

Poultry Fortune

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• Production • Nutrition • Management • Marketing

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W-80 INDIA IS NOW RECOVERING FROM DISEASES FASTER THAN THE OTHER BREEDS

Disease Recovery at a Farm in Telangana

	Age of the Flock	2023	Week. Avg. H.D%		Cum. Mortality%		Cum. H.H.Eggs	
			W-80 India	Other Breed	W-80 India	Other Breed	W-80 India	Other Breed
●	22	10-Feb	88.21*	69.00*	0.29	0.42	16.67	18.80
●	23	17-Feb	74.68	62.00	0.41	0.62	21.88	23.12
●	24	24-Feb	68.70	69.26	0.53	0.79	26.67	27.94
●	25	03-Mar	76.66	75.16	0.64	0.94	32.01	33.16
●	26	10-Mar	83.22	78.75	0.77	1.08	37.80	38.62
●	27	17-Mar	86.70	80.76	0.90	1.24	43.81	44.20
●	28	24-Mar	88.43	82.03	1.04	1.39	49.95	49.87
●	29	31-Mar	89.50	83.80	1.16	1.54	56.15	55.66
●	30	07-Apr	90.23	85.00	1.27	1.67	62.39	61.52
●	31	14-Apr	90.34	86.17	1.40	1.82	68.64	67.45
●	32	21-Apr	90.12	86.49	1.54	1.96	74.86	73.39
●	33	28-Apr	89.88	86.60	1.68	2.10	81.05	79.33
●	34	05-May	90.46	87.38	1.78	2.22	87.28	85.32
●	35	12-May	90.78	87.65	1.90	2.35	93.52	91.30
●	36	19-May	90.79	86.70	2.04	2.48	99.75	97.25
●	37	26-May	90.14	85.68	2.16	2.61	105.93	103.10
●	38	02-Jun	90.13	87.36	2.28	2.73	112.11	109.05
●	39	09-Jun	90.02	87.14	2.40	2.85	118.26	114.99

*Impacted by WVND

Summer Ready Bird as seen by Lesser Mortality in Peak Summer (April - May 2023) in South and West India compared to competitor Birds

Farm Name	Area	Flock Age	Avg Weekly Mortality % in 8 Weeks	Farm Name	Area	Flock Age	Avg Weekly Mortality % in 8 Weeks
● SMV Poultry Farm	Namakkal	22	0.19	● Sneha PF	Gadwal	45	0.22
● Om Sri Ganesh Agri Products	West Godavari	22	0.09	● Bhadradi Rama PF	West Godavari	45	0.17
● Rajendar Agro PF	Vizag	22	0.09	● Angammal PF	Namakkal	47	0.33
● Vaibhav PF	Sangli	27	0.10	● G D Poultry Farm	Namakkal	47	0.25
● JSK Poultry Farm	Namakkal	28	0.18	● Sarang PF	Sangli	47	0.20
● Sri Krishna PF	East Godavari	29	0.21	● Balakrishna PF	Medchal	48	0.36
● Vigneshwara PF	East Godavari	29	0.21	● Sri Raghvendra PF	Vizag	48	0.27
● K.L Poultry Farm	Namakkal	30	0.10	● Jahnvi PF	Vijayanagar	50	0.34
● Jahnvi PF	Vijayanagar	32	0.14	● Divya PF	Namakkal	51	0.38
● Mahida PF	Surat	33	0.16	● Vijaynagar Egg farm	Balleri	60	0.23
● Uddanam Agro Feed & Farms	Srikakulam	36	0.20	● Uddanam Agro Feed & Farms	Srikakulam	65	0.38
● Geetha PF	Namakkal	38	0.19	● JSR Poultry Farm	Yaddatri	67	0.23
● Nanda PF	Chittakere	39	0.14	● Vijay PF	Amravati	70	0.34
● Divya PF	Namakkal	40	0.15	● Vijaynagar Egg Farm	Balleri	71	0.36
● Duraisamy PF	Namakkal	40	0.25	● Vijaynagar Egg Farm	Balleri	75	0.25
● Tapaswini P. Foods	Vizag	44	0.23	● Eggceptional PF	Gajwel	91	0.35

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Genotypic
reclassification

1990's
INTESTINAL
FORM

1984-2014
Most
variable
Genotype
VII

1960's
NEPHROPATHOGENIC
FORM

1980
Genotype
VI

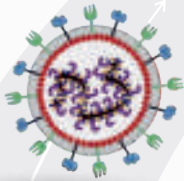
1950's
REPRODUCTIVE
FORM

1960-1980
Genotype
III, IV, IX
and X

1926-1960
Genotype
I, II, IV

1930's
RESPIRATORY
FORM

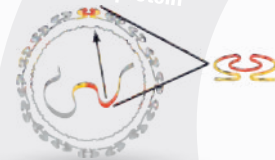
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Spike protein



IBV - 1937

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- Editor



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Editorial

- ICAR-NIANP sign MoU with KPFBFA to further collaborative research in the field of poultry science.

News

- ICAR-National Institute of Animal Nutrition & Physiology signs MoU with KPFBFA.
- Microbiome Innovation: Zenex launches a novel probiotic strain, Bacillus siamensis ZMT02, enabling sustainable poultry farming without antibiotics and AGPs.
- Roshanali's Group growing.
- Hy-Line Around the World.
- Soy Summit 2023: Key Industry Stakeholders Share How Soy Can Bridge India's Protein Gap.
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- Alltech, Agolin partner to provide eco-friendly nutrition solutions for supporting cattle production and sustainability goals.
- Could AI robotics revolutionise poultry processing in the US.
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- U.S. Soy Webinar: Acreage Report & Farmer Perspective.

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- Guidelines for Drinking Water Vaccination in Poultry.
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ICAR-NIANP sign MoU with KPFBA to further collaborative research in the field of poultry science

Drinking water vaccination is a rapid and easy way to vaccinate a flock in large numbers. However, mass vaccination methods require careful management if they are to be as effective as individual vaccination methods. Mass vaccination via drinking water is a simple and quick method of vaccinating a flock and can provide good, uniform immunization against disease



Dear Readers,

The July 2023 issue of **Poultry Fortune** is in your hands. In the news section, you may find news about

The Indian Council of Agricultural Research
– National Institute of

Animal Nutrition and Physiology (ICAR-NIANP) recently signed a Memorandum of Understanding with the Karnataka Poultry Farmers and Breeders Association to further collaborative research in the field of poultry science. The MoU was signed by Dr Raghavendra Bhatta, Director of ICAR-NIANP, Bangalore, Dr B. Sushanth Rai, President of KPFBA. It was established in 1991 and has been promoting the development of poultry breeding and farming in Karnataka where the occupation is a major activity. KPFBA also interacts with the government and other regulatory agencies to resolve issues faced by poultry sector.

Protein education initiative, ‘Right To Protein’, while celebrating ‘Soy Month’ in April, hosted Soy Summit 2023, with The Times of India. Held on 27 April 2023 at the Ambassador Hotel in New Delhi, the Summit witnessed an enriching industry discussion in-person with over 70 attendees, including thought leaders, policy makers, B2B and B2C businesses, health and nutrition organizations and opinion influencers about the utilization of soy for both human food and animal feed, in order to help achieve nutrition security.

Phileo by Lesaffre India organised a seminar on ‘Novel Postbiotics Safmannan to mitigate impact of heat stress and immune training in chicken’ at Karnal on April 28. With the launch of “Program Heat stress” App. It was an informative event witnessing more than 90 stakeholders from the industry and enthusiastic interaction from various integrators, consultants and feed millers from the region. Session was followed by an interactive discussion.

Zenex Animal Health unveiled a novel probiotic strain, Bacillus siamensis ZMT02 (BSZMT02), the revolutionary gut health solution for chicken that improves production indices, while allowing farming community to withdraw gut-acting antibiotics and AGPs. According to Zenex, the breakthrough discovery of the novel strain was possible through years of research at Department of Cell, Molecular Biology and Microbiome Therapeutics, Zydus Research Centre (ZRC), India. Globally, for the first time ever, the discovery pathway involved isolation, strategic screening and strain level characterisation of beneficial microflora from healthy chicken gastrointestinal tract. Probiotic candidates identified during the study were rigorously evaluated for safety, performance, stability, anti-inflammatory and anti-microbial parameters. The novel strain, BSZMT02, embodies all necessary characteristics of an ideal probiotic for chicken enabling antibiotic/AGP free farming.

USSEC invited to join us for a live webinar in America on July 2 and 3, with USSEC’s Chief Executive Officer Jim Sutter and market expert Marty Ruikka, President of The Pro Exporter

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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Network. They will dive into the numbers and share insights and potential implications for the global soy complex as they move further into the marketing year.

DSAND is a Bioscience company, which is developing and providing products and solutions for nutraceutical, animal nutrition and speciality food applications. With a modest beginning in 2010 from a Poultry Nutrition Services Provider, DSAND Group now has grown multifield and growing with sole aim 'to provide solutions based on Innovation to the Industry'. DSAND NUTRILABS claimed that they provide advanced Analytical services to Food and Feed segment. Spread over 8000 Sqr feet, this lab is most modern for analytical and microbiological evaluation. The laboratory has facilities for analysis of FOOD and also FEED for Mycotoxins, Heavy metals, Vitamin estimations, Pesticide residues, Antibiotic residues etc. The laboratory has also facilities for enzyme assay, Probiotic assays, Vitamin assays and Mineral assays.

Roshanali's Group has programmed to set up a feedmill in 2024, a hatchery in 2025 and poultry breeding farm in 2026 in Maharashtra, informed its Managing Director Mr Rahil R. Somjee talking to Poultry Fortune recently. The company has R & D farm near Jejuri, Maharashtra to test medicines, premixes etc manufactured for poultry. Rahil says, 90 Percent of his sales is on cash with low margin and his customers are happy with him. 80% of his business is from medicines alone. By 2025, he wants to make his business 95% on cash.

In the Articles section – Role of Nano Minerals in Poultry Nutrition - authored by **Sophia I**, Indian poultry market is the fifth largest in the world with an annual production of 4.34 million tonnes in 2020-21 with an annual CRG of 10.5% providing employment to at least 600 hundred thousand small and medium farmers. Most of the Indian population (70%) lives in villages and is dependent on backyard reared poultry for meat and eggs. The rest 25% of the urban and peri-urban population are the major consumers of 75 to 80% poultry meat and eggs. Overall, nano minerals are an emerging area in poultry nutrition due to their high bioavailability, improved growth, antioxidant and immune stimulant functions and sustainable environment protection. However, the dosage of every mineral needs to be determined by research in various age groups of poultry and using green approach such as plant extract-based production.

Article titled – **Guidelines for Drinking Water Vaccination in Poultry** - authored by **J. Jeyasri**, said that drinking water vaccination is a rapid and easy way to vaccinate a flock in large numbers. However, mass vaccination methods require careful management if they are to be as effective as individual vaccination methods. This article provides a few straightforward guidelines that should be followed to make mass water vaccination as efficient and effective as possible. Mass vaccination via drinking water is a simple and quick method of vaccinating a flock and can provide good, uniform immunization against disease. Due to the lower level of bird handling, it can have measurable benefits in bird performance over individual vaccination such as better weight gain, uniformity, egg production and hatchability.

Another article titled – **Optimal Selenium Nutrition: Save Costs and Improve Performance** - authored by **Sindhu**, discussed that Selenium is an essential trace element, which is used for the synthesis of selenoproteins, such as glutathione peroxidase (GPx), which can function as antioxidants. The

selenium levels in raw materials depend on the amount of selenium in the soil where the crops are grown. Therefore, the selenium levels in feed are often variable and rather low, highlighting the need to add selenium to the diet. It can be concluded that organic selenium has the highest bioavailability, compared to inorganic selenium. Within the different organic selenium forms, L-selenomethionine can be considered as the source allowing for consistent L-selenomethionine supplementation to the diet, with optimal results on the animals' selenium status. It allows for a better cost-efficiency, with lower supplementation levels, while maintaining similar or higher selenomethionine levels in the diet. This way, you can save costs while improving performance and health status.

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

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

M.A.Nazeer
Editor & Publisher
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ICAR-National Institute of Animal Nutrition & Physiology signs MoU with KPFBA



The Indian Council of Agricultural Research – National Institute of Animal Nutrition and Physiology (ICAR-NIANP), on Friday, signed a Memorandum of Understanding with the Karnataka Poultry Farmers and Breeders Association (KPFBA) to further

collaborative research in the field of poultry sciences. The MoU was signed by Dr Raghavendra Bhatta, Director of ICAR-NIANP, Bangalore, Dr B. Sushanth Rai B, President of KPFBA.

As the poultry sector faces enormous challenges, the

need for collaborative research, particularly in the field of animal nutrition is becoming urgent. The two entities will exchange technical knowledge so as to deal with the nutritional challenges in a scientific manner, underscoring the importance of animal

health and consequently giving quality products to the end consumer.

Dr Raghavendra Bhatta stated that the institute has been carrying out considerable research activities in animal nutrition, including poultry, and that this knowledge has to reach out to the poultry community across the country. The MoU, he added, would promote inter-organizational knowledge exchange, key to understanding the ground realities while ensuring healthy nutrition for the birds. ICAR-NIANP has state-of-the-art facilities for feed and mineral analysis as well as in ovo and in vivo studies.

Giving details about the activities of KPFBA, Dr Sushanth Rai. B said the poultry farming sector was huge in Karnataka, both organized and unorganized and the sector



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required scientific inputs on nutrition so as to offer not only quality products but also be competitive in the world market. Dr Rai said KPFBA would share commercial flock details of its members for evaluation by the Institute and it would be a win-win situation. The KPFBA collects and disseminates information

pertaining to poultry breeding and farming with farmers, businesses, educational, research institutions and other organizations in Karnataka and rest of India. There is urgent need for active collaboration between the researchers and the poultry sector, he added.

Mr M.C.R. Shetty, Past-President of KPFBA said that increased productivity meant that birds are closer to their physiological limits, hence nutrition becomes important along with other factors such as environment and farm management. Such collaborations, he added, would help poultry farmers improve their understanding of the importance of nutrition, this MoU has added another feather to the cap of KPFBA.

Dr G. B. Puttannaiah, Chairman of the Technical Committee of KPFBA said poultry has its own specific nutritional needs that includes protein for overall growth; grains which provide Vitamin B and Vitamin E; Greens along with Riboflavin which improve the immune system; calcium and Vitamin D and above clean water.

The meeting was attended by Dr Anjan Goswami, General Secretary, Mr Inayath Ulla Khan, Executive Secretary of KPFBA and Dr Umakantha B, Senior Scientist - KPFBA. From the ICAR-NIANP side, the representatives were Dr AV Elangovan, Principal Scientist, Dr KVH Sastry, Principal Scientist, Dr DT Pal, I/c PME and Dr Atul P Kolte, I/c ITMU.

It may be mentioned here that the KPFBA has also tied up with the Karnataka Veterinary, Animal and Fisheries Sciences University (KVAFSU) and set up one of its kind state-of-the-art Poultry Training Center and Diagnostic Laboratory which has been doing a number of tests, helping the poultry farmers of Karnataka and other states.



Poultry Fortune Editor M.A. Nazeer celebrated the marriage of his son M.A. Nadeem, B.Tech, with Ms Aswad Sulthana, D/o Mr Mohd Ishtiaq-ur-Rahman recently in Hyderabad. Relatives and friends from the industry graced the occasion and blessed the couple. Guests enjoyed the Nizami dinner hosted on the occasion.

About ICAR-NIANP

The ICAR-National Institute of Animal Nutrition and Physiology (ICAR-NIANP) was established on 24th November 1995 at Bangalore under the aegis of the Indian Council of Agricultural Research (ICAR), New Delhi. The Institute is mandated to conduct basic and fundamental research with respect to animal feed resource management using physiological-nutritional approaches to improve animal productivity and profitability of livestock farmers.

About KPFBA

The Karnataka Poultry Farmers and Breeders Association is an apex body, representing the interests of poultry farmers and breeders in Karnataka. It was established in 1991 and has been promoting the development of poultry breeding and farming in Karnataka where the occupation is a major activity. KPFBA also interacts with the government and other regulatory agencies to resolve issues faced by the poultry sector.



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Microbiome Innovation: Zenex launches a novel probiotic strain, *Bacillus siamensis* ZMT02, enabling sustainable poultry farming without antibiotics and AGPs

Ahmedabad, India: Zenex Animal Health India Pvt Ltd unveiled a novel probiotic strain, *Bacillus siamensis* ZMT02 (BSZMT02), the revolutionary gut health solution for chicken that improves production indices, while allowing farming community to withdraw gut-acting antibiotics and AGPs. The breakthrough discovery of the novel strain was possible through years of research at Department of Cell, Molecular Biology and Microbiome Therapeutics, Zydus Research Centre (ZRC), India. Globally, for the first time ever, the discovery pathway involved isolation, strategic screening and strain level characterisation of beneficial microflora from healthy chicken gastrointestinal tract. Probiotic candidates identified during the study were rigorously evaluated for safety, performance, stability, anti-inflammatory and anti-microbial parameters. The novel strain, BSZMT02, embodies all necessary characteristics of an ideal probiotic for chicken enabling antibiotic/AGP free farming.

Scientific presentations were made across different

cities viz, Chandigarh, Coimbatore, Bangalore, Hyderabad, Pune and Kolkata amidst of the farming community and poultry professionals by



Dr Susim Mukul Ray,
Head – Technical &
Promotion (Poultry),
Zenex AH



Dr Chand Bahar,
NSM, Zenex AH



Appa Rao, DSM,
Zenex AH

the research lead and PMT. The events were attended by more than 200 eminent stakeholders in the sector involving layer and breeder farmers, integrators, feed millers and veterinary doctors.

“Antimicrobial resistance (AMR) is a global threat and poultry health sector is under tremendous pressure for restriction on critically important antibiotics and AGPs.” said Dr Arun Atrey, MD & CEO, Zenex AH. “Built upon years of innovation, BSZMT02 is unlike anything available before in the category. It unlocks incredible future for the poultry farming community

towards sustainability without antibiotics.”

“We took a rationale approach while devising the discovery pathway of isolating probiotic

candidates from chicken GIT and it has been an exciting journey and truly exemplary.” said Dr Kasinath Viswanathan, Head – Microbiome Therapeutics, ZRC. “We always believed that the best probiotic strain can only be obtained from its target host, the chicken in our case and it is just important to set the right criteria of selection.” Talking about the pipelines, Dr Kasinath said, “Although full genetic characterisation of the isolated strains including BSZMT02 is completed, we will continue our endeavours in further characterisation of regulatory and functional proteins of the isolates



Dr Arun Atrey,
MD & CEO, Zenex AH

with the goal of improving upon present solution.”

“Today is the day we have been looking forward to since last four years and we are thrilled to introduce the unfailing gut health solution.” said Dr Susim Mukul Ray, Head – Technical & Promotion (Poultry), Zenex AH. “Controlled field trials throughout India have consistently shown BSZMT02 to significantly improve production parameters without gut-acting antibiotics and AGPs in chicken vis-à-vis control and it is surely going to be a benchmark in the category.” Describing initiatives of Zenex AH in response to AMR threats, Dr Ray said, “We are relentlessly working hard and committed to build strong pipelines alternative to antibiotics/AGPs and BSZMT02, the novel probiotic strain, is just the stepping stone. However, we look forward to the necessary support of veterinary doctors, poultry professionals and farmers in making these initiatives counts.”



A view of Participants in Zenex Animal Health Programme at Hyderabad.

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Roshanali's Group growing

Introduces new trend in supply of Medicines, Vaccines and other products; targets to have 95% business on cash

Pune; Roshanali's Group has programmed to set up a feedmill in 2024, a hatchery in 2025 and a poultry breeding farm in 2026 in Maharashtra, informed its Managing Director Mr Rahil R. Somjee talking to Poultry Fortune editor M.A. Nazeer here recently. The company has R & D farm near Jejuri, Maharashtra to test medicines, premises etc manufactured for poultry, he stated.

Rahil's father Mr Roshan started poultry medicines dealership business of Virbac Animal Health products, the earlier known as Glaxo, Smithkline healthcare products in 1997 at Pen, Raighad, Maharashtra and in 2000 shifted the business operations to Pune.

Rahil R. Somjee joined his dad's business at the age of 19 years while doing his academic studies. Later Somjee Traders was converted into Roshanali's Group and started multi-activities like: Integration, feed premixes, third party manufacturing of healthcare products, Real Estate, Distribution, C & F and other aspects in poultry.



Rahil R. Somjee
Managing Director,
Roshanali' Group

"My aim is to cover everything in poultry under Roshanali's Group", stated Mr Rahil R. Somjee.

He dealt with Real Good chicken as its distributor and created new trend in distribution system.

We want to specialise more on trading and supply products at better rate to the customers, he told. Rahil informed that he is developing an App "Poultry A2Z India" data with 48 categories for poultry. We have 15 doctors team serving farmers at free of charge. He claimed that he is going to have 30,000 stakeholders data in the coming one year.

He has plans to set up 45,000 sft warehouse for

storage of maize and other ingredients at Satara for Satara and Sangli districts in Maharashtra state.

He has broiler integration on Roshanali's Agro & Farms in Maharashtra and on Rihaan Farms in West Bengal with over 300 farmers. Rahil informed that over 1000 farmers take medicines, vaccines etc from Roshanali's Group all over India.

No Credit

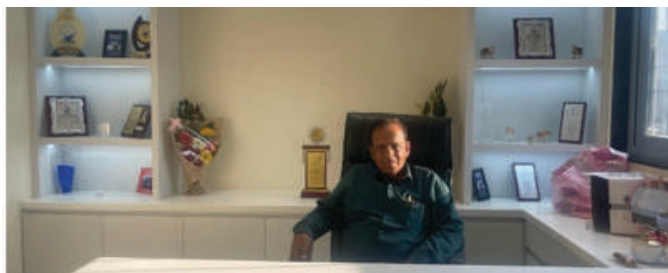
Every company needs money on time, so they

are eager to work with me. I pay to the products suppliers with in 3 days of supply. I do not give products on credit. 90 Percent of my sales is on cash with low margin and my customers are happy with me. 80% of business on cash of Rs 100 crores on medicines alone. By 2025, we want to make our business 95% on cash, he added.

Rahil supplies 2.5 Lac chicks per week in Maharashtra and West Bengal and by 2024 he targets to reach to 4 Lac chicks supply a week.

Roshanali's Target:

2024 – To set up Feed Mill
2025 – To set up Hatchery
2026 – To set up Broiler Breeding parent farms.



Roshan, father of Rahil R. Somjee






Roshanali's Chicken Consumption promotion activity in Pune



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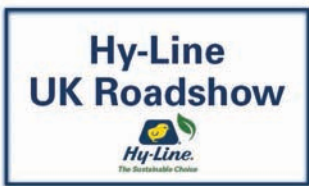
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Hy-Line Around the World



Hy-Line International alongside Hy-Line UK was proud to host the Hy-Line UK Roadshow in May. The Roadshow consisted of three stops: Scotland, Welshpool & Norwich. Hy-Line specialists Dr Danny Lubritz, Marcus Kenny, John Widdowson and our guest speaker Hana Edwards from International Water Solutions offered tips and guidance on how to harness the amazing potential of Hy-Line genetics on the farm. Dr Danny Lubritz shared the latest updates in genetic improvements of Hy-Line breeds and the most recent Czech Test results which showed Hy-Line Brown Max to be the top performing breed for cage free production, leading all competitors.



The Hy-Line team recently completed a whirlwind tour of Indonesia supporting our rapidly growing market presence with the Hy-Line Brown Max. The Hy-Line technical team; Princess Cortez, Santana Dewa Made, and Christian Budi Listianto presented to overflowing rooms of egg producers on the topics of nutrition, genetic improvement, general management, and feeding management.



Thank you for joining us at
SIPSA Algeria
22-25 May, 2023



Hy-Line representatives had a great time connecting with customers at SIPSA Algeria, held May 22-25, 2023. We look forward to the next SIPSA show!



Customer Testimonial



Marc Kaadi
Agripoult
Lebanon

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Middle East Poultry Expo
01-03 May, 2023



In early May, Hy-Line International exhibited at the Middle East Poultry Expo. Our Hy-Line team had a great time interacting with our Middle East customers and look forward to the next poultry expo show.

Congratulations on your
W-80 Parent Stock Flock Award!



Rudy's Ranch
Mabalor-Catandala, Ibaan,
Batangas, Philippines

2023



Rudy's Ranch, even though the company is new to the layer breeder business in the Philippines, was able to "Top Flock" performance status with their first Hy-Line W-80 breeder flock! Rudy's Ranch was presented their award during our Asia Breeders and Hatcheries Seminar in Bangkok, Thailand. Hy-Line International congratulates the team at Rudy's Ranch for realizing these outstanding results!



Thank you for joining us!



Hy-Line International alongside Hy-Line Italy attended FierAvicola, International Poultry Exhibition in Rimini, Italy! The Hy-Line team is looking forward to connecting with you again sat the next FierAvicola show.



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AviAfrica 6-8 June, 2023



Mr Valeriy Stepanenko, Country Manager for Hy-Line International together with Andre Van Der Merwe, managing director of Hy-Line South Africa had the pleasure to receive many local and regional customers to the booth last week during the Avi-Africa show in South Africa. Visitors from Congo, Botswana, Malawi in addition to many from the local South Africa egg industry graced the stand to share their experiences in their countries with the Hy-Line Brown and Hy-Line Silver Brown. The show presented excellent opportunities to share knowledge and for networking. Africa will be the fastest growing markets for the next decades.



Hy-Line's China Distributors Continue to Grow!



Mr Jonathan Cade, President of Hy-Line International, together with Mr Zhou Pengcheng, Hy-Line China Commercial Director, resumed on-site visits to the Hy-Line grandparent stock customers in China after a more than three year hiatus. Three companies import Hy-Line genetics into China: Huayu Agricultural Science and Technology Co., Ltd; Ningxia Xiaoming Agriculture and Animal Husbandry Co., Ltd; and Shenyang Huamei Livestock and Poultry Co., Ltd. High level discussions were held between Mr Cade and Mr. Wang Lianzeng, Chairman and his executive team at Huayu company in Handan, China. Travelling to Yinchuan, China, President Cade interacted with the Ningxia Xiaoming executive team lead by Mr Wei Xiaoming, Chairman. Ms Li Yang, Huamei Chairman received Mr. Cade to the company's Shenyang headquarters. Huamei is the oldest distributor in China as Ms. Li's father launched the business in 1985 some 38 years ago. China is the world's largest egg market and continues to grow and innovate. The Hy-Line Brown, Tint and White products are all present in China and together are the leading day-old chick genetics in the country.



Hy-Line Customer Feature

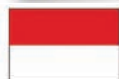
New distributor
of day-old chicks!



Join us in welcoming
Hi-Bred Chicks
Zimbabwe

Hy-Line International is excited to welcome Hi-Bred Chicks of Zimbabwe to the growing worldwide family of Hy-Line Day-Old Chick distributors. Hi-Bred imports Hy-Line Brown breeding stock and will supply chicks to the local Zimbabwe farmers. Zimbabwe located in southern Africa is home to 15 million people. Hi-Bred company looks forward to providing high quality Hy-Line Brown chicks to the local market and work with farmers to efficiently produce eggs for local consumers.

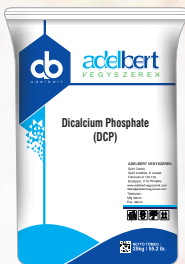
Congratulations on your
**Hy-Line Brown Max
Parent Stock Flock Award!**



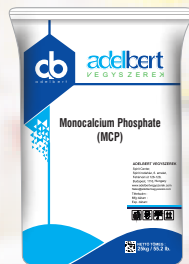
**PT Charoen
Pokphand Indonesia**



Hy-Line International recognizes Mr Sirisak Issrangkura Na Ayutthaya, Business Head Unit of Layer Breeder PT Charoen Pokphand Jaya Cikeusal farm, Indonesia for the exceptional performance his team produced from their Hy-Line Brown Max parent stock flock. The team achieved 113 day-old Hy-Line Brown Max commercial chicks on 2.47 eggs/chick to 65 weeks of age! Congratulations CP Jaya Cikeusal farm for your hard work and Hy-Line thanks you for your dedication to supply high quality Hy-Line Brown Max chicks to the Indonesian market!



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Soy Summit 2023: Key Industry Stakeholders Share How Soy Can Bridge India's Protein Gap

The conference held to commemorate Soy Month, emphasized the utilization of soy for both animal feed and human consumption to attain nutrition security.



India, 2 May 2023: Protein education initiative, 'Right To Protein', while celebrating 'Soy Month' in April, hosted Soy Summit 2023, with The Times of India. Held on 27 April 2023 at the Ambassador Hotel in New Delhi, the Summit witnessed an enriching industry discussion in-person with over 70 attendees, including thought leaders, policymakers, B2B and B2C businesses, health and nutrition organizations and opinion influencers about the utilization of soy for both, human food and animal feed, in order

to help achieve nutrition security.

To raise awareness about the importance of adequate protein consumption and the role of soy in enabling this, the speakers at the Summit called for collaboration among the government, industry and the private sector to encourage production and use of soybean as a versatile, accessible and affordable source of high-quality protein. They addressed the numerous health benefits that can be fulfilled by soybean in

addressing the problem of inadequate protein intake in India, as well as its availability for poultry (animal feed) and human consumption.

"There was practically no soybean in India until 50 years ago, but it has quickly become popular given its protein content. Given its rich protein content, there is a great opportunity for the government to introduce new soy cuisines and products just like they've done for millets." said **Mr Siraj Hussain, Advisor, Food Processing, FICCI.**



The Summit emphasized on how soybean, often overlooked in terms of marketing efforts, has the potential to revolutionize protein consumption in the country. It offered solutions like harnessing the collective efforts of all stakeholders, to popularize soy as a relevant and reliable source of protein. It reinforced the need for liberal trade to keep soybean prices affordable and appealed to food manufacturers for innovation to strengthen the role of soy in the era of *flexitarianism*.

The Soy Summit 2023 threw light upon how India could strive to consolidate its position as a supplier of protein-rich resources by promoting soybean indigenous cultivation and consumption, to address protein deficiency as well as to create a lucrative opportunity for the protein industry to flourish. **Pratichee**



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Kapoor, Director - Big Bets: Middle East, Indian Subcontinent & Africa, Kerry Group, emphasized on this, adding that “I believe soybean has not been marketed well in the country but if all the key stakeholders start making concentrated efforts towards popularizing soy as a relevant source of protein, especially in a protein-deficient country like India, it can do wonders for us all”. Adding to this, **Dr Sudhanshu - Secretary - Ministry of Commerce (APEDA)** said “Just like millets, soy needs to be popularized for us to achieve protein sufficiency and there are great prospects for soy and its value-added products in today’s age”.

Dr K Madan Gopal, Sr Consultant, NITI Aayog highlighted that “If soybeans were paid attention to earlier, they would have also been as popular as millets are today. Through thorough research and scientific advancements, we can figure out a way so that the processing of soy can be done at locally, and it can become more accessible and affordable to all.”

“Soybean is more affordable and accessible than other protein sources. The cost of soybean protein at 50 rupees per kg, with 37% of protein, is probably one of the cheapest protein sources available to Indians. I believe it will gain more importance not just for protein consumption, but for consumption of lipids and healthy fats as well,” **Sanjay Sethi, Human Utilization Advisor, South-Asia, US Soy** said.

The Soy Summit also delved into how soybeans’ significance extends beyond being a protein plant-based source alone. It primarily alludes to the livestock industry, where the breed and feed determine the quality of the final product which is soybean’s complete amino acid profile, comprising all 20 essential and non-essential amino acids. Talking about this role of soy in determining the quality of animal-based protein foods, **Jaison John, Member, Managing Committee, Compound Livestock Feed Manufacturers’ Association of India (CLFMA of India)** said, “We need to understand that today’s feed is tomorrow’s food. Therefore, high-quality soybean meals for animals are crucial determine the protein content of animal-based protein foods that we consume. It is important to equip our farmers with affordable soybean meals to make sure our livestock, aqua and poultry consumes quality feed.”

The Soy Summit laid foundation to the discussions of maximizing the utilization of soy in meeting protein requirements and attaining nutrition security, facilitating the exchange of insights from distinguished speakers. It emphasized the significance of soy consumption for both humans and animals, while also promoting sustainable agriculture and food production practices that offer benefits to farmers and consumers alike. The participants and speakers also played a role

in dispelling myths and showcasing the potential for enhancing protein consumption and nutrition in diets. Moving forward, key takeaways from the Summit will help foster collaboration between the government and industry stakeholders to effectively address the nutritional requirements of the population at large.

About ‘Right To Protein’: “Right to Protein” is a public health initiative that aims to raise awareness about the importance of protein in the diet and the right of every individual to have access to sufficient, affordable, and high-quality protein. The campaign emphasizes the role of protein in supporting good health, reducing malnutrition and promoting sustainable development.

The “Right to Protein” campaign aims to increase public understanding of the importance of protein and to encourage governments, businesses and other organizations to prioritize protein production, distribution and consumption in their policies and practices. This

can include promoting sustainable agriculture and animal husbandry practices, supporting research and development in the field of protein science, and ensuring that people have access to a variety of affordable and nutritious protein sources. The campaign also works to raise awareness about the global burden of protein deficiency, which is a significant public health concern, particularly in developing nations. By promoting the “Right to Protein,” the goal is to improve nutrition security to improve health outcomes, reduce poverty and hunger and support sustainable development.

For Media Queries, Please Reach Out To:

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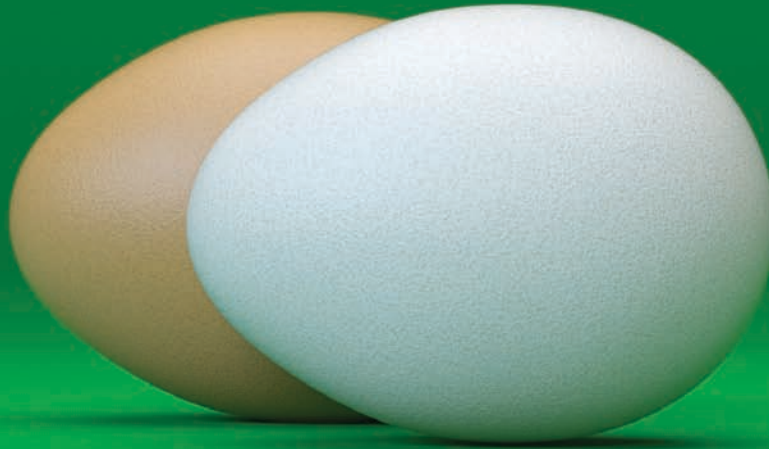
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Alltech launches ninth annual Art Contest, invites nationwide participation from school children

Alltech, a global leader in animal health and nutrition, announces the ninth annual Art Contest for schoolchildren. The competition will accept entries from June 9 to July 31, 2023.

The winning entries will be featured in the 2024 Alltech calendar and awarded cash prizes and certificates.

“Healthy Mind — Healthy Body” is the theme of this year’s art contest.

Having a healthy mind is paramount to overall health and well-being. A healthy mind influences your thoughts, feelings and actions, as well as your emotional, psychological and social well-being. It collaborates with your body and determines how you deal with stress, interact with others and make decisions.

Alltech chose the topic **“Healthy Mind — Healthy Body”** for this year’s art contest to help children realize the need to develop strong social, emotional, behavioral, thinking and

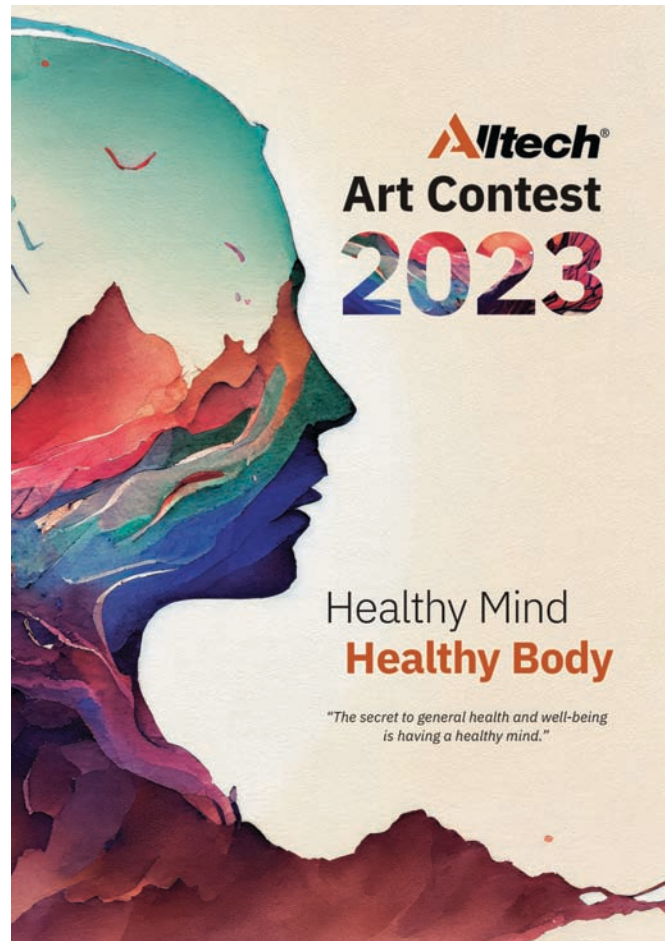
communication skills as a foundation for greater mental health and physical well-being later in life.

“We are excited to announce the launch of the ninth annual Alltech Art Contest, with the theme ‘Healthy Mind — Healthy Body,’” said Dr Aman Sayed, managing director of India and regional director of South Asia at Alltech. “A healthy mind is a precedent for a healthy body. Until recently, human evolution has been ‘outside-in,’ starting with the body, followed by the mind. In the new normal, this order has begun to reverse, and humans’ ‘inside-out’ journey has begun. Every parent and child should focus on a few basic areas - healthy nutrition, exercise, rest and stress reduction to maintain a fit mind and body.”

Who can participate?

All students between 5–16 can participate in the contest. The competition is open for children in India and Nepal.

Alltech®



When?

The contest is open for submissions from **June 9 to July 31, 2023**.

Online submission rules:

The theme **“Healthy Mind — Healthy Body”** must be the focus of the artwork.

- The artwork must be on paper of A4 size (210 × 297 mm) and in landscape mode.
- Acceptable media include crayons, watercolors, oil paints, acrylic paints, poster colors, color pencils, or pastels.
- The artwork must be unsigned by the artist.
- Entries should be submitted online. Upload a scanned image of the finished artwork

Alltech® Art Contest 2023

Healthy Mind
Healthy Body






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to the website, filling in all the relevant details requested on the page. (Please only send a scan; do not mail us the original unless we ask for it.)

- The contest is open for participants from India and Nepal.

Submission:

The submission is online-only. Entrants must upload a scanned image of the artwork to the contest website and fill out all the relevant details requested on the page.

Check out the link below to participate and to learn more about the Alltech Art Contest.

Website link: <https://www.alltech.com/en-in/about/events/alltech-art-contest-2023>

Terms & condition:

- Artworks copied or downloaded from the internet, or copied from any other source, will be disqualified.
- All artwork submitted for the competition will become the property of Alltech and will not be returned.
- Winners will be announced on August 28. The list of winners will be published on Alltech's website and social media channels and will also be communicated through the mail.

For more details, please contact your local Alltech sales manager or email alltechartcontest@alltech.com.

Contact: Dr Manish Chaurasia, Marketing Manager, South Asia
mchaurasia@alltech.com;
 +91 8130890989

About Alltech:

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

We are a global leader in the animal health industry, producing additives, premix supplements, feed and complete feed. Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens.

Our more than 5,000 talented team members worldwide share our vision for a Planet of Plenty™. We believe agriculture has the greatest potential to shape the future of our planet, but it will take all of us working together, led by science, technology and a shared will to make a difference.

Alltech is a private, family-owned company, which allows us to adapt quickly to our customers' needs and maintain focus on advanced innovation. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world. For more information, visit alltech.com, or join the conversation on Facebook, Twitter and LinkedIn.

PFI Organising its 34th AGM at Goa on September 27, 28

Sonepat, Haryana: Poultry Federation of India is organising its 37th Annual General Body Meeting at Hotel Alila Diwa by Hyatt, Goa on 27 & 28 September 2023, informed Mr Ranpal Dhanda, president, PFI.

Registration

The Online Delegate Registration is open till 31 August 2023. However, there will be on spot registration facility subject to availability of registration. The details of registration fee are as here under:

S. No	Registration Categories	Registration Fee (INR)	Date
1	Online Registration with Early Bird Discount	4000	Valid until 31 May 2023
2	Online Registration	5000	Valid from 01 June 2023 until 31 August 2023
3	On Spot Registration	6000	Day of Event

Please contact 08575 - 222224 if you need any further information.

PFI invited sponsors for the AGM.

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Heat stress campaign -Phileo by Lesaffre



Phileo by Lesaffre India organised seminar on “Novel postbiotics Safmannan to mitigate impact of heat stress and immune training in chicken “at Vivaan resort in Karnal on 28 April 2023. With launch of “**Program Heat stress**” app. It was a great successful event witnessing more than 90 stakeholders from Industry and enthusiastic interaction from various integrators, Consultant and feed millers from region.

The delegates were welcomed by Dr Vaibhav Khandagale, Business manager -ECA, Phileo by Lesaffre and introduced about Phileo by Lesaffre as group core strength, Know how, R & D facilities and services to Industry.

About Phileo by Lesaffre.

- World's largest and oldest yeast producer in Globe.
- Lesaffre is celebrating 170 years of excellence in 600 RD Experts & 109 scientific publications
- 75 production sites throughout globe
- More than 10,000 strains of yeast (including world's largest strain collection)

- Probiotics and yeast fractions produced by Phileo cover in 1 year the equivalent of 1 out of 4
- Milk & dairy & 1 out of 7 eggs produced in world.
- Offers 5 Product range including postbiotics -Safmannan, Patented bacterial probiotics - Microsaf, Yeast probiotics- Actisaf, Active ingredients -Selsaf & chromium.



Keynote speaker, Dr Alain RIGGI, DVM, Global species manager -Poultry @Phileo by Lesaffre addressed

audience on safmannan -next gen postbiotic tool to mitigate impact of heat stress and immune training in Chicken. He further explained about impact of heat stress in broiler industry & different approaches which can be adopted to tackle heat stress solutions. Key highlights from his presentation are.

Safmannan can be one of the prominent tools to mitigate impact of heat stress as

Safmannan can check LPS translocation happening during stress condition though preservation of tight Junction.

Safmannan tool to reduce level of stress Hormones corticosterone & optimize level thyroid hormone.



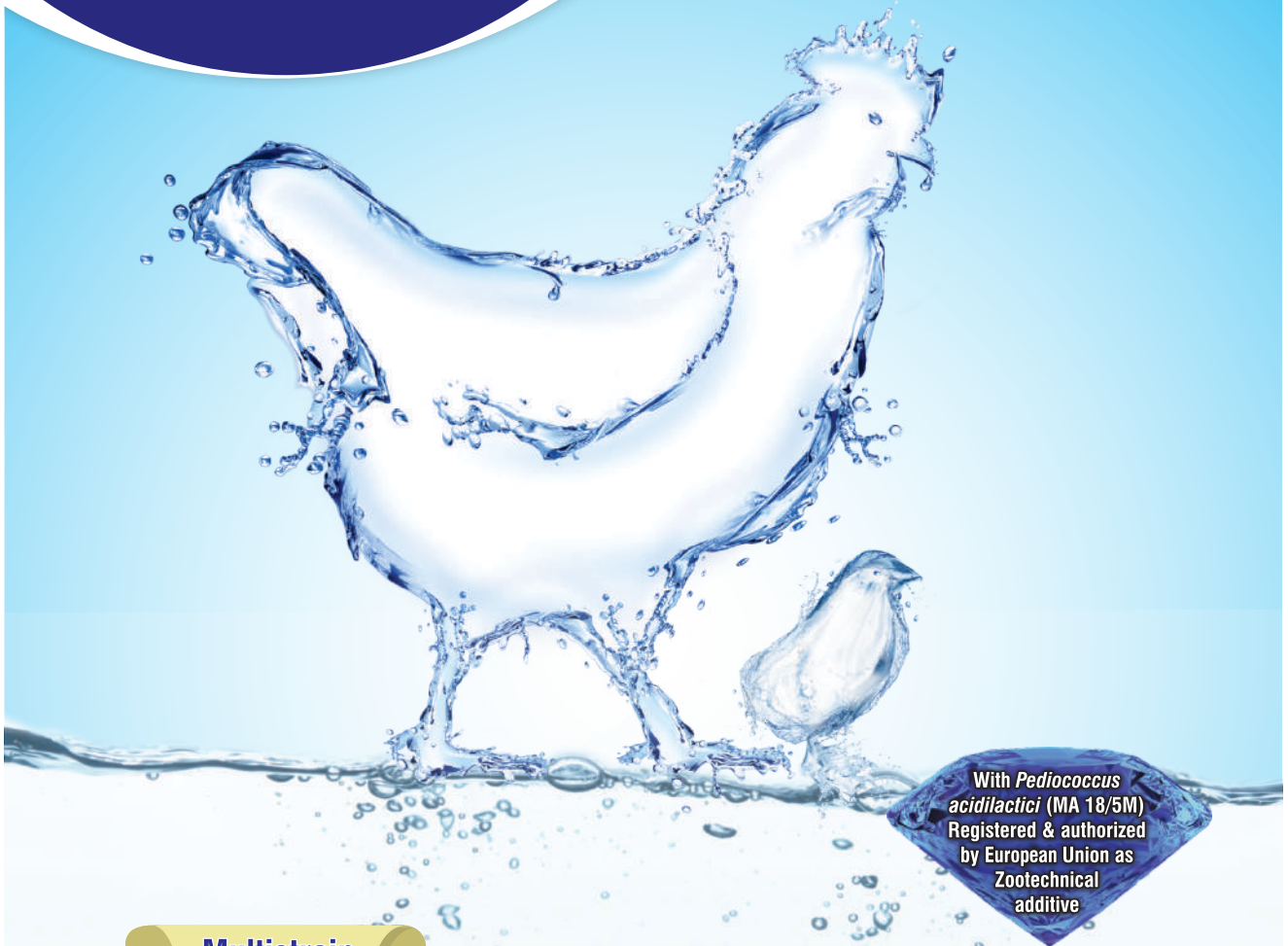
Safmannan a tool for immune training in birds checking mortalities happening due viral challenges, due to active content of B glucans in it.

Safmannan- tool to check secondary bacterial infection happening after immunosuppression particularly E. coli & salmonella.

Session was followed by an interactive discussion and vote of thanks by Dr Vikas Shukla, Sales manager-North India, Phileo by Lesaffre for their enthusiastic participation by all the attendees and insightful presentations by Panellist.



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In technical collaboration with



Alltech, Agolin partner to provide eco-friendly nutrition solutions for supporting cattle production and sustainability goals



Alltech announced it has acquired a majority interest in Agolin, a company based in Switzerland that has developed and produced plant-based nutrition solutions that improve livestock performance, profitability and sustainability.

Left to Right: Michael Roe, Commercial Director of Agolin; Kurt Schaller, Managing Director of Agolin; Beatrice Zweifel, Technical Director of Agolin; and Mark Lyons, President & CEO of Alltech.

LEXINGTON, Ky. – As a global leader in animal nutrition, Alltech is proud to partner with companies that share its commitment to Working Together for a Planet of Plenty. On May 3rd, Alltech announced it has acquired a majority interest in Agolin. Founded in 2006 in Switzerland, Agolin has developed and produced plant-based nutrition solutions that improve herd performance, profitability and sustainability, according to a 2020 meta-analysis* in the journal *Animals*.

Agolin's high-quality essential oil blends are

scientifically proven to optimize feed intake and performance, including improved milk and meat production*. Furthermore, Agolin Ruminant was the first feed additive certified by The Carbon Trust for methane reduction in ruminants (2018). Today, organizations such as Verra and Gold Standard are including it in their major international climate protection projects.

"Agolin's essential oil blends are a complement to Alltech's proven nutritional technologies, such as Yea-Sacc and Optigen," said Dr Mark Lyons, Alltech's

president and CEO.

"Governments, consumer brands and retailers are making important commitments to reduce their environmental impact. These commitments rely upon farmers and ranchers, and we are dedicated to supporting them with the best available nutritional technologies to achieve more milk and meat while reducing their environmental footprint."

The alliance between Alltech and Agolin will empower farmers and ranchers to reach their sustainability goals while also supporting

the performance and profitability of the cattle in their herds and supply chains. The synergistic use of Alltech and Agolin nutritional technologies leads to benefits such as improved animal welfare, greater feed efficiency and conversion, enhanced milk and meat production, increased profitability, and a reduced environmental footprint, including a boost in nitrogen efficiency. The partners will also be exploring opportunities to develop new technologies that bring together the best of Alltech's proven nutrition and Agolin's essential oil blends. Agolin has a presence in Europe, Asia and North America. Alltech's majority interest in the company will expand the availability of Agolin to additional markets.

"We at Agolin are delighted with this strategic alliance to grow synergistically through the added technical expertise and global reach of Alltech," said Kurt Schaller, managing director of Agolin SA. "This represents a new era for our business, and we look forward to breaking new ground in our industry."

Agolin focuses on research and development to produce and market innovative feed additives based on plant active ingredients, which are effective and easy to use. Its essential oil blends are backed by a strong quality management system (FAMI-QS), which ensures safety and guarantees traceability.



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Could AI robotics revolutionise poultry processing in the US



Research institutions in the US are developing artificial intelligence and robotics specifically for the processing sector

In the US, 4 research institutions are leading the way in developing specific poultry industry artificial intelligence and robotics for the processing sector.

Backed by a 4-year US\$5 million grant from the US Department of Agriculture's National Institute of Food and Agriculture, the research organisations helped establish the Centre for Scalable and Intelligent Automation in Poultry Processing.

The collaborative effort by the University of Arkansas, Georgia Institute of Technology, University of Nebraska-Lincoln, and Fort State Valley University will ensure the merging of artificial intelligence, machine learning and robotics to advance chicken meat processing operations and sanitation.

Poultry processing line workers

Project director, Jeyam Subbiah, said the Arkansas Agricultural Experiment Station would receive nearly half of the grant

(US\$2.2 million) to focus on food safety automation for poultry processing plants. The impetus to automate chicken processing began with the Covid-19 pandemic when illness spread quickly among processing line workers. Since then, it's been very difficult to hire enough workers.

"Poultry processing lines began 70-80 years ago. Since then, there have been only incremental changes in technology. Today, there is a need for transformative change," said Subbiah.

Improve precision and reduce wastage

Subbiah said robotic hands were not adept at holding a chicken and that new technology was needed to prevent dropping slippery meats. Separating the carcasses into cuts of meat was also tricky: "It's hard enough to teach people how to use a knife with precision," added Donyi Wang, assistant professor of biological and agricultural engineering for the Arkansas Agricultural

Experiment Station.

"Robotics are fit for repetitive tasks but don't do well with the precision needed to cut chicken products," he added, saying that existing automation in poultry processing, like deboners, wastes a lot of meat.

"Human deboners leave about 13% of meat on the bones. Automated deboners leave 16-17%. On an industrial scale, that's a significant loss in value. We will use artificial intelligence and virtual reality to improve precision and reduce wastage."

Wang and Subbiah will also develop hyperspectral imaging to detect plastics in chicken meat. Wang will also develop a mobile robot that is equipped with a biosensor to produce a biological map of the facility to evaluate the efficiency of sanitation. The robot will automatically collect swabs to test for bacteria when the bio map indicates potential hot spots.

Funding

The Georgia Institute of Technology will receive US\$2.1 million of the grant to focus on automating the processing lines that turn chickens into meat.

Doug Britton, manager of the Agricultural Technology Research Programme, said: "The ultimate goal is to drive transformational innovation into the poultry and meat processing industry through automation, robots, artificial intelligence and virtual reality technology."

The remaining financial support has gone to the University of Nebraska-Lincoln, where Julia McQuillan, professor of sociology will study the effects of robotics on poultry industry labourers and how they perceive the technology.

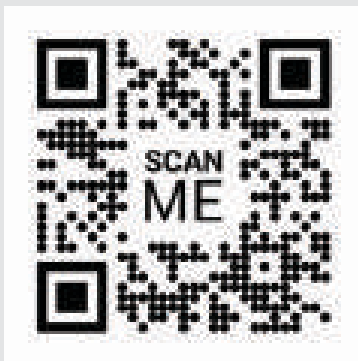
"We hope to eventually bring new owner-operated businesses to rural areas. Collaborating with food scientists, computer scientists, extension faculty, and robotics engineers provides amazing opportunities to understand the meanings of innovations for entrepreneurs, workers and other stakeholders and to advance fundamental theories about science, technology and society in sociology."

Finally, Brou Kouakou, associated dean for research at Fort Valley State University in Georgia, will investigate the application of technology developed through the project to see if it can be used for other meat industries.



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DSAND Animal Nutrition – Making Impact That Matters



Indore: DSAND is a Bioscience company, which is developing and providing products and solutions for nutraceutical, animal nutrition and specialty food applications. With a modest beginning in 2010 from a Poultry Nutrition Services Provider, DSAND group now has grown multifield and growing with sole aim 'to provide solutions based on Innovation to the Industry'.

Founded as a start-up company in Indore, Central India, with an aim to offer services and solutions



to improve productivity of Livestock sector in India. DSAND now focuses its attention to provide customer-centred innovation starting from idea to commercial development stages.

Dr Sandeep Gupta, a Nutritionist, started his consultation in Poultry Nutrition and later developed and patented solutions. Dr Sandeep Gupta is PhD in Animal Nutrition and has studied various nutritional formulations over the years. With his tireless



efforts, today DSAND Group has successful presence in –

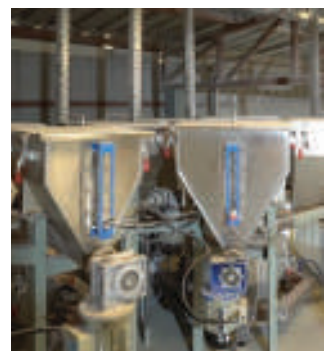
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The constant efforts of DSAND Animal Nutrition, aim at providing solutions to optimize the daily nutrient requirement

of Poultry & Dairy and other animals, by providing solutions aimed at improving the productivity and health of farm animals as well as companion animals.

Quality Policy of DSAND Animal Nutrition consists of thorough Systems Validation and Quality Assurance Processes that ensures product identity, purity, safety & efficacy, process reliability & repeatability, quality of data, compliance with applicable regulations, stringent in-process and finished product quality control. R&D within DSAND is accomplished by inhouse studies as well as collaborations with outside institutions and research labs.

Over the years DSAND Animal Nutrition, in association with major reputed Institutions in India, has conducted several in depth studies of its ideas and products before commercialization, and this approach resulted in





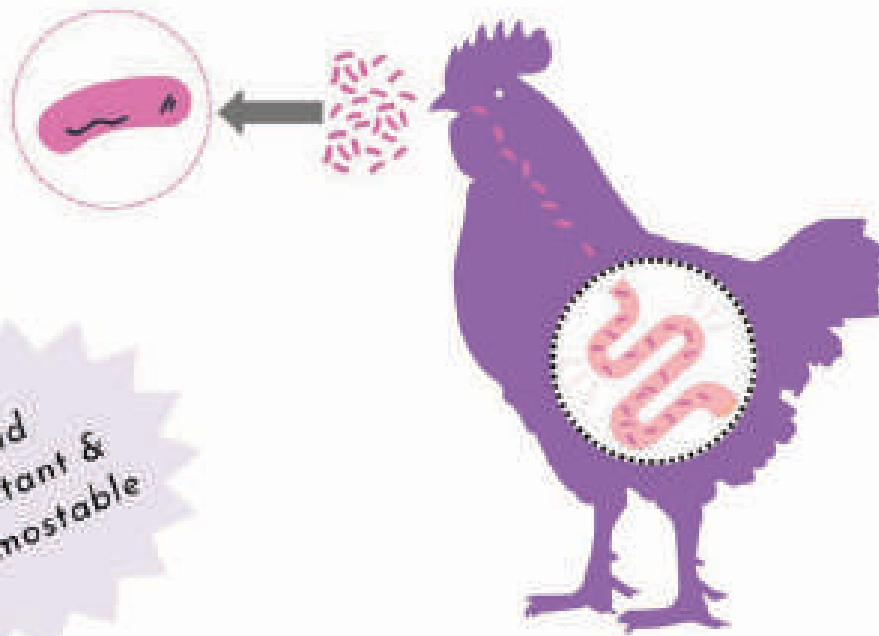
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award of patents and acceptance of DSAND solutions in the field.

With constant efforts in the field of innovation and consistency in quality, DSAND Animal Nutrition is now known for its unique solutions for poultry industry. DSAND Animal



Nutrition is one of the largest suppliers of cysteine protease i.e. PROEASE, to the Indian poultry industry. Also, DSAND is first to introduce unique probiotic strain i.e. Bacillus clausii to the poultry birds in the name of SUPERCLAUSII, which is known for its



potent antidiarrhoeal activities. GROWEASE from the house of DSAND, is again a unique growth promoter for poultry which uncovers immense potential of poultry birds. Likewise, DSAND Animal Nutrition has introduced several unique concepts and formulations to the poultry and other farm animals.

All the services, in here at DSAND, are focused and based on the following 3 core values -

1. Honesty: deliver what we commit
2. Transparency: Our clients trust us due to

100% transparency we maintain

3. Quality: We strive for excellence through continuous improvement

Over last 12 years DSAND has developed its production facility which is now FAMIQS and ISO 9001:2015. The production facility is fully automated with Batch Automation System with no possibility of errors. Batch Automation allows the plant to process large volumes in shorter time with precise efficiency and accuracy.

DSAND NUTRILABS provides advanced Analytical services to Food and Feed segment. Spread over 8000 Sq. Ft., this lab is most modern for analytical and microbiological evaluation. The laboratory has facilities for analysis of FOOD and also FEED for Mycotoxins, Heavy metals, Vitamin estimations, Pesticide residues, and Antibiotic residues etc. The laboratory has also facilities for enzyme assay, Probiotic assays, Vitamin assays, and Mineral assays.

DSAND's Food division is providing the unique products like Protein Tea, Protein Coffee, Specific spice blends.



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Continued rise in egg prices in Namakkal: Farmers happy



Namakkal: The price of eggs rose again by 5 paise, and the farm-gate price of an egg was Rs. It was 5.40. Farmers are happy with the continuous rise in egg prices. About 7 crore laying hens are reared in Namakkal Mandal.

About 5 crore eggs are produced daily and the rest of the eggs are sent to the Tamil Nadu government's nutrition program and for export to foreign countries, to other states including Kerala, and to all the districts in Tamil Nadu through trucks for daily sale. To bring the price of eggs under control, the National Egg Coordinating Committee (NECC) has started cash sales to traders since last May.

Last June 13, the farm price of an egg was Rs 5.15 On 14th, the price of an egg

was increased by 5 paise to Rs. Fixed at 5.20. An egg raised by 5 paise on 15th Rs 5.25 On the 16th, the price of an egg was increased by 5 paise again. It was 5.30 On 17th, the price of an egg increased by 5 paise to Rs. Fixed at 5.35 Today on 18th, the price of an egg has been increased by 5 paise to Rs 5.40. Farmers happy with continuous increase in egg prices.

Cost of an egg in major cities (in paise): Chennai 600, Barwala 463, Bangalore 590, Delhi 483, Hyderabad 525, Mumbai 585, Mysore 590, Vijayawada 510, Hospet 550, Kolkata 572.

Poultry Price: Live broiler chicken Rs 148 announced by PCC. A kg of egg is Rs 95 has been set by the farmers association.

U.S. Soy Webinar: Acreage Report & Farmer Perspective

Americas: July 2 | Asia: July 3

Could it be another record year? The U.S. Department of Agriculture (USDA) will release its annual Acreage Report June 30, giving traders an update on acres planted in 2023 and revising numbers from 2022.

You're invited to join us for a live webinar with USSEC's Chief Executive Officer Jim Sutter and market expert Marty Ruikka, President of The Pro Exporter Network. They will dive into the numbers and share insights and potential implications for the global soy complex as we move further into the marketing year.

Speakers



Jim Sutter
Chief Executive Officer, USSEC

With a rich commercial background in the food and agriculture sector, following leadership roles in Cargill's global grains and oilseeds business, Jim plays a key role in defining and driving USSEC's vision for U.S. Soy as a trusted, sustainable source of nutrition and energy worldwide. Jim leads a global team focused on

differentiating, elevating preference, and enabling market access to U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally. This is accomplished through active collaboration with USSEC's 100+ members who represent the soy value chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, and food and agriculture organizations.



Marty Ruikka, President,
The Pro Exporter Network

As a principal of The Pro Exporter Network, Marty manages the firm's Commodity Market Zone Analysis (CMZA) software. CMZA is used to help rationalize many mergers, acquisitions, and divestitures and to establish the strategic origination plans for many grain companies and cooperatives. Marty is also responsible for the firm's ethanol analysis and feasibility studies. He began working with The PRX Network soon after its inception in the late 1980s.



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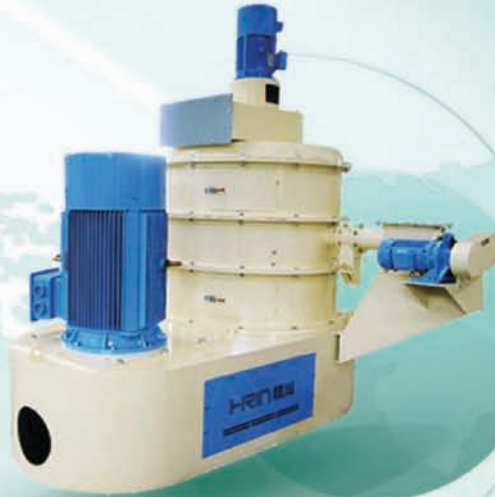
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Role of Nano Minerals in Poultry Nutrition

Email: sophieveto7@gmail.com

Sophia I, Scientist,

ICAR-National Meat Research Institute, Hyderabad, India.

Introduction

Indian poultry market is the fifth largest in the world with an annual production 4.34 million tonnes in 2020-21 with an annual CRG of 10.5% providing employment to at least 600 hundred thousand small and medium farmers. Most of the Indian population (70%) lives in villages and is dependent on backyard reared poultry for meat and eggs. The rest 25% of the urban and peri-urban population are the major consumers of 75-80% poultry meat and eggs. These poultry are reared under intensive or semi-intensive system. Almost 70% expenses in poultry production are spent towards poultry nutrition which are formulated balanced ration by commercial companies. However, backyard poultry production depends on locally available feedstuffs as energy, protein, mineral and vitamin sources. Even though commercial mineral supplements are available, they are mostly made up of inorganic salts which offers poor bioavailability. Bioavailability of minerals refers to the digestion, absorption and retention of the minerals in the target tissue for improved production and reproduction. Due to poor bioavailability the minerals excreted get accumulated into the environment leading to pollution. Recent research and developments in poultry nutrition have experimented the use of nano minerals in poultry nutrition and found out interesting results which are discussed in the article.

Minerals and their role in poultry production

Minerals are essential elements in cell metabolism, respiration, energy production as they act part of enzymes and co-enzymes involved in the cycle. They are also essential for productive activities such as meat, bone production and healthy egg production. They act as immune stimulators; therefore, deficiency of certain minerals predisposes the birds to infectious diseases. Based on their importance in poultry production, minerals are classified as macro (Ca, P, Na, K and Mg), micro (Cu, Zn, Fe, I₂ and Mn) and trace minerals (Co and Se). Most of the minerals are supplemented as inorganic salts. The major disadvantages of inorganic mineral salts are low bioavailability, poor retention in target organs and increased excretion into the environment leading to pollution. Therefore, alternatives such as organic salts and nanoforms of minerals were experimented and nano minerals yielded promising results.

Nano minerals and their production

Minerals with particle size ranging from 1-100 nm are called nano minerals. The production of nano minerals is by physical, chemical and biological methods. The chemical method of production involves strong acids and chemicals which are harmful to the environment. The biological method involves production of nano minerals using microbes and plant extract-based synthesis. Nano minerals differs from their inorganic counterparts in their smaller size and increased surface area which facilitates their increased absorption from the gastrointestinal tract (GIT) and distribution to target organs. The uses of various nano minerals are enlisted in Table 1.

S No	Nano mineral	Deficiency	Uses
1	Calcium phosphorus	Soft bones, poor hatchability, poor egg shell quality, rickets	Improves growth, feed efficiency, immunity, egg production, antioxidant enzymes
2	Copper	Anaemia	Improves Cu retention, growth, immunity, antioxidant enzymes
3	Zinc	Poor growth and feathers, leg stunning	Improves Zn retention, growth, feed efficiency, egg production, antioxidant enzymes, carcass characteristics, antimicrobial agent, less toxic than microparticles
4	Selenium	Poor immune response, muscular dystrophy	Improves Se retention, growth, immunity, egg production, antioxidant enzymes, carcass characteristics, high safety margin
5	Chromium	Stress, poor antioxidant function	Improves Cr retention, growth and meat parameters, egg quality and production, feed efficiency
6	Iron	Anaemia	Improves Fe retention, growth, immunity, hatching, fertility
7	Silver	-	Improves immunity, antimicrobial agent, increase the gut beneficial microbes

(Sophia, 2023)



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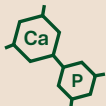
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Uses of nano minerals in poultry health and production

i) Production and reproduction

Nano minerals exhibits better surface area, and hence got better absorbed from the GIT and get distributed into vital organs such as bones, heart, kidney, liver, spleen which results in better feed conversion ratio, growth rate, reproduction and immune functions (Gopi et al., 2017; Swain et al., 2021).

ii) Antioxidant activity

The increased antioxidant activity of nano minerals is due to their increased surface area which facilitates increased scavenging of free radicals. Nano minerals such as Zn, Se, Cu and Mn participate in antioxidant activity due to their direct or indirect role in antioxidants production pathways. Supplementation of nano minerals have shown to increase the levels of catalase, superoxide dismutase and glutathione peroxidase enzymes which play an important role in disposing the free radicals (Hafeez et al., 2020; Zhou et al., 2014).

iii) Immune functions

Supplementation of nano forms of Zn, Se, Cu and Mn resulted in increased total lymphocyte count, phagocytic activity, and serum IgY concentration and, thus better immune functions (Hafez et al., 2020).

iv) Antimicrobial activity

Antibiotics are usually added in poultry feed in sub therapeutic concentrations as growth promoters and prophylactics against infectious agents. The selection pressure created by antibiotics leads to evolution of drug resistant bacteria. Nano minerals such as Ag, Zn and Cu also possess antimicrobial activity and can act as efficient alternatives to antibiotics in poultry nutrition (Dobrzanski et al., 2010; Hemeg, 2017).

Regulatory measures

Even though nano minerals are beneficial in poultry production, overdose has also resulted in weight reduction. Moreover, much research is needed to adopt regulatory guidelines in nano mineral production and usage as most metallic nano particles possess toxicity to human cells. Nanoparticle production and consumption should be governed by international and national regulatory measures based on research.

Conclusion

Overall, nano minerals are an emerging area in poultry nutrition due to their high bioavailability, improved growth, antioxidant and immune stimulant functions and sustainable environment protection. However, the dosage of every mineral needs to be determined by research in various age group of poultry and using green approach such as plant extract-based production.

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GUIDELINES FOR DRINKING WATER VACCINATION IN POULTRY

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INTRODUCTION

Drinking water vaccination is a rapid and easy way to vaccinate a flock in large numbers. However, mass vaccination methods require careful management if they are to be as effective as individual vaccination methods. This article provides a few straightforward guidelines that should be followed to make mass water vaccination as efficient and effective as possible.

HOW TO CALCULATE THE WATER CONSUMPTION FOR DRINKING WATER VACCINATION?

The aim of drinking water vaccination is water containing vaccine to be consumed by the flock over a period of 1½ – 2 hours. If the time is less than 1½ hours then not all the birds will receive a dose of the vaccine. If it is longer than two hours the efficacy of the vaccine may be lowered before it is administered to the birds. In order to achieve this aim, the amount of water that is normally consumed within a 1½ - 2 hour period by the flock must be estimated. This can be accurately done one day before vaccination, by measuring the amount of water consumed by over a two-hour period, commencing 45 minutes after feeding. On the day of vaccination, the water is withheld for 60 minutes prior to vaccination, so that the flock will consume more water than normal. To account for this, an extra 5% must be added to the calculated water consumption.

QUALITY OF THE DRINKING WATER

1. pH - Too high or too low pH can have a negative effect on the efficacy of the vaccine virus
2. **Chlorine and heavy metals** - Chlorine level as low as one ppm or contamination with heavy metals may inactivate the vaccine virus.

skimmed milk powder

- ▶ Use of skimmed milk in water will neutralize the detrimental effect of chlorine or other sanitizers in the water
- ▶ The milk proteins in the water bind chlorine and metallic ions, helping the survival of the vaccine virus in the water
- ▶ 2.0 g of skimmed milk powder/liters of water

Precaution when using skimmed milk powder:

- ▶ Skimmed milk powder can form lumps when mixed with water and be difficult to dissolve
- ▶ To overcome this problem, warm the water at about 60°C, then it can be poured onto the skimmed milk powder and stirred thoroughly with a whisk
- ▶ The reconstituted skimmed milk powder can be added to the drinking water
- ▶ Once the skimmed milk powder is added to the water it should be left to stand for 15-20 minutes before using it for reconstituting and administering the vaccine

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VACCINE PREPARATION AND ADMINISTRATION:

- Vaccine preparation should be done a clean surface (disposable kitchen roll or clean newspaper on a clean table top is suitable).
- Disposable gloves must be worn for the entire procedure.
- Chlorine neutralizing solution must be made up as a low volume stock solution (5-10 liters) and then mixed through the larger volume of water for vaccination. Leave for 20 minutes to neutralise any chlorine which may be in the water.
- Put approximately one to two liters of the chlorine neutralized water in a small container which submerge the vaccine into the solution.
- Ensure that the pellet has dissolved.
- Gently, but thoroughly stir the solution to mix thoroughly and then add rest of the water (calculated from the previous day's intake during a 1½ – 2 hour period after feeding, plus 5%) for vaccination.
- Allow all drinkers to fill with a vaccine containing water before lowering them to bird level. In the case of nipples take a bucket to the far end of the nipple line and drain off the existing untreated water. As a rough guide, one liter of water should be removed from each three-meter length of the nipple line. Once drained, nipples should be lowered to the normal height for the birds.
- Walk the flock at least twice during the vaccination process to encourage uniform consumption and make sure that vaccine is flowing to all the drinkers.
- Observe the drinking behaviour and ensure your own satisfaction that all the birds are drinking and receiving a dose of vaccine.
- Monitor the consumption rate of the vaccine to ensure your calculations are correct and that the vaccination solution will be consumed over a two-hour period. Note -the vaccination solution will be consumed quite quickly at the start of the process.
- Only when the vaccine water in the drinkers is finished, allow the main water be turned back on. The vaccine must not be diluted by the addition of main water.
- All equipment must be clean, but the vaccine should not come in contact with disinfectant.

EVALUATION OF DRINKING WATER VACCINATION:

A water soluble blue dye can be used to evaluate and monitor water vaccination technique. This blue dye has the ability to mark birds having consumed vaccine solution by temporarily staining their tongues. It has been observed that the intensity of tongue staining varies depending on the amount of vaccine solution consumed. The intensity of tongue staining is related to the protection offered by vaccination.

Newcastle disease challenge of vaccinated birds having different degrees of tongue staining has demonstrated that birds with more intensity stained tongues were better protected than those with lightly stained tongues.

The dye can also be used in trial vaccination to evaluate vaccination technique or to check the water system. One hundred birds from at least three different locations in the house should be examined for tongue color to see if the blue color of the tongue corresponds approximately to a dose of vaccine. If the vaccination technique has been successful at least 90% of the birds examined will have well-stained tongues in accordance with the manufacturer's guidelines.

THE PARAMETERS TO BE CONSIDERED WHEN EVALUATING VACCINE RESPONSE ARE LISTED BELOW:

- Titres which refer to the level of antibodies that the individuals have produced and therefore give an indication of how their immune system has responded.
- The coefficient of variation (CV) which refers to how "similar" to one another individuals are within the population in terms of antibody titre. In general, for any disease, the CV should be less than 50%. In addition, it is also important to establish a baseline antibody response for your individual farm. This will provide the expected titer or antibody response and CV for all the diseases that the birds are vaccinated against. These baselines are generally produced by taking the average titer for last 12 months across the entire farming base with the same vaccination programmes. If the baseline titer is different from the expected titer indicated by the vaccine manufacturer then an investigation and corrective action is taken wherever necessary.

CONCLUSION

Mass vaccination via drinking water is a simple and quick method of vaccinating a flock and can provide good, uniform immunization against disease. Due to the lower level of bird handling, it can have measurable benefits in bird performance over individual vaccination such as better weight gain, uniformity, egg production, and hatchability. However, such benefits will only be realized through effective management of the vaccine procedure and appropriate monitoring of the bird's response to vaccination.

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Jolien van Soest, Central Technical Manager, Orffa Additives B.V.



Selenium is an essential trace element, which is used for the synthesis of selenoproteins, such as glutathione peroxidase (GPx), which can function as antioxidants. The selenium levels in raw materials depend on the amount of selenium in the soil where the crops are grown. Therefore, the selenium levels in feed are often variable and rather low, highlighting the need to add selenium to the diet. Such supplemented selenium can be added in different forms, that can be distinguished as inorganic and organic. Inorganic selenium, usually in the form of sodium selenite, is often supplied as it is cheap, and it will be used for the synthesis of selenoenzymes in the animal. Organic selenium, as L-selenomethionine, can also be used for the synthesis of selenoproteins. However, it also has an important benefit compared to inorganic forms, since organic selenium in the form of L-selenomethionine can

Modern-day animal production is becoming more intensive. The sector aims to maintain optimal performance while facing issues such as high stocking densities, pathogenic pressure, heat stress and welfare problems. This is often associated with high levels of stress. The antioxidant system is important during those periods, therefore, it can be stated that animals require a good antioxidant status, in order to deal with the negative effects of stress. Adequate nutrition is key in supporting the animals' antioxidant status, with a major role for selenium.

be stored into animal proteins. This way it provides a safe deposit of selenium in the body, that can be used during times of stress when selenium demand is increased or feed intake is low. Therefore, L-selenomethionine is considered to be the most effective form of selenium.



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There are different sources of organic selenium products on the market. One of such products are selenized yeasts. These are yeasts that have grown on a medium rich in selenium, which caused the yeast to incorporate the selenium inside the yeast protein. On average, selenized yeasts contain approximately 63% selenium in the form of L-selenomethionine, the rest of the selenium is present in other forms such as selenocysteine. These other forms of selenium cannot be stored in animal proteins. The selenomethionine content in selenized yeast is variable and depends on different producers but also on different batches of the same producer. When incorporating selenized yeast in the feed, it is important to consider that the digestibility of yeast protein, and therefore also for the selenomethionine in the yeast, is only approximately 70-80%. In practice, this means that when you have a selenomethionine content of 63%, the total digestible selenomethionine content is approximately 50%, with variation between batches.

Another source of organic selenium is synthetically produced L-selenomethionine. This additive does not have variation in concentration and contains all selenium in the form of L-selenomethionine. It is therefore considered to be an effective tool in supplementing the diet with the optimal amount of selenium.

In a trial by Delezie et al. (2014), the diet of Lohmann Brown laying hens was supplemented with different selenium sources and dosages, in order to compare the results on selenium deposition in serum and eggs. Selenium sources included in the set-up were sodium selenite, selenized yeast and L-selenomethionine, all in the dosages of 0.1 ppm, 0.3 ppm and 0.5 ppm selenium. The results of this study clearly show that selenium from organic sources was more efficient in increasing selenium deposition in eggs, compared to sodium selenite (Figure 1). This is in line with the results shown for selenium in the serum. The highest selenium deposition was found for the birds receiving L-selenomethionine. Also, a dose-dependent effect could be observed, with higher selenium levels in eggs when the selenium inclusion level in the diet increases.

The increased selenium deposition in eggs for the L-selenomethionine-supplemented group, already at low dosages, represents the increased selenium status in the animal, allowing the animal to better deal with stressors.

Another trial, published at the Annual Meeting of the European Federation of Animal Science in Ghent, Belgium, 2019, studying the effects of different selenium sources on selenium deposition, was performed in broilers. This study included 4 treatments, differing in their selenium source

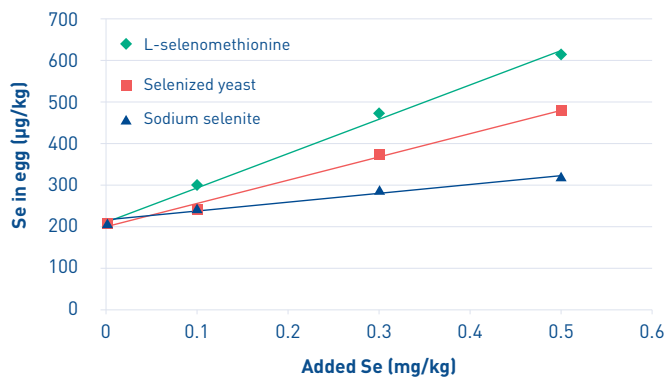


Figure 1: Selenium deposition in eggs for diets supplemented with 0.1, 0.3 or 0.5 ppm selenium in the form of sodium selenite, selenized yeast and L-selenomethionine [Delezie et al. 2014].

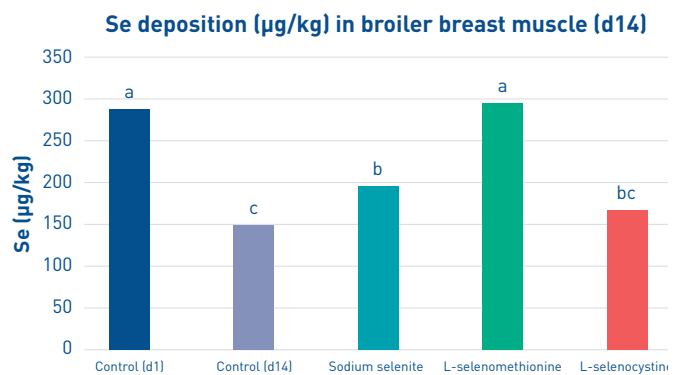
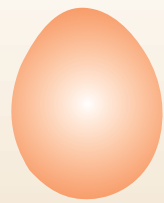


Figure 2: Selenium deposition in broiler breast muscle for diets supplemented with 0 ppm selenium (control) or 0.2ppm selenium in the form of sodium selenite, L-selenomethionine or L-selenocysteine.



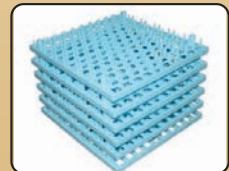
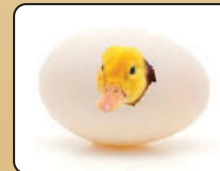
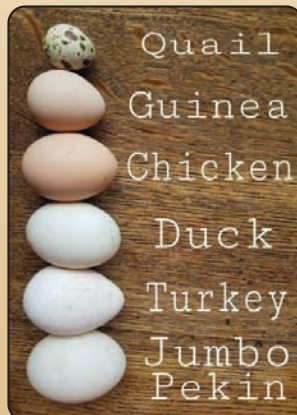
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in the diet; no added selenium, selenium from sodium selenite, selenium from L-selenomethionine and selenium from L-selenocysteine with all added selenium at the level of 0.2 ppm. The results of this trial (figure 2) clearly show that L-selenomethionine significantly improves selenium deposition in the muscle tissue of broilers, while L-selenocysteine and sodium selenite have lower deposition at day 14. This once again shows that L-selenomethionine is the only form of selenium that can be stored, and that selenium deposition by L-selenocysteine does not have a benefit on selenium deposition compared to sodium selenite.

The effects of selenium, on reducing the negative effects of stress, for example during heat or high stocking densities, have been shown previously in literature. A recent trial, published at PSA Annual Meeting San Antonio, Texas, USA 2023, studied the effects of selenium on performance during high stocking densities. The trial consisted of a 2 x 3 design; two treatments consisting of sodium selenite supplementation or L-selenomethionine supplementation, both at 0.3 mg Se/kg feed, and this for 3 different applied stocking densities; standard stocking density (29.84 kg/m²), +10% stocking density (32.84 kg/m²) and +16% stocking density (34.63 kg/m²). L-selenomethionine supplementation, in comparison with sodium selenite (Figure 3), showed 2% increase in body weight (P=0.002), a 2.5% better body weight uniformity (P=0.003) and a 2% improvement in feed conversion ratio (FCR) (P=0.04), for all tested stocking densities. Besides performance parameters, meat quality was improved. Tenderness was determined with the Warner-Bratzler method to measure shear force, for which L-selenomethionine showed a 12% decrease in the shear force of breast meat compared to sodium selenite (P=0.05), which indicates an increase in tenderness and an improvement of meat quality.

Another important topic, when considering selenium in nutrition, is the dosage. The right dosage of selenium allows for optimal production, while overdosing can cause toxic effects on the animal.

In Europe, the legislation allows a maximum of 0.2 ppm organic selenium in feed, with a maximum of total selenium at 0.5 ppm. In practice, this means that nutritionists often combine an organic selenium source at 0.2 ppm, with 0.3 ppm selenium as sodium selenite. Outside of the EU, slightly higher dosages of organic selenium can be used, around 0.3 ppm, which have been showing to allow for good results on

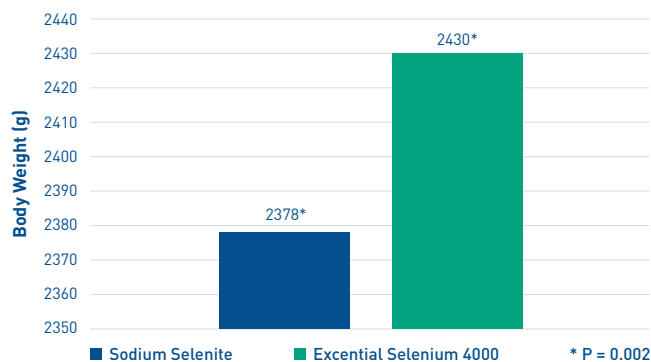


Figure 3: Final body weight of broilers supplemented with sodium selenite or L-selenomethionine at 0.3 ppm selenium.

production. Because L-selenomethionine already obtains such high effects at low dosages, compared to sodium selenite and selenized yeast, an economically interesting choice could be to supplement the diet with lower levels of L-selenomethionine, instead of using higher levels of selenized yeast.

Conclusion

It can be concluded that organic selenium has the highest bioavailability, compared to inorganic selenium. Within the different organic selenium forms, L-selenomethionine can be considered as the source allowing for consistent L-selenomethionine supplementation to the diet, with optimal results on the animals' selenium status. It allows for a better cost-efficiency, with lower supplementation levels, while maintaining similar or higher selenomethionine levels in the diet. This way, you can save costs while improving performance and health status.



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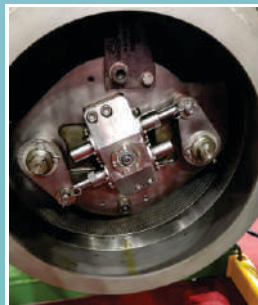


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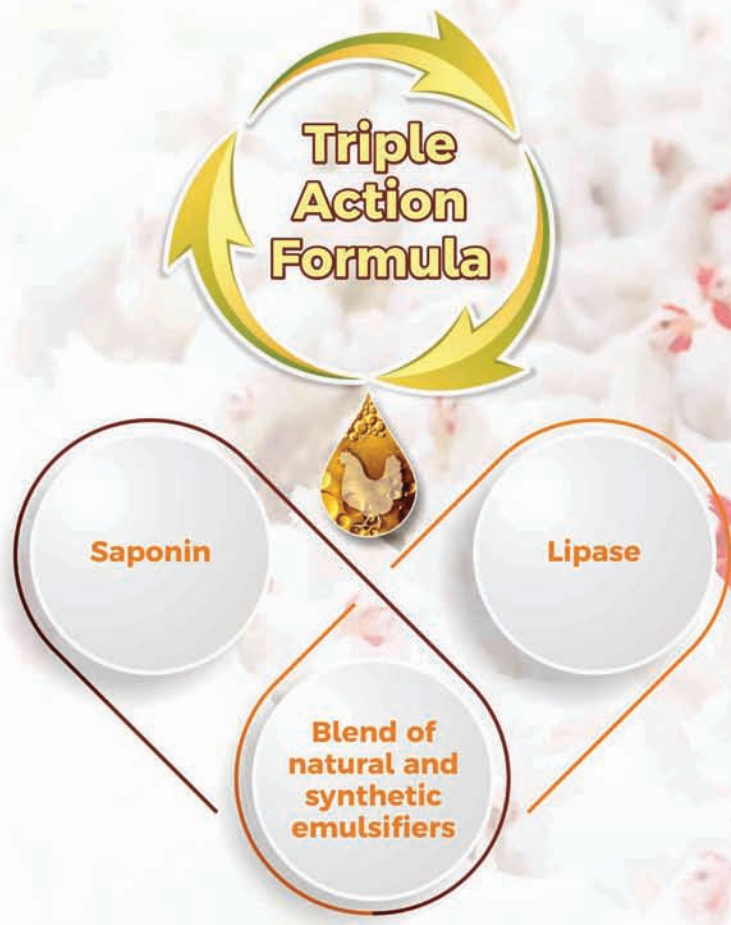
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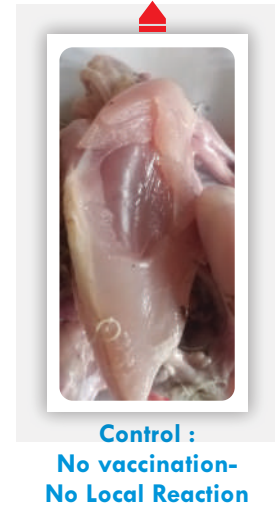
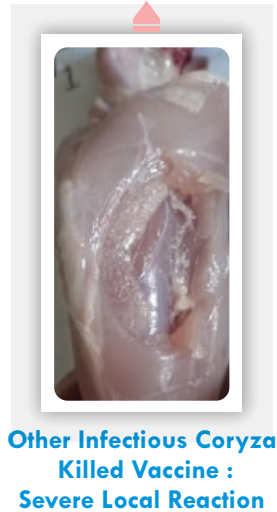
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