town. How Dairy products, Biscuits, Spices, Pen, Salt and such common products do the advertising at mass level and hamper every heart and make a place at their home. Our industry should also promote poultry products with individual growth at door step level.

The growth in the consumption of Eggs & Chicken from 1981 to 2019 is by itself and there was no initiative or contribution by our poultry industry. Alike other industries, if we also would have contributed a small part from our profit for product promotion, the per capita consumption of Eggs would have reached 150 and probably the rate would have been near Rs.8 per Egg.

The contribution on advertising in product sales is 0 % from our industry which is worth Rs 175,000 crores. This is the reason we are only concerned about rates of Egg, Broiler & Feed cost.

After the death of Late Dr B. V. Rao in 1996, none from entire poultry industry (Farmer, Medicine, Feed, All Traders or Owners) have that fire within himself to The contribution on advertising in product sales is 0 % from our industry which is worth Rs 175,000 crores. This is the reason we are only concerned about rates of Egg, Broiler & Feed cost.

promote poultry products. We need a personality like him today to boost our product sales and promote the industry.

There are more than 100 companies in our industry whose turnover is more than Rs 1000 crores, but all are interested in their personal growth and none on the development for the growth of poultry industry.

To sum up, we have associations at state level and national level; I request them all to work and plan together for the development of poultry "After the death of Late Dr B. V. Rao in 1996, none from entire poultry industry (Farmer, Medicine, Feed, All Traders or Owners) have that fire within themself to promote poultry products. We need a personality like him today to boost our product sales and promote the industry."

marketing. I suggest we

should invest maximum of 2 % of our turnover for all types of possible sales promotion and this is the need of the industry and our survival.

Regards,

Achin Banerji,

DA Egg Industries, Raipur, Chattisgarh.

(As appealed through a message)

Chicken and egg are not toxic: Central government study

A report on the toxicity of food products released last month by the Federal Government's Food Safety and Quality Control Commission, the FSSAI. It is mentioned that there is no toxicity in chicken, egg and milk.

Commodity wise monitoring data (April 2017 - March 2018)

Commodity	Target of Commodity	Sample analysed	Samples with no detected residues	Samples with detected residues	No. of samples with detection of non- approved pesticides	Samples above FSSAI MRL
Curry Leaves	610	616	178	438	438	0
Fish/Marine	892	902	900	2	2	0
Fruits	2201	2274	1780	494	277	25
Meat/Egg	375	374	374	0	0	0
Milk	454	453	453	0	0	0
Oilseeds	36	36	25	11	11	0
Pulses	686	771	680	91	82	9
Red Chilli Powder	486	481	186	295	290	17
Rice	1217	1177	921	256	65	85
Spices	788	761	375	386	377	133
Surface Water	2028	2031	2004	27	27	0
Tea	180	180	143	37	5	0
Vegetable (Market)	6814	6670	5297	1373	985	140
Vegetables (Farmgate)	3023	5527	4643	884	627	96
Vegetables (Organic)	293	624	482	142	96	10
Wheat	804	783	709	74	42	8
Grand Total	20887	23660	19150 (81.0 %)	4510 (19.1 %)	3324 (14.0%)	523 (2.2%)

PF JANUARY 2020 ISSUE.indd 41

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- Advantages of Automation for better productivity and long term saving in costs in Layers & Broilers.
- Feed & Nutrition, Bio-security & Management.
- Diseases: Prevention & Control.
- Chicken & Egg Processing.
- Branding & Marketing of Eggs & Chicken to promote consumption.

Note: Knowledgeable Speakers on the subject with good communication skills are invited to contact us to make presentation in "UPDATE" on the above topics on or before 30 November 2019.

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- 5. Best Sales & Customer Service in Poultry Award
- 6. Best Poultry Feed & Healthcare Products Distributor Award
- 7. Best Egg & Chicken Consumption Promotion Award
- 8. Best Manager in Production in Poultry Award
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- 11. Best Poultry Equipment & Automation Award
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- 17. Best Executive with Long Service Award
- 18. Best CEO in Poultry Industry Award
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42 • **POULTRY FORTUNE** • January 2020

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Meyn Food Processing Technology B. V. changing its gear to meet new challenges in Poultry Processing Industry

 Meyn is a leading global supplier of poultry processing solutions and it develops products and services for the efficient transformation of live birds to consumer products. ► Meyn opened their new fully owned subsidiary office in India under the registered name of "Meyn India Pvt Ltd" in the year 2018. ► Meyn India commencing spare parts and after sales services directly to shorten the lead time and to provide tailor made solution.



Meyn Food Processing Technology is a leading global supplier of poultry processing solutions and it develops products services for the and efficient and effective transformation of live birds to consumer

Mukanjay Singh, Director, Meyn India Pvt Ltd

products. The range of products and services offered by Meyn is characterized by its renowned high quality, which is based on reliability, productivity, durability and ease of use. Meyn's headquarter is based in Oostzaan (outskirts of Amsterdam), The Netherlands.

Meyn is active in the Indian market from more than 30 years now and having already established a decisive leadership in the poultry processing industry in India. Now the company is gearing up for the upcoming challenges. Because of increased business volume and expansion plans in India and South Asia region, Meyn opened their new fully owned subsidiary office under the registered name of "Meyn India Pvt Ltd" in the year 2018.

To further consolidate the market and on completing a full year Meyn India has now decided to commence spare parts sales and service from its own office based in Greater Noida, Delhi NCR from the first quarter of 2020. This will surely help our customers in terms of shorten lead time and our customer will be happy to pay their invoice in local currency.

"It is a great feeling to complete a full year of establishing our new office in Greater Noida. We are ready to enhance our footprint in India and South Asia Market by providing end to end solution in poultry processing from Meyn India office" said Mukanjay Singh, Director, Meyn India Pvt Ltd.



44 • POULTRY FORTUNE • January 2020

"Meyn has full confidence that the Indian poultry processing Industry will further professionalize which is a huge opportunity for Meyn and we are ready".

- Mr Robbert Birkhoff, Sales Director, Meyn Food Processing Technology B.V.

"Meyn India employs a strong multi skilled team who are continuously striving hard to service our customers at the best"

- Mr Olivier Roelfs, Regional Director, Meyn Food Processing Technology B.V.

"It is very satisfying that the market is developing and moving from whole bird to value added products which represents an enormous opportunity for Meyn"

- Mr Karel De Waal, Area Sales Manager, Meyn Food Processing Technology B.V.



Team, Meyn India Pvt Ltd



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Highest Cost Efficacy of TramPac on the Performance of Commercial Broilers

Trace minerals are required for health, immunity and production performance. Improved genetic potential on one hand and the stress which the bird is subjected to on the other necessitate the use of protected minerals. TramPac, a proteinate chelated trace mineral product has proven to improve efficiency of production and reduction in feed cost.

D. Chandrasekharan¹, P.S. Shiva² and J. Sujith Reddy²

¹Professor of Animal Nutrition (Retired), TANUVAS; ²Neospark Drugs and Chemicals Private Limited

Trace minerals are required for health, immunity and production performance and to exploit the genetic potential of birds. Protected trace minerals with high bioavailability are essential to deliver the nutrients required by the birds. The usage of proteinate trace mineral chelates have shown higher bioavailability and retention with less mineral wastage and decrease in environmental pollution (AO and Pierce, 2013). Organic trace minerals improved FCR in broilers (Hesset al., 2013). The study was conducted to evaluate the effect of TramPac, a proteinate chelated trace mineral product from Neospark Drugs and Chemicals Private Limited, Hyderabad-India.

Materials and Methods

The trial was conducted using Cobb 430 straight run chicks in triplicates of ten chicks in each replicate. A total of sixty chicks were wing banded, weighed and randomly allotted to two groups of 30 chicks each with three replicates to each in the control and experimental groups. TramPac @ 500g/ton was added to the basal feed in the treatment group, replacing the trace minerals used in the control group. The basal feed formula for the prestarter, starter and finisher feed were prepared as per Cobb 430recommendations.The birds had access to adlibitum feed and water. The trial was conducted for 35 days with strict biosecurity measures at Annam Feeds R&D trial farm, Namakkal, Tamil Nadu.

The weekly body weight gain and daily feed consumption were recorded. Leftover feed was weighed and added to the subsequent day's feed allotment. Feed efficiency was calculated as feed consumed/gain every week. TramPac used in this trial is a proteinate chelated trace mineral formulation containing copper, zinc, iron, manganese, iodine, selenium& chromium and is supplied by courtesy of M/s Neospark Drugs and Chemicals Private Limited, Hyderabad-India. The data was analysed statistically using data analysing tool, SPSS version 15, 2017.

Results and Discussion

The weekly body weight, feed consumption, FCR, Average daily gain and the overall performance are given in Table I.

The 35th day body weight was 2.004 and 2.001 kgs respectively in the control and treatment groups. There was no significant difference in the body weights and weekly body weights among the control and treatment groups. The total feed intake was 2.889 and 2.833 kgs in the control and treatment groups respectively. The FCR was 1.441 and 1.416 and the Corrected FCR was 1.440 and 1.415 in the control and treatment groups respectively.

The feed cost per kg body weight was 37.1 and 36.7 respectively in the control and treatment groups. The cost advantage/ton in the treatment group is 439.16 over the control.

Table I

Age (days)	Control	Treatment (TramPac)				
Body weight (g)						
0	44.9±0.7	45±0.648				
7	176.5±3.2	174.7±3.7				
14	460.4±10.1	455.1±6.6				
21	901.5±16.5	903.2±11.8				
28	1431.2±30.8	1443.1±22.9				
35	2004.2±52.4	2001.4±48				
Feed intake (g)						
7	127.3	113.0				
14	476.8	440.8				
21	1062.5	1003.0				
28	1868.4	1799.8				
35	2888.5	2832.7				
FCR						
7	0.721	0.647				
14	1.036	0.969				
21	1.179	1.110				
28	1.305	1.247				
35	1.441	1.415				
Average Daily Gain (g)						
7	18.8	18.5				
14	40.6	40.1				
21	63.0	64.0				
28	75.7	77.1				
35	81.9	79.8				
Corrected FCR (2Kg B.Wt.)*	1.440	1.415				
Average daily gain (g) 0 to 35 days	56.0	55.9				
Average Feed cost/kg	25.76	25.77				
Feed cost Rs/kg gain	37.10	36.47				
Cost advantage/ton over the control	0	439.16				

*FCR 2000 = FCR – Y with Y = (Average slaughter weight -2000)/50/100.

Summary

The feed cost per kg body weight gain in the treatment group with TramPac (proteinate chelated trace mineral)at 35th day was reduced by Rs 0.62 compared to the control group. Cost advantage per ton of feed was highest in the treatment (TramPac) group with Rs 439 over the control.

* References can be provided on request.



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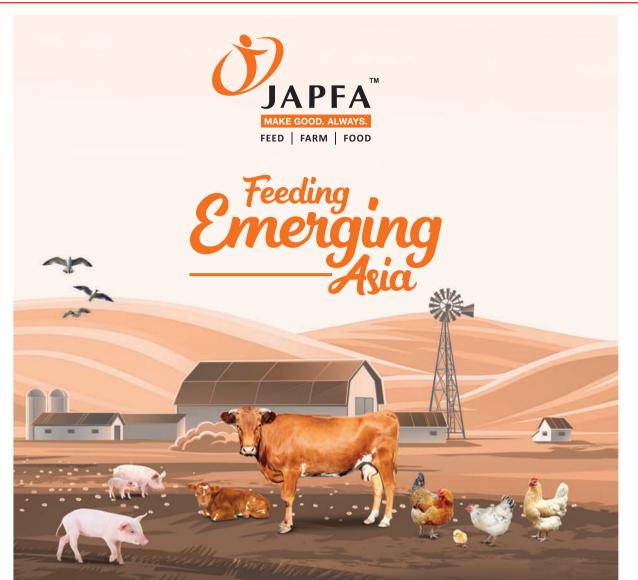
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2019

How Nigeria's young poultry farmers are turning the problem of waste on its head

With an expanding poultry sector comes an increasing problem – bird waste. But with a wave of young, innovative farmers joining the industry, Nigeria is turning this issue to its advantage.

fua Konyim Okai

The populous city of Ibadan in Oyo State, Nigeria, could rightly claim to be the country's poultry capital, because a good number of large- and medium-sized poultry enterprises are clustered around it. Indeed, according to some of the city's poultry farmers, at least 60 percent of all the poultry production in Nigeria is done in and around Ibadan.

As in most parts of Nigeria, the majority of recent entrants into the industry are young graduates, and that can be seen as an indication of poultry's great potential in this part of the world. Nevertheless, Nigeria's poultry industry faces quite a few challenges, the most widely discussed being the high cost of feed – poultry farmers spend over 70 percent of their budgets on feed. But another issue that has become increasingly prominent in recent years is the problem of waste disposal.

A recent study showed that only 46 percent of poultry manure was managed in a sound environmentally conscious manner. Fortunately, however, there are signs that safe disposal methods are gaining currency, especially among young farmers.

According to the World Bank, Nigeria produced 201,493



Emmanuel Akintola, CEO of Y2F Farms says that poultry waste can increase profits

tonnes of poultry meat in 2017 out of a total meat production of 1.4 million tonnes, and 510 tonnes of eggs. As is the case in Ghana, production egg comprises ิล substantial portion of the industry as a result of many farmers poultry deciding to weather storm of a the massive influx cheap frozen of poultry meat by 'specialising" in egg production.

Local production, meanwhile, falls far short of demand. Economists and policymakers agree that poultry farming has the potential to solve the problem of meat supply. Beef currently comprises 80 percent of meat consumed by Nigerians. But due to the scarcity of grazing lands, there has been increasingly high levels of violence between herdsmen and local communities, resulting in hundreds of deaths within the last year alone. In spite of the challenges it faces, poultry production is seen as a less contentious supply of protein and is set to increase substantially over the next few years.

The average age of a Nigerian poultry farmer is just over 40. In the last few years, a large number of even younger Nigerians with tertiary qualifications have entered the industry, who see poultry farming as a profitable venture, and who appreciate the importance of modern technology and the acquisition of skills. They are not only showing a greater appreciation of better waste management practices but are also managing their waste profitably.

Although many poultry farmers are deploying modern technology in their operations, a good number have fallen behind in the sound disposal of waste. Most of the waste material - including droppings, dead birds from mortalities, hatchery waste, litter, offal, water from processing waste and bio-solids - are burnt, dumped in pits and wastelands or flushed into streams and other bodies of water. A 2016 study, Livestock management practices in Oyo State by Abiola and Olaogun, found that the "larger percentage of the farms do not have and environmentally friendly animal waste management system, and the implication is widespread air, water and land pollution". Walter Abiola, an environmental impact consultant, says that "it is unacceptable that the farms here are modern operations, run by graduates, yet do not manage their wastes properly."

There are clear signs that this situation is changing. Many young farmers appreciate the link between sound environmental management and good-quality products. Emmanuel Akintola, CEO of Y2F Farms, a sizeable enterprise, says that poultry waste presents an opportunity to increase profits. It is possible, he says, to earn good money by processing waste for sale. Many young farmers are taking advantage of this, he says.

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Ogochukwu Maduako has recently gained popularity as a prominent recycler in Nigeria. She holds a degree in agricultural economics and extension from Abia State University and an MSc in international economics from Rivers State University, and in 2017 she formed a company, Ingenious Farm (iFarm), to buy eggshells from poultry hatcheries, and other commercial users of eggs, for processing. Since then, she has processed hundreds of tonnes of eggshells into fertilizer and calcium supplement for snails and layers, which she has sold to 50 agricultural enterprises. She is also producing scouring powder and has a few other products on the way. She describes the eggshell as a "multipurpose goldmine," and is committed to creating many jobs across Nigeria.

Her main challenge is trying to change people's attitudes and habits in a traditional society. "It's not easy trying to sell a new idea to a market that is used to an old, existing idea." She sees a bright future for her company. "iFarm is certainly going global. The recycling of eggshells is not just a challenge we face here in Nigeria but rather it is a challenge faced by other countries. We are open to discussions from potential partners in neighbouring countries and elsewhere."

Benedicta Aigiomawu CEO of Westlands Agro Farms, believes that although poultry waste has posed an environmental problem in the past, it now presents good opportunities. "Quite a number of farmers are processing their waste for sale to crop farmers," she says. "A significant number of farmers also sell waste products to fish farmers."

Benedicta, who also runs Profitable Poultry Farming Nigeria, an online platform for poultry farmers and industry professionals, says: "These days, poultry waste presents an opportunity for making money." Some poultry farmers, she says, use their waste to breed feed



Ingenious Farms produces calcium to supplement feed and for use as a fertiliser

52 • POULTRY FORTUNE • January 2020



In Nigeria, Ogochukwu Maduako sees discarded egg shells as a valuable resource

supplements like maggots for sale to fish farmers. A 2011 studyby S. O. Ayoola found that 'poultry hatchery waste can best be utilized when formulated with compounded feed at a ratio of 25% to 75%'. In livestock Wastes: Fish-Weslth Creation (Conference: Water Resources Management 2011, A. A. Adeumi, I. K. Adewumi and V.F. Olaleye propose that poultry and other livestock wastes can support aquaculture.

Yemi Adesina, a prominent livestock farmer based in Ibadan who runs training courses in West Africa, says that sound waste-management practice has arrived in Ibadan at just the right time. "Many large livestock farms were located on the outskirts of Ibadan, where they did not pose much of a threat," he explains. "Today, due to increased building activity, these areas are closing up, and poultry and poultry waste products could have polluted rivers and lakes and water supply systems. Thankfully, good waste management practices are becoming the norm. We even have a few enterprises that are processing poultry manure into pelletised feed for fish."

Poultry farming in Ibadan and its environs, which accounted for a substantial part of national poultry output, was historically done without much regard for sound waste management. Fortunately, in the last few years poultry farmers have been seeking to make extra income from their waste, and innovative entrepreneurs like Ugochukwu Maduoko are making sure that waste is put to the best possible uses, both for the environment and the economy.





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Finding the value in processing spent laying hens

Across the world, the egg industry is faced with the disposal of billions of spent hens every year with most birds being ground into protein meal - but processing them for meat products might prove a more sustainable, and profitable, approach.

Chris Harris

The commercial value of spent laying hens has long been considered negligible. Most are euthanised and then either sent for rendering to be converted into protein meal for feed or turned into pet food. Hens that are at the end of their laying life are considered a by-product of the egg industry, unlike broilers that are reared for meat and are a valuable food product.

If spent hens do go into the human food chain, they are generally used in products such as soups, stock or stews. Other birds are simply composted or just buried after being euthanised because of their low market value.

Now, however, the commercial value of the meat for human consumption is starting to be exploited more and more. In some parts of Asia, in particular, there is no differentiation between meat producing and egg laying chickens, using the same bird for both.

While broilers that are bred specifically for meat grow more quickly and put on more weight than laying hens, the layers tend to be leaner and will be older. But the differences between laying and meat-producing birds have only come about fairly recently, as breeding research has been applied to produce high-performance hybrids, with specialist lines producing better layers and more efficient meat producers.

Up to now, it has not been considered feasible to produce a bird that lays more eggs and at the same time puts on more weight.

However, in Germany Lohmann Tierzucht has been



54 • **POULTRY FORTUNE** • January 2020

researching a dual bird and has produced the Lohmann Dual, which the company says combines good laying performance with acceptable weight gain for meat consumption. While the birds produce smaller eggs and result in slightly higher feed costs, the better weight gain and meat quality helps to compensate for some of the disadvantages.

For most laying breeds, the commercial value of the meat at the end of laying has not been fully exploited. A recent British television programme hosted by celebrity chef Jamie Oliver and celebrity farmer Jimmy Doherty - Jamie and Jimmy's Friday Night Feast - put forward the proposal that meat from old laying hens should be sold in high street shops. In taste tests, diners said they preferred the flavour of the free-range laying hens and they would be prepared to pay more for the meat.

Already, the commercial value of meat from spent hens has started to be seen. In the Netherlands, an egg producer, a food developer, a sandwich processor and an international airline have joined forces to develop a sustainable supply chain for higher-welfare chicken using the meat from end-of-lay hens.

The egg producer, Rondeel, teamed up with fooddevelopment company Kokreatur and sandwich producer Qizini to investigate how they could use the meat from their laying hens. Rondeel's Vencomatic enriched barn-egg production system fitted well with Qizini's standards for using natural and welfare-friendly products. Developers working on the new product discovered that using older birds tended to make the meat darker with a stronger flavour, so herbs were added in the cooking process to achieve the right flavour and colour. Qizini eventually developed a thinly sliced product that was acceptable under taste tests, which could be used in sandwiches on the Dutch airline KLM. Using a 2kg bird, they also found that the bird produced more end-product than normal broiler chickens.

The potential for high meat yields from spent laying hens has also attracted research into the use of the meat for the production of other processed products such as sausages and mortadella, adding worth to an otherwise low-value meat.

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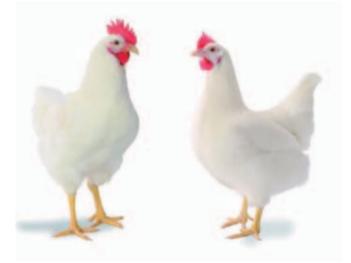
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January 2020 • **POULTRY FORTUNE** • 55

ARTICLE Finding the...

In Brazil, a study by Karina Márcia Ribeiro de Souza at the University of São Paulo, entitled Adding value to the meat of spent laying hens manufacturing sausages with a healthy appeal, showed that using the leg and breast meat from spent laying hens had "excellent potential" for the production of mortadella. The end product was healthier, containing high polyunsaturated fatty acids and with a good polyunsaturated-to-saturated fatty acid ratio. The mortadella also received good scores from consumers in both visual and taste tests.



While the sector is becoming more interested in processing spent laying hens - and as methods are being developed to add value to layers' carcasses and to find new markets for their meat - welfare issues that are familiar in the processing of broilers are also having to be addressed.

The catching, transport and slaughter process are of particular concern, as the hens can be susceptible to bone fractures and are also affected by temperature changes in the crates during transport. The birds can also be affected by temperature stress in lairage at the slaughterhouse, with end layers being more affected by cold stress rather than heat stress. Welfare experts report that this can be addressed by altering the number of birds in the crates. Any stress on the birds in catching, transport, lairage and slaughter will also have a detrimental effect on the meat quality in the final product.

With spent laying hens being older than traditional broilers, they can also show more flightiness and are susceptible to fractured bones and bruising through excessive flapping when some more traditional slaughter methods such as hanging by the legs and electric water bath stunning are used.

Noble Foods in the UK employs RSPCA Assured criteria in its catching and processing to ensure the highest welfare standards are maintained. The company uses a controlledatmosphere stunning system that means the handling of the birds ends at the farm.

Martin Troop, managing director of the poultry division at Noble Foods, in charge of poultry processing, said that the company uses an Anglia Autoflow Easyload Drawer system to catch the birds and take them to slaughter, so that they are not handled once they leave the farm.

The birds are stunned in the crates with nitrogen in the controlled atmosphere stunning system.

"It is an inert gas, so the bird does not feel it," Mr Troop said. "It was also fortuitous because we were not affected by the CO2 issues earlier this year."

He said that compared to CO2 systems that are more generally used in broiler processing systems, the birds spend less time in the stunner. "We are very happy with it as the meat doesn't come out red and we are not seeing any of the welfare indicators in the meat," he said.

He added that the attention to welfare means that the system Noble Foods uses does not see the wing damage that can be seen in some systems. "It is best for the bird, but it is also better for the staff," he said.

"They don't have to handle the live birds and there is no dust and no wing flapping."

Mr Troop said that the final meat product usually goes for further processing or is exported to countries where there is a call for the wings and legs such as in West Africa or South Africa.

"The meat is a slow cook meat, but it is fine," he said adding that it gives more than sending the birds from rendering.

He said it is a "sensible" industry providing "a viable product to the supply chain".

The production system on the farm can also influence meat quality, and a study published earlier this year in Poultry Science, conducted by Fort Worth University in the USA and Stellenbosch University in South Africa and headed by Semwogerere Farouk, demonstrated the advantages of free-range systems compared to caged systems in terms of meat quality.

The study, Effects of production systems on the carcass and meat quality characteristics of spent laying hens, showed "Production systems had an effect on carcase characteristics and physical and chemical attributes of the meat derived from spent laying hens.

"The carcass and portion weights of the spent laying hens were also lower than the minimal market weights (carcass weight: 1.5kg) of broiler chickens. This constitutes a further reason for the lower economic value of spent laying hens."

The report adds: "The free-range production system increased the weight of the prime economic portion (breast); however, the meat percentage of the breast portion was reduced. As expected, the selected physical attributes of free-range hen meat were higher than those of caged hens, which could be attributed to increased motor activities and the uncontrolled environmental conditions experienced by the former.

"The skinless breast-meat fat content of spent laying hens in this study was lower than that of broiler chicken breasts reported in the literature. Thus, we might recommend spent laying-hen breast meat to consumers concerned about high fat content in chicken."

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January 2020 • POULTRY FORTUNE • 57



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January 2020 • POULTRY FORTUNE • 59

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