

# Poultry Fortune

Estd. 1991

• Production • Nutrition • Management • Marketing

June 2023

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## Inside...

Editorial:  
IEC launches Vision 365  
Egg Innovation Award to  
recognise organisations...



Poultry Breeders  
Associations seek  
extension of Animal  
Husbandry Infrastructure  
Development Fund  
Scheme by two years

Price of chicken  
fluctuates as state has  
no say in chick, feed  
production

Suguna Food's Delfrez  
adopts 'Soy Fed  
Product' label

Aviagen India Summit  
Explores Trends, Growth  
and Development in  
Dynamic Region

JAPFA India  
Introducing Animal  
Feed and Agri Allied  
Products Testing  
Laboratory

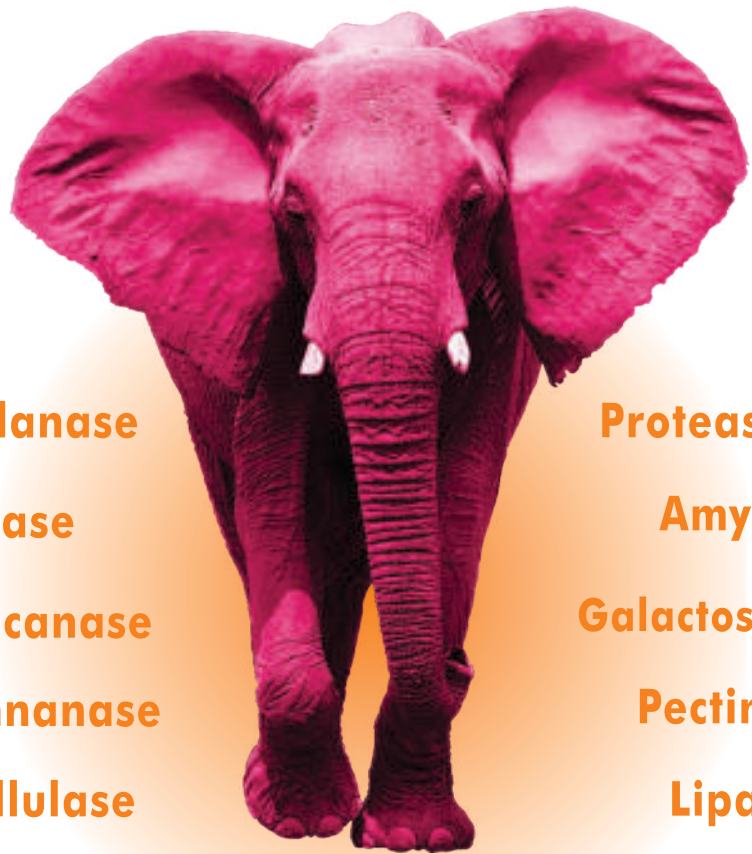


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for Telangana Poultry  
Federation

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Jahnavi P F	Andhra Pradesh	24	Akkamamba P F	Andhra Pradesh	
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Ashok Poultry	Telangana		Kaliyanna P F	Tamil Nadu	
Aulocraft Towers Pvt. Ltd.	Uttar Pradesh		Anitha P F	Tamil Nadu	
Mahida P F	Gujarat	SMN P F	Tamil Nadu	27	
Sree Vaishnavi P F	Karnataka	Laxmi Narasimha P F	Telangana		
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		25	Venkatesan P F	Tamil Nadu	

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- Weeks Above 90% : 9 (Still continuing)
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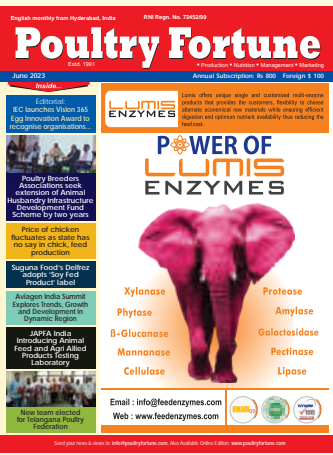
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- Editor



## Editorial

- IEC launches Vision 365 Egg Innovation Award to recognise organisations who push the boundaries to create innovative food products that add value to eggs.

## News

- New IEC Egg Innovation Award will recognise exceptional efforts to add value to eggs.
- Report on Comprehensive Refresher Programme (CRP) Conducted by Centre of Excellence for Animal Husbandry, Animal Husbandry Academy of India, Hessarghatta.
- Price of chicken fluctuates as state has no say in chick, feed production.
- Avicola La Guasima invests in Royal Pas Reform's SmartPro technologies to develop Venezuela's leading hatchery.
- Suguna Food's Delfrez adopts 'Soy Fed Product' label.
- Lumis Biotech participates in VIV Asia 2023, Feed to Food Global Trade Show.
- Aviagen India Summit Explores Trends, Growth and Development in Dynamic Region.
- JAPFA India Introducing Animal Feed and Agri Allied Products Testing Laboratory (An NABL accredited Lab) in Maharashtra and West Bengal.

## Special Feature

- Everest – Keep your Poultry farm evercool.

## Articles

- Indian Poultry Industry Faces Certain Problems (Wrong and Misleading Information).
- Nature's Coccidiostats A Novel Approach to Coccidiosis Prevention in Poultry.
- A Tool for Phytate Degradation and Nutrient Utilization.

## ADVERTISERS' INDEX

Adelbert Vegszerek	27	Promois International Ltd	23
Anthem Biosciences Pvt Ltd	10	Provet Pharma Pvt Ltd	55
Amantro Agro	19	Provimi Animal Nutrition India Pvt Ltd	41
AP Poultry Equipments	65	Sapience Agribusiness Consulting LLP	39
Atomes India Chemicals Pvt Ltd	7	Srinivasa Farms Pvt Ltd	2
Aviagen India Poultry Breeding	5	Swiss Chemie International	35
Beijing Smile Feed Sci. & Tech. Co Ltd	6	Team Agrotech Pvt Ltd	64
Boehringer Ingelheim India Pvt Ltd	15	Timo Eva Wellness Pvt Ltd	31
Everest Industries Ltd	52	Top Syringe Manufacturing Co. Pvt Ltd	29
Flavour Trove	21	Uttara Impex Pvt Ltd	61
Himalaya Wellness Company	8 & 47	Vaksindo Animal Health Pvt Ltd	67
Indian Herbs Specialities Pvt Ltd	25	Vetogen Animal Health	57
Japfa Comfeed India Pvt Ltd	33	VALVIN Nutraceuticals	13
Karamsar Poultry Appliances	63	Venkateshwara B.V. Biocorp Pvt Ltd	37
Kemin Industries South Asia Pvt Ltd	BC	Venky's (India) Limited	66
Lumis Biotech Pvt Ltd	FC	Ventri Biologicals	3
Morning Bio	4	Zeus Biotech Pvt Ltd	17
Nitta Gelatin India Ltd	43	Zhanjiang Hengrun Machinery Co Ltd	45
Nutrex NV	59		

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# IEC launches Vision 365 Egg Innovation Award to recognise organisations who push the boundaries to create innovative food products that add value to eggs

*Coccidiosis represents a serious threat to poultry industry affecting production and causing high morbidity, mortality and significant costs resulting from treatment and prophylaxis. This disease is highly prevalent in poultry farms and can cause significant economic losses to farmers. There is also a higher interest from the consumer in organic poultry production and a great demand for natural and healthier products. In this context, the use of natural coccidiostats has become a promising alternative to anticoccidial drugs*



Dear Readers,

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

**The International Egg Commission (IEC)** has launched the Vision 365

Egg Innovation Award to recognise organisations who push the boundaries to create innovative food products that add value to eggs. Launching the award during the IEC Business Conference in Barcelona, Vision 365 Chairman, Suresh Chitturi, said: "We have a fantastic product which is both nutritious and sustainable to produce and Vision 365 was established to increase egg consumption globally. One way we can do this is through the development of innovative products which encourage consumers to eat eggs at alternative meal occasions."

**The Pan India Broiler Coordination Committee** along with Karnataka Poultry Farmers and Breeders Association, Poultry Farmers and Breeders Association of Maharashtra, Telangana Poultry Breeders Association, West Bengal Poultry Federation, Central India Vencobb Broiler Breeder Hatcheries Association and Broiler Coordination Committee, Tamil Nadu, has written a letter to the Secretary, Department of Animal Husbandry and Dairying, Government of India, Dr Rajesh Kumar Singh, seeking an extension of the Animal Husbandry Infrastructure Development Fund

Scheme by another two years. The chairman of the BCC-TN, Mr R. Lakshmanan said that 'by extending the scheme, the government would be helping entrepreneurs to establish infrastructure projects which would generate employment, besides adding to economic growth.' Further, he requested the government to 'help the rural economies and employments of women in rural areas through this scheme'.

**CEAH-Bengaluru-Animal Husbandry Academy of India** was setup under Government of India, Ministry of Fisheries, Animal Husbandry and Dairying and Department of Animal Husbandry and Dairying as a consortium of 5 organizations at Hessarghatta vide Order No. F.A-430011/3/2023 - Estt (HQs), dated 14 March 2023. This Academy is formed as per the guidelines of DoPT for National Programme for Civil Service Capacity Building (NPCSCB) under 'Mission Karmayogi' of Government of India. Dr Mahesh P.S, Joint Commissioner and Director of Academy acknowledged the tireless efforts of the entire Academy Team both the front end and back end consisting of logistics, hotel arrangements, outdoor team, etc for making this programme very successful. Govt. of Karnataka in principle agreed to depute one batch of 20 trainee officers every second week of the month starting from May 2023 onwards for the future batches. The other states are also sought to write to them for their need for such Comprehensive Refresher Programmes for their young veterinary professionals at CEAH Bengaluru-Animal Husbandry Academy of India.

*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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**Suguna Food's** Delfrez adopts 'Soy Fed Product' label. The 'Soy Fed' Product label aims to enable consumers to make informed food decisions and distinguish packaged poultry, meat and fish that are fed with soy meals, as soy's superior amino acid profile and amino acid digestibility have a significant impact on the growth and development of the meat, which ultimately benefits the end consumer. With this association, Suguna Foods also extends its support to 'Right To Protein', a public health initiative that launched this unique feed label for animal protein foods. Protein is indisputably a key requirement for livestock and aquaculture which plays a significant role in their overall growth. And soy feed plays a crucial to define the quality of protein for human consumption.

**A leading provider of animal feed and Agri-Food products** has announced the opening of its advanced testing laboratory. This state-of-the-art facility is dedicated to analysing animal feed and agricultural allied products, ensuring the highest standards of quality and safety for its customers. One of the key highlights of this laboratory is its accreditation from the National Accreditation Board for Testing and Calibration Laboratories (NABL). NABL is an autonomous body under the Department of Science and Technology, Government of India, responsible for providing reliable and accurate testing and calibration services. The accreditation signifies that Japfa Comfeed India Pvt Ltd's laboratory meets stringent international standards for testing competence and impartiality.

**The directive issued by the Uttar Pradesh Government** of using refrigerated vans for transporting eggs has become a matter of concern for the people involved in poultry business in Haryana who sell eggs in the neighbouring state. Vehicles from other states or those covering a distance of more than 150 kms must have refrigeration and GPS device, says UP Govt. Temperature to be maintained at 10 to 15.5°C. Trays must have stickers with information about date of production and place.

**Elections for Executive Committee** for the State body and 11 Regional Committees of Telangana Poultry Federation (TPF) were held. Elections for 10 Regional committees in Telangana state of TPF held from 12 to 25 April 2023. Layer and Brioler farmers, who are members of TPF were eligible to vote in the elections. It has 1,052 poultry farmers as its members with 5,000 to 12 Lakh birds capacity farms in the state. Election for the state body was held on 27 April 2023 at TPF office in Hyderabad with Mr P. V. Narayana Rao, General Manager, Finance, NECC as the chief election officer.

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**In the Articles section – A Tool for Phytate Degradation and Nutrient Utilization** -authored by **Mr Sumit Sipany**, discussed that the latter part of the past century witnessed drastic increases in the size of poultry facilities for better

efficiencies and lower production cost. Concurrently, fast-growing, or high producing breeds of poultry were developed and raised to utilize a plant-based feeds in their ration. But one of the major drawbacks of this ration is that it contains high phytate concentration making phosphorus unavailable to poultry, thus increasing the amount of inorganic phosphorus in poultry diet. The unutilized feed phytate was largely excreted by these simple stomached species and rendered phosphorus in their excreta too high to be applied to cropland. The other menace phosphorus rich excreta pose is eutrophication. Phytase is an enzyme which hydrolyses phytic acid to inositol and inorganic phosphorus, leading to improved phosphorus utilisation and overall performance of broilers.

Article titled–**Nature's Coccidiostats as Novel Approach to Coccidiosis Prevention in Poultry** - authored by **Dr Neerad Khuje** said that Coccidiosis represents a serious threat to the poultry industry affecting production and causing high morbidity, mortality and significant costs resulting from treatment and prophylaxis. This disease is highly prevalent in poultry farms and can cause significant economic losses to farmers. The use of natural remedies has become a promising alternative in combating coccidiosis in chickens. Coccidiosis is a prevalent disease in poultry farms that can cause significant economic losses to farmers. There is also a higher interest from the consumer in organic poultry production and a great demand for natural and healthier products. In this context, the use of natural coccidiostats has become a promising alternative to anticoccidial drugs.

Another article titled – **Indian Poultry Industry Faces Certain Problems** - authored by **Dr S.K. Maini**, discussed that Pharma Companies are hand in glove with the concerned Regulatory Bodies, the Politicians, the Scientist and Researchers and the Marketing and Distribution firms to cheat the public and make millions of rupees, eventually to share among themselves. This has happened for the Human Medical Industry for a long time and is now happening for the Livestock, Veterinary and Poultry fields as well. Indian Poultry Industry is no exception, farmers big and small, educated and uneducated, have been repeatedly fooled by the Pharma Companies, their Distributors, both directly and indirectly since decades. The poor farmers end up paying through their nose, loose heavily, birds and their performance suffers. Govt and the Industry should come forward to identify and look into the real problems and solve them one by one, before it is too late and becomes difficult to control. Scammers of all types be identified and blacklisted, all farms in the country be registered and movement of birds, eggs etc be monitored and regulated, this will solve the problems of poultry ensure more employment, generate profits for the farmers and keep the scammers out of the scene.

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

**M.A.Nazeer**  
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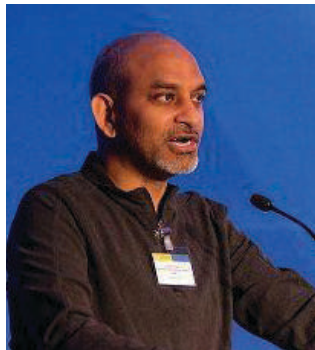
## New IEC Egg Innovation Award will recognise exceptional efforts to add value to eggs

The International Egg Commission (IEC) has launched the Vision 365 Egg Innovation Award to recognise organisations who push the boundaries to create innovative food products that add value to eggs.

Entries for the new international award are now open to any food product where the main focus is natural hen eggs, and the introduction of new ideas or alternative interpretation of an original product is demonstrated.

Launching the award during the IEC Business Conference in Barcelona, Vision 365 Chairman, Suresh Chitturi, said: "We have a fantastic product which is both nutritious and sustainable to produce, and Vision 365 was established to increase egg consumption globally. One way we can do this is through the development of innovative products which encourage consumers to eat eggs at alternative meal occasions."

"I am delighted that the IEC is launching this brand-new award to recognise innovative food products which add value to eggs and support increased egg consumption. This is a fantastic opportunity to raise the profile of your business and promote your product. I look forward to showcasing products which are leading change within our industry."



**Suresh Chitturi, Chairmen, IEC**

The award will be presented during this year's IEC Global Leadership Conference in Lake Louise on 24-28 September. To enter, the IEC are asking organisations to share a link to their product website for the judge's consideration, by Friday 11 August.

### Editor's notes

Established in 1964, the International Egg Commission (IEC) is a not-for-profit organisation that represents the egg industry internationally; it has members in around 80 different countries. Its members include national egg associations, egg farmers, egg graders and processors around the world. Part of the role of the IEC is to provide information to assist with national and international decisions and policy making, it does this through its membership, its publications and liaison with other international organisations, including; World Organisation for Animal Health (WOAH), World Health Organization (WHO), Consumer Goods Forum (CGF), and the

United Nations' Food and Agriculture Organization (FAO).

Vision 365 is a 10-year plan launched by the IEC that intends to develop the nutritional reputation of the egg on a global scale in order to unlock its full potential. The project will facilitate a vibrant and growing movement with the new award anticipated to be a key component for its success.

Each year, the IEC celebrates the outstanding achievements of organisations and individuals from within



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# Report on Comprehensive Refresher Programme (CRP) Conducted by Centre of Excellence for Animal Husbandry, Animal Husbandry Academy of India, Hessarghatta

**CEAH-Bengaluru – Animal Husbandry Academy of India** is setup under Government of India, Ministry of Fisheries, Animal Husbandry and Dairying, and Department of Animal Husbandry and Dairying as a consortium of 5 organizations at Hessarghatta vide Order No. F.A-430011/3/2023 – Estt(HQs), dated, 14 March 2023. This Academy is formed as per the guidelines of DoPT for National Programme for Civil Service Capacity Building (NPCSCB) under ‘Mission Karmayogi’ of Government of India.

**CEAH-Bengaluru** is spread over 642 acres distributed in four campuses at Hessarghatta. Campus – 1 consists of Central Poultry Development Organization and Training Institute (CPDO & TI), Campus – 2 consists of Central Frozen Semen Production and Training Institute (CFSPTI) and Central Cattle Breeding Farm (CCBF), Campus – 3 consists of Animal Quarantine and Certification Services (AQCS) and Campus – 4 consists of Regional Fodder Station (RFS).

**CEAH Bengaluru** has state of art automation units at poultry, Modern dairy sheds, ET lab, Sex-sorted semen lab, International Animal Quarantine facility, biggest fodder unit in the country with latest



technology adoption for irrigation. The Academy consists of four campuses with conference halls, class rooms, officers and farmers hostels with boarding and lodging facilities.

**CEAH Bengaluru Academy** organized a Comprehensive Refresher Programme for Young Veterinary Professionals (batch size 20) from 24 to 28 April 2023. This course is planned with a 360 degree approach for knowledge enrichment and generic issues with the following outcomes expected to be covered:

Candidates were exposed to information on Govt. institutions of State and Central of Department of Animal Husbandry and

Dairying across the country. Latest innovations, govt. schemes of both state and central sector, soft skills for adoption in service delivery, successful business models, project report analysis, activity

based learning including pre-training and post-training analysis. The young veterinary professionals will be motivated and trained in the modern challenges of Animal Husbandry Sector.

On 24 April 2023, **G.N. Singh**, Joint Secretary (Admin), Ministry of Fisheries, Animal Husbandry and Dairying, Department of Animal Husbandry and Dairying New Delhi inaugurated the programme online. In his inaugural address, he briefed the mandates of CEAH Bengaluru





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the consortium of 5 organisations to aspire to be best Animal Husbandry Academy in India with state of art infrastructure facilities and a robust revenue model. He appreciated the efforts of Director and team to conduct this programme within short period of time. He wished all the participants from 10 districts for a pleasant stay and a greater knowledge exchange during the programme.

All trainees were given a digital pre-training analysis through Google Forms by **S.M. Anwar Basha** with a pre-designed format to understand the training needs of officers in various subjects.

**Dr Mahesh P.S.** Joint Commissioner and Director of CEAH academy made a presentation on Prospects of Indian Animal Husbandry Sector which is estimated to be double the Automobile sector (7.5 lakh crores) contributing about 15 lakh crores to the Indian GDP. The Dairy sector is estimated to be about 8 to 10 lakh crores, poultry 2 lakh crores and rest three lakh crores is from small ruminants etc. Indian Animal Husbandry sector is most promising with a sustained growth for rural economy, employment and nutritional security.

In the afternoon, trainees were taken to **CEAH Campus-1** CPDO & TI to visit automation units in poultry, feed mill, hatchery and demo unit. They were all briefed by **Dr Sonali Nanda** and **Dr Balraja** about requirements of Automation, Fundamentals of Feed Mill and Hatchery at the field.

**Dr Raghavendra Bhatta**, Director, ICAR-NIANP made an elaborate presentation on structure of ICAR, Animal Sciences Institutions in ICAR being third largest group with being 19 in number. Preceded by Horticulture Institutions, 23 and Crop Sciences institutions at the top with 27 institutions under ICAR in India. Under Animal Science, there are two deemed Universities, 9 National Institutes, one Bureau, 5 National Research Centres, one Directorate and one Project Directorate involved in Research and Development on Animal Science in the country. Dr Bhatta presented in detail about NIANP and technology developed at this centre with a lot of commercialization of the concept from NIANP.

On Tuesday, 25 April 2023 **Dr Mahesh P.S.** presented on Indian Animal Husbandry Schemes with a mandate of Govt. of India towards quality services at farmers doorsteps (mobile veterinary clinics), entrepreneurs development (NLM, AHIDF) eradication of animal diseases (ASCAD) and Livestock Development (Rashtriya Gokul Mission), Breed Multiplication Farms, National Programme on Dairy Development, Accelerated Breed Improvement Programme feed and fodder development, livestock insurance etc.

**Dr Debalina Mitra**, Assistant Commissioner, DAHD joined online from New Delhi and gave a demo for online application of the schemes namely, National Livestock Mission and Animal

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Husbandry Infrastructure Development Fund(AHIDF) through the portal namely (nlmudyamimitra.nic.in and ahidfudyamimitra.nic.in). **Dr Sonali Nanda**, Assistant Director made a presentation on activities of CPDO and TI including the future proposed activities at CPDO and TI. **Dr P. Nallappa**, Managing Director, Jagadish Poultry Farm, a successful entrepreneur in poultry made elaborate presentation on Economics of Broiler and Broiler Breeding Farms with unit cost and suggestions for adaptation to make poultry enterprise most profitable venture.

In the afternoon, trainees visited **CEAH campus-2** to visit facilities of Central Frozen Semen Production and Training Institute(CFSPTI) and Central Cattle Breeding Farm(CCBF). They appreciated the facilities of Semen Lab, ET lab, cattle sheds, milk collection etc. **Dr Bhaskar**, Deputy Commissioner, **Dr Atulya M.**, Asst. Commissioner and **Dr Abdul Salam**, Livestock Officer explained the facilities. This was followed by presentations by **Dr Arun Prasad**, Joint Commissioner. CFSPTI and **Dr Holabasappa Teggi**, Joint Commissioner, Central Cattle Breeding Farm (CCBF) on activities of CFSPTI and CCBF respectively.

On 26 April 2023, Wednesday, **Mr Santosh**, a sheep entrepreneur presented the success story with interesting facts of Nomadic Herds of Sheep across India with a very sustainable profitable sheep farming. He mentioned in his address that money saved is money made in sheep farming with greater control on inputs. The stall feeding of sheep farming has its own challenges that require higher cost, commitment and proper marketing strategy. Later this session was followed by **Mr V. Sudhindranath**, Desi Cow farming entrepreneur of 'NaatiHasu Goshala' with a brand name 'Pashu Thai' for the products of the organization. He is maintaining more than 500 desi breeds with more than 10 breeds of desi origin. He has been very successful in producing various products under his venture namely, Panchagavya, Agnihastra, Balms, Phenyls, Health products etc., by adopting innovative



interventions like chaff cutting, silage making, gobar gas production, multistoried cow sheds, solar adaptations etc. **Dr Mahesh P.S.** guided the trainees on the topic of Communication and Presentation Skills.

In the afternoon, trainees visited **CEAH Campus-4** to visit Regional Fodder Station, wherein they were exposed to fodder demo plots, fodder seeds display with a brand "Fodder Gold" followed by demonstration of Rhodes cultivation. The trainees were taken to Artificial irrigation pond which is recently developed at this centre with 100ft x 100ft x 12 ft depth holding more than 20 lakh liters of water for sprinkler irrigation. **Dr Aditya and Sri. Ashwathappa** made presentations about fodder management for the trainees.

On 27 April 2023, the session started at 9.00 am with **Prof. Dr Vivek Patil** from KVAFSU, Bengaluru dealing on

Animal Husbandry Projects and analysis. In his three hours deliberation, he demonstrated salient features of Dairy Project in detail including calculation of ratios and feasibility concerns. This session was followed by **Dr Gopakumar**, CEO and Managing Director of DLG farms India (USA) on successful piggery enterprise in detail with ideal 3 way crossing, breeder model, franchise model, piglet fattening model etc to make piggery one of the most successful enterprise.

In the afternoon, Trainee officers visited **CEAH Campus-3** Animal Quarantine Certification Services (AQCS). **Dr Tapan Kumar Sahu**, Deputy Commissioner along with **Dr Nivedita**, Quarantine Inspector made presentations about requirements of export / import of livestock products through AQCS Bengaluru and provisions of Livestock Importation Act. Later they were shown





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all the facilities of AQCS. In the evening for the first time CEAH Academy introduced 'Activity Based Learning' which was conducted by **Dr Sridhar Murthy**, President, NSB Academy Bengaluru along with their expert team. Trainee officers along with CEAH academy team participated with highest enthusiasm till 8.00 pm.

On the last day, 28 April 2023, trainees visited "NaatiHasu Goshala" at Kakolu early in the morning 7.00 am to appreciate the activities at the Desi Cattle Farm. Later **Dr Jayaramaiah**, Chief Veterinary Officer, State Animal Husbandry Training Centre, Hessarghatta presented on Department of Animal Husbandry Schemes of Govt. of Karnataka. This is followed by **Dr Vinod Bhat**, Joint Commissioner, Govt. of India and Secretary Veterinary Council of India joined online for the presentation on Veterinary Council of India and issues of Veterinary profession. The last session was presented by **Dr Mahesh P.S.** with a future vision of Animal Husbandry Sector and Vet as a successful entrepreneur. **Mr S.M. Anwar Basha** issued trainees Post Training google forms to seek their feedback in both google forms and written feedback.

The CRP programme concluded with a Valedictory Function chaired by **Dr Mahesh P.S.** Joint Commissioner and Director of Academy along with Divisional Heads. Each trainee officer were given with Kit consisting of Executive Bag, CEAH memento, Certificate, Group Photograph and Card Drive (pen drive) consisting of all the presentations made during the five days. The trainee officers expressed their satisfaction and they rated the programme as Excellent in both "Google forms under post-training analysis and written feedback).

**Dr Mahesh P.S.**, acknowledged the tireless efforts of the entire Academy Team both the front end and back end consisting of logistics, hotel arrangements, outdoor team, etc for making this programme very successful. Govt. of Karnataka in principle agreed to depute one batch of 20 trainee officers every second week of the month starting from May, 2023 onwards for the future batches. The other states are also sought to write to us for their need for such Comprehensive Refresher Programmes for their young veterinary professionals at this CEAH Bengaluru-Animal Husbandry Academy of India.

## Price of chicken fluctuates as state has no say in chick, feed production

**Thiruvananthapuram:** The frequent changes in the price of chicken have often put the State in a tight spot as Kerala accounts for 11% of the national poultry meat consumption. Though the State government has made many interventions to strengthen the domestic broiler sector to insulate consumers and producers from fluctuating prices, the initiatives have not yet paid off.

According to the statistics available with the Animal Husbandry department, of the 5.04 lakh tonnes of poultry meat sold in the State a year, the contribution of government agencies is around 2% to 2.5% only. When Kerala Chicken was launched, the State was targeting a market share of 5% in the first year and 15-20% in the next two years enabling it to regulate the price of meat in the market.

However, three years since, the market is still controlled by private players. The Brahmagiri Development Society, KEPCO (Kerala State Poultry Development Corporation), Kudumbashree and the Meat Products of India (MPI) are the main public sector agencies that produce day-old broiler chicks in the State.

Kerala requires around 310 lakh chicks per month,

while the government agencies produce just three lakh a month.

V. Sunilkumar, former managing director of KEPCO, says as long as the State has no say in the production and supply of poultry feeds and one-day-old chicks — two main components that constitute 80% of the cost of production of a broiler bird — the State will have to depend on private players to meet requirements.

In the absence of effective market interventions, producers are dependent on corporates who decide the cost of both chicks and feed. To have a sustainable broiler sector, the State should enhance domestic production of chicks and feeds, say experts.

Pointing out the necessity of controlling the cost of the basic inputs, they say an agency with own chick and feed production can produce one kilo of live poultry meat at ₹82.45, while those without control over the two basic inputs will have to spend ₹97.10 at present.

As the per capita consumption of poultry meat in the State is 15.5 kg against 3.4 kg in the country, a sustainable broiler sector is imperative in the State, they say.



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## Avicola La Guasima invests in Royal Pas Reform's SmartPro technologies to develop Venezuela's leading hatchery

Avicola La Guasima, the family-run business based in Valencia, Venezuela, is investing in a new, integrated SmartPro™ broiler hatchery from Royal Pas Reform, which will include SmartPro™ incubators, a HVAC climate control system and full automation.

The Quercia family chose to work with Royal Pas Reform to achieve its ambition of creating Venezuela's leading hatchery – both in terms of efficiency and also to ensure maximum bio-security, quality and traceability for its chicks.

The new hatchery is equipped with 30x SmartSetPro™-6 setters, with a capacity of 132,192 eggs each, and 30x SmartHatchPro™ hatchers, each with a capacity of 22,032 hatching eggs. The two separate hatch rooms will create a weekly setting capacity of more than 1.2 million eggs. The facility is scheduled to be operational by Spring 2023.

The SmartCenterPro™ hatchery information software will super-connect data from the entire hatchery. Integrated data from incubation, climate control and hatchery automation systems produces a unique cycle report for every batch of eggs, including full traceability information with details of chick



*From left, Camilo Lesti – Project Investment Manager, Luis Silva – Production Manager, Airtón Murarolli – Consultant, BoukeHamminga – Royal Pas Reform's Sales and Marketing Director, Antonio Quercia – CEO, Antonio Figuera – CFO, Ranulfo Ortiz – Royal Pas Reform America Development Business, Elias Maica – General Manager AVEPORK USA LLC, Felix Martinez – Project Manager*

uniformity, setter and hatcher climate, hatchery climate and alarms.

The fully integrated solution does not stop when installation is complete. Avicola La Guasima and Royal Pas Reform have worked together to customize a SmartCare™ preventative maintenance and hatchery

support contract that will proactively involve both company's teams to maintain optimum hatchery performance.

'The building has been designed to optimize workflow efficiencies and bio-security,' says Dr Luis Silva, Production Manager at Avicola La Guasima. Royal Pas Reform's SmartPro™

setters and hatchers have been developed with maximum bio-security in mind. Moreover, SmartCenterPro™ software is a powerful tool that enables us to deliver full traceability.'

The company's CEO, Antonio Quercia, comments, "We are really satisfied with all the technical support and engineering development of the project. In Royal Pas Reform we have a partner that can provide us with absolutely everything and this has allowed us to make the decision to handle the latest technology available in the incubation field with confidence."

Royal Pas Reforms Sales and Marketing Director, BoukeHamminga comments: "This is a milestone for Royal Pas Reform and the Venezuelan industry. As the world's only provider of fully integrated hatchery solutions, it is a truly exceptional opportunity for us to supply and install a project of this size and caliber."



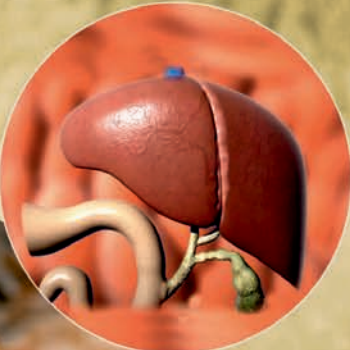



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# Suguna Food's Delfrez adopts 'Soy Fed Product' label

*The voluntary label introduced in 2021 by the public-health awareness initiative, 'Right To Protein' is a step towards better sustainability and quality in the ecosystem*



**India:** Delfrez, India's leading omni-channel poultry brand from the house of Suguna Foods adopts the voluntary 'Soy Fed Product' label across all their range of Ready-to-cook and Ready-to-eat meat products.



The 'Soy Fed' Product label aims to enable consumers to make informed food decisions and distinguish packaged poultry, meat and fish that are fed with soy meals, as soy's superior amino acid profile and



amino acid digestibility have a significant impact on the growth and development of the meat, which ultimately benefits the end consumer. With this association, Suguna Foods also extends its support to 'Right To Protein', a public health initiative that launched this unique feed label for animal protein foods in September 2021.

**On this association, Vignesh Soundararajan, Managing Director at Suguna Foods, said,** "As a protein leader of the country providing protein-rich foods has always been our prime objective. We are India's leading poultry group with diversified operations that extend to hatcheries, feed mills, processing plants, animal healthcare products, and nutrition supplements.

We are excited to extend our support to the 'Right to Protein' initiative and to also adopt the 'Soy Fed Product' label that will help highlight the role of high-quality protein feed, such as soy, to improve the protein content of animal-



based foods. We believe this initiative will help consumers choose quality animal protein sources and understand the nutritional benefits of the feed to the food. Consumers are increasingly relying on trusted brands like ours for quality and transparency, which motivates us to further reassure them of our commitment to their growing needs."

right to  
**protein**

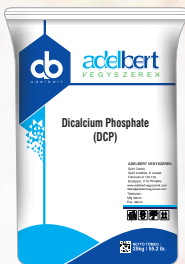
Deeba Giannoulis, Head of U.S. Soy Marketing - South Asia and Sub-Sahara Africa (SAASSA) and supporter of the Right To Protein initiative added, "The label drives awareness about how we are what our food is fed. Sustainable and high-quality soybean meal is a vital factor in the growth and development of animal stock and directly impacts the quality of protein consumed by humans. It is encouraging to see leading Indian poultry and livestock product producers to adopt the Soy Fed Product label, especially a market leader like Suguna Foods wheeling in for the cause on this occasion of Global Soy Month in April 2023."

"It is a delight to witness the 'Soy Fed Product' label onboard another key supporter with Suguna Foods joining the forces with the voluntary feed label. Protein is indisputably a key requirement for livestock and aquaculture which plays a significant role in their overall growth. And soy feed plays a crucial to define the quality of protein for human consumption. The voluntary adoption of this label therefore is a huge step towards to uphold

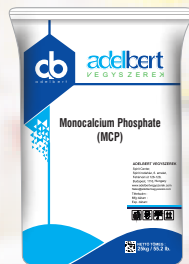


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the quality of protein feed and its importance for end consumers." added **Jaison John, Lead - India, US Soybean Export Council (USSEC) and a Right To Protein supporter.**

As we celebrate 'Soy Month 2023', Right to Protein urges the industry to come together and celebrate the super feed and super food in innovative ways that will empower citizens to make informed choices and consume adequate protein in every meal.

#### About Delfrez

Experience the new retail commute of Suguna towards a bigger change called "Delfrez". In this era of growth and easy access to comfort, Suguna introduces a new way of shopping for meat. Delfrez has the appeal of making a powerful impact all around the country to make healthy and hygienic meat with ease of access.

Delfrez provides the luxury of selecting from a range of fresh chilled chicken, eggs, mutton and ready-to-eat products under your convenience that are available in different types of portions; in desired quantities. Each portion is precisely cut into equal pieces just the way you like them. The backbone of Delfrez is the processing plant which ensures the highest quality and hygiene standards are met when it comes to meat supply. The plants are FSSCI 22000 certified catering to various domestic and international markets as per customer demands and have been focusing primarily on food safety and quality by adapting HACCP - Hazard Analysis Critical Control Point, GMP - Good Manufacturing Practices and GHP - Good Hygiene Practices.

#### 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.

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## Lumis Biotech participates in VIV Asia 2023, Feed to Food Global Trade Show

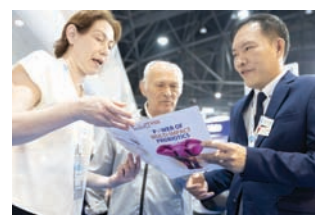
*Lumis Biotech, one of the leading global Feed enzyme manufacturing companies, exhibited in March 2023, at VIV, the largest animal feed related trade show in Asia.*

Lumis Biotech, active in over 40 countries around the world, had on offer a wide range of sustainable enzymes and probiotics products, customized to the current requirement of conservation of natural resources and use of alternate feed resource providing an economical solution to its customers.

Visitors at the booth were overwhelmed with the information shared on the comprehensive range

of innovative products by Lumis' professional team of technical experts, application specialists and international nutritionists along with country specific distributors.

Lumis was encouraged by the high attendance at their booth, helping to create a dynamic networking opportunity to discuss in-person the intelligent feed additive solutions that it has to offer.



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# Aviagen India Summit Explores Trends, Growth and Development in Dynamic Region



**May 10, 2023 – Udumalpet, India: Aviagen® India** recently hosted its much-awaited annual leadership summit in the scenic city of Gulmarg in Kashmir, India, from April 23 to 25. The summit brought together key company and regional leaders and esteemed customers, who engaged in important conversations on the current and future trends and opportunities in the industry.

## Showcasing growing performance, popularity of Ross 308 AP

The spotlight of the event was on the Ross® 308 AP broiler, which continues to gain in popularity as it helps boost the success of producers with its feed efficiency, environmental resilience and robustness. The attendees discussed strategies to strengthen the breed's position in the market, leveraging its excellent performance, health and welfare.

Attendees were welcomed by Aviagen CEO Jan Henriksen and Asia President Peter Fisher, who presented a regional update. India Business Manager Marc Scott provided benchmarking results,

while Genetics Director Santiago Avendano gave an insightful update on the bird's recent genetic development. Head of Global Nutrition Services Marcelo Silva also shared his expertise on achieving optimal nutrition. Both Avendano and Silva outlined a roadmap showcasing the consistent advancement in performance capabilities of the Ross 308 AP broiler, highlighting annual enhancements in feed efficiency and daily weight gain.

## Unique insight from esteemed customers

Rupert Claxton, a consultant from Gira, gave insight into the global meat industry, with a focus on the market in India and Michael Longley from Food Chain Enterprises shared his valuable expertise

on various processing practices.

Scott expressed his excitement at the opportunity to meet with Aviagen colleagues and customers after a one-year hiatus due to COVID. "The poultry industry in India is evolving and modernizing, and Aviagen is committed to continuous investment to strengthen our operations and support this dynamic and crucial region," he remarked. "The 2023 summit was a resounding success, enabling industry leaders to connect, share ideas and chart the path forward. Aviagen remains committed to driving innovation and excellence in the industry, providing customers with the best-possible products and services to meet their evolving needs."

## About Aviagen

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

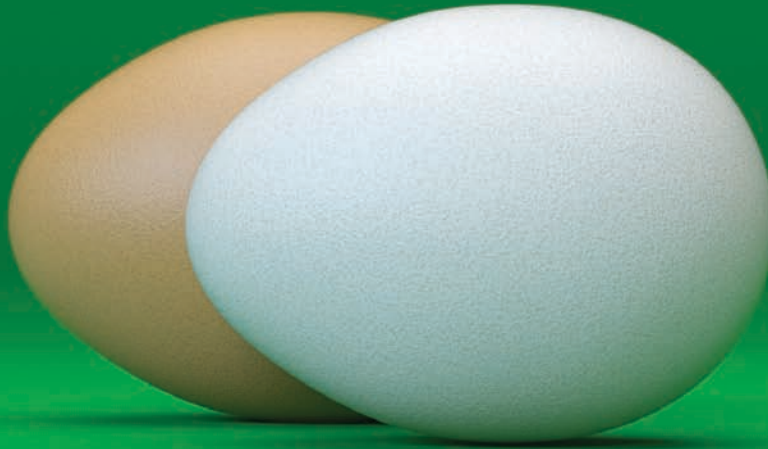
To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres®, Indian River® and Ross® brand names. The Rowan Range® and Specialty Males® target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across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



*A view of participants in Aviagen India Summit*



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# JAPFA India Introducing Animal Feed and Agri Allied Products Testing Laboratory (An NABL accredited Lab) in Maharashtra and West Bengal

JAPFA COMFEED INDIA PVT LTD, A subsidiary of JAPFA LTD, Singapore which is known as a leading provider of animal feed and Agri-Food products, is proud to announce the opening of its advanced testing laboratory. This state-of-the-art facility is dedicated to analysing animal feed and agricultural allied products, ensuring the highest standards of quality and safety for its customers.

One of the key highlights of this laboratory is its accreditation from the National Accreditation Board for Testing and Calibration Laboratories (NABL). NABL is an autonomous body under the Department of Science and Technology, Government of India, responsible for providing reliable and accurate testing and calibration services. The accreditation signifies that JAPFA COMFEED INDIA PVT LTD's laboratory meets stringent international standards for testing competence and impartiality.

In addition to NABL

accreditation, the laboratory holds certifications for ISO 9001, ISO 22000, and HACCP. ISO 9001 is an internationally recognized standard for quality management systems, ensuring that the laboratory operates efficiently and consistently delivers high-quality services. ISO 22000 focuses specifically on food safety management systems, guaranteeing that the laboratory adheres to rigorous protocols to prevent foodborne

hazards.

Moreover, the laboratory has obtained HACCP certification, which stands for Hazard Analysis and Critical Control Points. HACCP is a systematic approach to identify, evaluate, and control hazards in food production processes. This certification further demonstrates JAPFA COMFEED INDIA PVT LTD's commitment to ensuring the safety and integrity of its animal feed and agricultural products.

The new testing laboratory aims to provide JAPFA COMFEED INDIA PVT LTD's customers with comprehensive and reliable testing services. Through cutting-edge equipment, highly trained personnel, and stringent quality control measures, the laboratory will analyze samples to assess their nutritional composition, contaminants, and overall quality. These tests will enable customers to make informed decisions about the animal feed and agricultural products they use, ensuring the health and

productivity of their livestock and crops.

By establishing this advanced testing laboratory with NABL accreditation and certifications for ISO 9001, ISO 22000, and HACCP, JAPFA COMFEED INDIA PVT LTD strengthens its position as a trusted provider of high-quality animal feed and agricultural products. The company remains committed to meeting the evolving needs of its customers



**Japfa India Introducing  
Animal Feed & Agri Allied Products  
Testing Laboratory**  
(NABL ACCREDITED LAB)

We take pride in providing top-notch quality assurance services for various types of animal feed, agri products, oil & fats, minerals, water, and more. Our certified lab guarantees accurate and reliable results, ensuring that our clients receive only the best quality products.

For More Information call us

- Maharashtra, Sapa Lab: 93264 40995 | 99709 61531
- West Bengal, Kharagpur Lab: 87689 92132 | 97343 52399
- WhatsApp No: 91767366665

You can also reach us through email at [testinglab.india@japfa.com](mailto:testinglab.india@japfa.com) or visit our website at [www.japfaindia.com](http://www.japfaindia.com) for more information.








# Japfa India Introducing Animal Feed & Agri Allied Products Testing Laboratory

(NABL ACCREDITED LAB) ———

We take pride in providing top-notch quality assurance services for various types of animal feed, agro products, oil & fats, minerals, water, and more. Our certified lab guarantees accurate and reliable results, ensuring that our clients receive only the best quality products.



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and upholding the highest standards of quality and safety in the industry.

This world class testing laboratory will give several benefits to Indian and south Asian farmers, particularly for the agricultural and livestock industries. As per Mr Manish Patil, Head of Laboratory and Quality assurance, Japfa India following will be the benefits for Animal feed manufacturers and Agri farmers:

1. **Quality Control:** A feed testing laboratory helps ensure the quality and safety of animal feed. It analyses samples to determine nutritional content, detect contaminants, and assess overall feed composition. This information is crucial for maintaining consistent feed quality and preventing issues that could impact animal health.
2. **Nutritional Analysis:** Feed testing laboratories provide detailed nutritional analysis of feed samples. They can determine the levels of various nutrients, such as proteins, carbohydrates, fats, vitamins, and minerals. This information allows farmers and feed manufacturers to assess the nutritional adequacy of their feed formulations and make any necessary adjustments to optimize animal performance.
3. **Formulation Optimization:** By analyzing feed samples, a testing laboratory can provide valuable feedback to farmers and feed manufacturers on the nutritional composition of their feed. This data helps optimize feed formulations to ensure they meet the specific dietary needs of different animal species and production stages, leading to improved animal health, growth, and productivity.
4. **Contaminant Detection:** Feed testing laboratories can identify the presence of contaminants in animal feed, including mycotoxins, heavy metals, pesticides, and other harmful substances. Detecting and quantifying these contaminants is crucial for preventing their ingestion by animals, which can lead to health problems, reduced performance, or even food safety issues if the contaminated feed enters the human food chain.
5. **Compliance with Regulations:** Animal feed production is subject to various regulations and standards related to quality, safety, and labeling requirements. Feed testing laboratories help ensure compliance with these regulations by conducting analyses that confirm the feed meets the specified standards. This assists feed manufacturers in avoiding legal issues, maintaining customer trust, and meeting market demands.
6. **Research and Development:** Feed testing laboratories

contribute to research and development efforts within the animal nutrition field. By conducting analyses, collecting data, and studying feed samples, they help advance scientific knowledge and understanding of animal nutrition. This information can be used to develop innovative feed formulations, improve feeding practices, and enhance animal health and productivity.

7. **Troubleshooting and Problem Solving:** When issues arise related to animal health, growth or performance, feed testing laboratories can play a vital role in identifying potential

causes. By analyzing feed samples and comparing them with nutritional requirements, they can help diagnose feed-related problems, such as nutrient deficiencies or imbalances. This enables prompt corrective actions and prevents further losses.

Overall, feed testing laboratories provide critical services that contribute to the production of safe, high-quality animal feed, optimized animal nutrition and improved animal health and productivity. They are indispensable for farmers, feed manufacturers, researchers and regulatory bodies in ensuring the well-being of animals and the success of the agricultural and livestock industries.

## Intelligent Nutrition Comes to the Animal Protein Industry

1:30 – 2:00 p.m. CT, Wednesday, June 7, 2023, Walnut Center / Media Center at the Iowa State Fairgrounds  
World Pork Expo 2023

Meet the leaders of Novus International, Inc. as they reveal the start of a new era of smarter solutions for producers around the globe.

Step inside the world of intelligent nutrition as NOVUS Sr. VP and CCO Ed Galo breaks down our approach to reducing feed and production costs, elevating gut health, and building sustainable businesses.

Then, Associate VP Abishek Shingote will explain what it means to be Made of More™, and how our innovative approach allows us to put more into everything we create.

Executives will be available for questions. New digital assets available to all media in attendance.

Contact: NOVUS Public Relations Specialist Elizabeth Davis at Elizabeth.Davis@novusint.com.



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- Oxytetracycline
- Enrofloxacin
- Tetracycline
- Levofloxacin



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- ▶ Vitamin - A/D3
- ▶ Vitamin - A
- ▶ Vitamin - B4
- ▶ Vitamin - B5
- ▶ Vitamin - E
- ▶ Vitamin - D
- ▶ Vitamin - K

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- ▶ L-Threonine
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- ▶ Layer Premix
- ▶ Broiler Premix
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## Poultry Breeders Associations seeks extension of Animal Husbandry Infrastructure Development Fund Scheme by two years



The Pan India Broiler Coordination Committee (PIBCC) along with Karnataka Poultry Farmers and Breeders Association (KPFBA), Poultry Farmers and Breeders Association of Maharashtra (PFBA-MH), Telangana Poultry Breeders Association (TPBA), West Bengal Poultry Federation (WBPF), Central India Vencobb Broiler Breeder Hatcheries Association (CIVBBHA) and Broiler Coordination Committee, Tamil Nadu (BCC-TN), has written a letter to the Secretary, Department of Animal Husbandry and Dairying, Government of India, Dr Rajesh Kumar Singh, seeking an extension of the Animal Husbandry Infrastructure Development Fund Scheme by another two years.

PIBCC Convenor, Mr Vasanth Kumar Shetty, said that 'this scheme

will be a boon to the poultry farmers if it is extended further and will definitely boost the Poultry Production in India. Because of Covid the poultry sector was trying to combat problems for the production of chicken supply and consumption issues in the last 2-3 years. Poultry farmers could not get the advantage of the schemes'.

The KPFBA President, Dr B. Sushanth Rai, said that the Scheme launched as part of the Atmanirbhar Bharat Abhiyan stimulus package has been highly beneficial to farmers by providing incentives for investments in animal husbandry infrastructure, including feed mills, hatcheries, and processing plants. The three percent interest subsidy offered through the scheme has been a significant boost for the

farmers. Dr Sushanth Rai said that the extension of the scheme, which ended on March 31, 2023, would help many more farmers to benefit from establishing infrastructure projects. This initiative, he added, would also help meet the growing demand for quality animal proteins, which is essential for both farmers and consumers.

The chairman of the BCC-TN, Mr R. Lakshmanan said that 'by extending the scheme, the government would be helping entrepreneurs to establish infrastructure projects which would generate employment, besides adding to economic growth.' Further, he requested the government to 'help the rural economies & employments of women in rural areas through this scheme'.

President of PFBA-MH, Mr Sanjay Nalgirkar, expressing his concern, stated that 'the poultry industry has suffered significant losses in the last two years due to the impact of the COVID-19 pandemic. As a result, there has been a lack of expansion in this sector during this period'. Additionally, Mr Nalgirkar noted that 'the government has provided subsidies to support the poultry industry, but unfortunately, no one has availed of them. Therefore, he urged the government to extend this scheme for at least another year to encourage more individuals and businesses to take advantage of this subsidy program.'

Mr Sanjay Bramhankar, President of CIVBBHA Suggested that 'Coming is the Era for varied overseas opportunities for India for right from IT to Agri sector. As per major exporters in the world, our Chicken and Egg cost are comparatively very low. With such global dimensions, we will also grab huge export orders in the future. And this is the right time Poultry needs Infrastructural support.'

Dr G. Ranjith Reddy, President of TPBA requested the Government informed, 'We seek the extension of the Animal Husbandry Infrastructure Development fund facility to extend at least by two years for the overall interest of poultry Business in the country with the help of the subsidy.'

For more details, contact write to [president@poultrykarnataka.net](mailto:president@poultrykarnataka.net)



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# Celebrating 60 Years of Breeding Success Together at 2023 Aviagen North America Production Management School

**May 18, 2023 – HUNTSVILLE, Ala. –** Aviagen® North America is excited to welcome students from around the world as they gather for the 2023 Production Management School. From May 28-June 24 in Huntsville, Ala., US, the event will unite 35 students representing 22 different countries in Asia Pacific; Latin America; North America; and Turkey, Middle East and Africa. The program is designed to empower participants with the latest knowledge and best practices in the art of successfully managing breeder and broiler operations. As the North American School commemorates its 60th anniversary, the occasion is further distinguished by some notable “firsts” that promise to make this year’s learning journey exceptional.

**Six decades of sharing knowledge and building lifelong relationships** Initially known as the Arbor Acres Production Management School, the event was first held in 1963 in Connecticut. Since then, it has grown in size and scope, and is now held annually in Huntsville, Alabama. Since its inception, the School has nurtured the



growth of over 2,000 students hailing from 100+ countries, all of whom have successfully completed the program. This legacy exemplifies the School's commitment to excellence and its global impact in shaping successful poultry professionals.

## **Comprehensive learning experience**

The Production Management School stands out due to its holistic approach to poultry science. As the industry’s longest-running program of its kind, it offers a comprehensive curriculum covering all aspects of breeder and broiler operations. The curriculum includes seminars, workshops, and field experiences led by experts who are passionate about helping customers take their expertise to the next level and achieve the most with their Aviagen flocks. Students benefit from the wealth of experience of Aviagen and guest lecturers specialized

in veterinary care, nutrition, genetic research and development, production and farm management, hatchery and incubation and more. Participants are able to reinforce classroom theory with hands-on field experiences at breeder and broiler facilities throughout Alabama.

Outside the classroom, students are provided abundant opportunities to become acquainted and form valuable connections. With a diverse array of instructors and attendees, students gain valuable insights from the varied experiences of their international peers. The impact is multiplied as students return to their respective operations, armed with newfound knowledge and insights to share with their colleagues, creating a ripple effect that positively impacts the global poultry industry.

## **This year’s School enriched with notable “firsts”**

This year the Production Management School returns to in-person instruction for the first time since the COVID pandemic in 2019. Over the past three years, Aviagen transitioned the School online, leveraging innovative technology to pioneer the industry's first virtual

Production Management School.

This year's attendees will be the first to experience Aviagen's groundbreaking remote customer service system, featuring augmented-reality smart glasses. The system enables students to virtually tour facilities that were previously closed to visitors due to biosecurity restrictions. Aviagen has recently implemented this technology to bring their specialists directly to customer facilities, providing real-time and immediate assistance to address challenges and offer expert advice to enhance bird performance, efficiency, and welfare.

This year, the School’s immersive experience is further enhanced through engaging exercises at the Elkmont Veterinary Lab. Additionally, for the very first time, students will have the opportunity to explore the Aviagen feed mill in Pikeville, Tenn., renowned as one of the world's most advanced feed processing facilities.

“Our North America Production Management School continues to push boundaries, embracing technology and providing unparalleled practical experiences to ensure students receive a comprehensive education that empowers them to excel in their roles as industry professionals and leaders,” commented Marc de Beer, President Aviagen North America. “As we prepare to welcome ▶▶



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**E. Coli**

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**Clostridium Perfringens**

Type A, C, B, D, E

**Staphylococcus Aureus**

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► our exceptional students, we eagerly anticipate the opportunity to foster “breeding success together,” forging a path toward a prosperous future.”

#### About Aviagen

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

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

## Use refrigerated vans for eggs, says UP; stocks pile up in Haryana



Eggs stocked at a poultry farm in Kurukshetra.

**Kurukshetra:** The directive issued by the Uttar Pradesh Government of using refrigerated vans for transporting eggs has become a matter of concern for the people involved in poultry business in Haryana who sell eggs in the neighbouring state.

To maintain the quality and ensure that the eggs don’t get infected by any bacteria while being transported to faraway locations in closed vans, the Animal Husbandry Department of Uttar Pradesh issued directions that the vehicles loaded with eggs arriving from other states and the ones covering a distance of more than 150 km have to be refrigerated and fitted with a GPS device.

The directions, issued in February, came into force from April 15. Unhappy with the decision, businessmen in Haryana are hoping that

the Haryana Government and the Centre will intervene in the matter.

Aman Mann, who runs a poultry business, said, “Over 2.5 crore eggs are produced in a day in the state and around 60 to 70 per cent of that is sent to Uttar Pradesh. The directions regarding refrigerated vans have started showing ill-effects on the business here. Traders are not placing orders due to which stocks are piling up. This will cause loss to poultry farmers.

This appears to be a conspiracy to stop arrivals from other states just to benefit some big players involved in egg business in Uttar Pradesh.” Surinder Bhutani, general secretary, Central Haryana Poultry Farmers Association, said, “Uttar Pradesh is a major consumption point. The industry was already struggling due to

various issues and now, the directive of the UP Government has increased the problems. We have raised the matter with the UP Government and the Centre.”

Gurdial Sunhedi, president of Poultry Farmers’ Welfare Association, Kurukshetra, said, “As per the directions of the UP Government, the vehicles have to maintain temperature between 10°C and 15.5°C. Ironically, the temperature ranges between 30°C and 40°C in poultry farms. The eggs are sold in open markets and small kiosks with no facility of maintaining the temperature.”

“We request the Haryana Government to effectively take up the matter with UP Government. Otherwise, we will be forced to take harsh steps and stop the arrival of farm produce from Uttar Pradesh by sealing the borders,” Sunhedi warned.

Laying down tough conditions

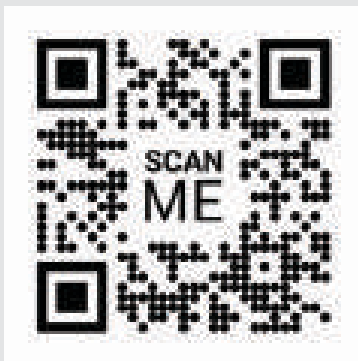
- Vehicles from other states or those covering a distance of more than 150 km must have refrigeration and GPS device, says UP Govt
- Temperature to be maintained at 10-15.5°C
- Trays must have stickers with information about date of production and place





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# Telangana Poultry Federation Executive Committee Members and Regional Committees



Executive Committee for State Body of Telangana Poultry Federation

**Hyderabad:** Elections for Executive Committee for the State body and 11 Regional Committees of Telangana Poultry Federation (TPF) were held. Elections for 10 Regional committees in Telangana state of TPF were held from 12 to 25 April 2023.

Layer and Broiler farmers, who are members of TPF were eligible to vote in the elections. It has 1,052 poultry farmers as its members with 5,000 to 12 lakh birds capacity farms

in the state, informed its state office incharge P. Ranadheer talking to Poultry Fortune.

Election for the state body was held on 27 April 2023 at TPF office in Hyderabad with Mr P. V. Narayana Rao, General Manager, Finance, NECC, as the chief election officer.

Following are the elected members for the state body as well as regional committees of Telangana Poultry Federation.

## TELANGANA POULTRY FEDERATION EXECUTIVE COMMITTEE MEMBERS

S. NO.	NAME	DESIGNATION
1	Mr Kasarla Mohan Reddy Hyderabad	President
2	Mr V. Narasimha Reddy Hyderabad	Vice-President
3	Mr V. Bhasker Rao Mahaboobnagar	General Secretary
4	Mr P. Venkata Rao Rangareddy District	Joint Secretary
5	Mr V. Abhishek Reddy Hyderabad	Treasurer
6	Mr S. Jagan Mohan Reddy Hyderabad	Member
7	Mr M. Sudhaker Reddy Hyderabad	Member
8	Mr P. Shyam Sundar Reddy Siddipet	Member
9	Mr T. Subramanyam Warangal	Member
10	Mr G. Vinay Prasad Khammam	Member
11	Mr V. Ravinder Reddy Jagithyal	Member

## TELANGANA POULTRY FEDERATION REGIONAL COMMITTEES

S.No.	Folio No.	NAME	FARM NAME	POST
<b>RG - 1 HYDERABAD</b>				
1	1312	J. Ravinder Reddy	Nitisha P.F.,	President
2	00745	S. Mohan Reddy	Mohan Reddy P.F.,	Secretary
3	01912	N. Vijay Bhasker Reddy	Manjunatha P.F.,	Treasurer
4	01904	P. Vinod Kumar	Balakrishna P.F.,	Member
5	01905	K. Yadi Reddy	K.Yadi Reddy P.F.,	Member
<b>RG - 2 HYDERABAD</b>				
1	02094	A. Shekhar Reddy	A.Shekhar Reddy P.F.,	President
2	1270	K. Chandra Shekhar Reddy	Sri Venkateshwara P.F.,	Secretary
3	1316	K. Dilip Kumar	K.Gangadara P.F.,	Treasurer
4	1268	G. Venkat Reddy	G.Venkat Reddy P.F.,	Member
5	02081	S. Prabhaker Reddy	S.Prabhaker Reddy P.F.,	Member
<b>RG - 3 HYDERABAD</b>				
1	02119	Y. Vinay Kumar Reddy	Vinay Kumar Reddy P.F.,	President
2	02445	K. Arun Kumar Reddy	Deccan Agro Farm (P) Ltd.	Secretary

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- Low moisture content ensures excellent shelf life for the product.

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4	02421	Y. Pavan Kumar Reddy	Vibhav Farms	Member
5	02451	K. Nageshwar Rao	Sri Sai Uday Agro Farm	Member
<b>RG - 4 MAHABUBNAGAR</b>				
1	02632	K. Satya Sheela Reddy	S S R P.F.,	President
2	02478	G. Chandraiah	Venkateshwara P.F.	Secretary
3	02731	G. Venkat Ramana	Ashritha P.F.,	Treasurer
4	02703	K. Tarun Reddy	Sneha Farms	Member
5	02735	R. Devendram	Sri Padmaja P.F.,	Member
<b>RG - 5 SHADNAGAR</b>				
1	03006	G. Vasanth Rao	G V R P.F.,	President
2	1237	P. Raghupathi	Raghupathi P.F.,	Secretary
3	1218	K. Suresh Babu	Uma Maheshwara P.F.,	Treasurer
4	02984	K. Srinivas Rao	K.Srinivas Rao P.F.,	Member
5	03031	N. Venkateshwar Rao	N.Venkateshwar Rao P.F.,	Member
<b>RG - 6 NALGONDA</b>				
1	03149	P. Kiran	Vayuputhra P.F.,	President
2	03163	P. Ravi Kiran Prasad	Suresh Poultries	Secretary
3	03170	V. Surendra	Sri Varalaxmi P/Complex	Treasurer
4	01507	G. Srinivas Reddy	J V P.F.,	Member
5	03176	N. Venkateshwar Rao	Thejasree Sai Agro Farm	Member
<b>RG - 7 WARANGAL</b>				
1	03361	V. Rama Rao	Ram Gopal P.F.,	President
2	03207	Ch. Devender Reddy	Sri Rama P.F.,	Secretary
3	03415	N. Venu Rao	Geethika P.F.,	Treasurer
4	1060	G. Rajender	Dhanalaxmi P.F.,	Member
5	16021	Gulam Samdani	Fresh P.F.,	Member
<b>RG - 8 NIZAMABAD</b>				
1	1031	K. Shravan	Shree Sapthagiri P.F.,	President
2	1401	G. Venkat Rao	G.Venkat Rao P.F.,	Secretary
3	03424	M. A. Azeem	A A Bro's P.F.,	Treasurer
4	1320	P. Srinivas	Heema P.F.,	Member
5	1141	V. Ganga Reddy	Laxmi Narasimha P.F.,	Member
<b>RG - 9 SIDDIPET</b>				
1	1202	Dr. I. Balasundaram	Sree Padmavathi Farms	President
2	1002	K. Srinivas Rao	Sri Sai Balaji P.F.,	Secretary
3	1200	N. Vyakuntam	Maruthi Sai P.F.,	Treasurer
4	1198	A. Venkat Reddy	Srinivasa P.F.,	Member
5	1204	Ch. Rajesham	Rajesham P.F.,	Member
<b>RG - 10 KARIMNAGAR</b>				
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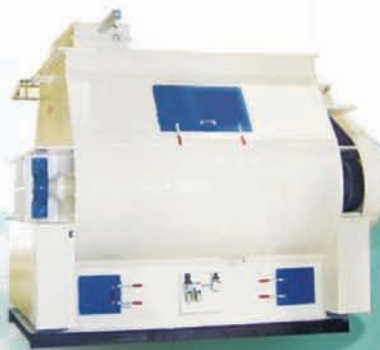
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# Aviagen India Technical Seminar Features Knowledge Exchange, Camaraderie

**May 25, 2023 – Udumalpet, India:** The Aviagen India Sales and Customer Service team was pleased to welcome managing directors, farm and hatchery managers and nutritionists from poultry businesses throughout India to their Technical Seminar on April 28. The goal was to provide timely and practical knowledge to strengthen the productivity and welfare of Ross 308 AP broilers and breeders. The popularity of this remarkable Ross bird continues to soar, as more and more farmers in India come to experience its superior feed efficiency, performance, robustness and other numerous other advantages that bring value to their businesses.

## Engaging with array of knowledgeable speakers

Held in Coimbatore, the seminar saw a full lineup of global experts from Aviagen, academia and the poultry industry, who were eager to share their insight with their guests. Dr. Joshua Tangaraj, Regional Technical Service Manager, Aviagen India, kicked off the meeting,



and Ferry Monné, Aviagen India's Head of Sales and Marketing provided the closing notes. Topics and speakers included:

- Respiratory disease and IBH challenges and control, presented by Dr. Ganapathi Kannan, lecturer on avian infectious diseases at the University of Liverpool, England
- Ventilation essentials presented by Bernard Green, Aviagen Asia Ventilation Technical Manager
- Nutrition and feeding strategies by Dr. Marcelo Silva, Head of Global Nutrition Services, Asia
- Summer hatchery management strategies by Joe Maria, Hatchery

Manager, Aviagen India

- Importance of “soft skills” in professional and personal life by Dr. G. Gopal Reddy, an independent consultant.

India Business Manager Marc Scott expressed his gratitude to the Coimbatore seminar attendees.

“Aviagen values every opportunity to meet with our esteemed customers, strengthening our common bonds. We firmly believe that sharing the latest breeding and market developments serves to advance their businesses along with their ability to provide a nutritious and affordable food source to families throughout our country and beyond for years to come.”

## About Aviagen

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

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



Participants in Aviagen India Technical Seminar



## Check before you cook as heat takes toll on poultry

**KOLKATA:** Stretches of hot and uncomfortable weather across Bengal with little respite has made experts raise concerns over the rise in premature poultry deaths during heat wave-like conditions and the dangers of eating chicken which died from heat stress, possibly responsible for a range of bacterial infections when consumed.

“The chicken that die from heat stress get rigor mortis much earlier than those which are slaughtered, and as a result they start to decompose faster. People who have them are more vulnerable to bacterial infections like Salmonella and E Coli,” said Shambo Samrat Samajdar, clinical pharmacologist. Samajdar warned that cuisines which serve cold cut meats are the most susceptible to bacterial illnesses.

Samajdar added, “Unfortunately, the poultry industry is not regulated enough to ensure the immediate refrigeration of the chicken that died of heat stress, at temperatures of minus 20°C.”

“Most sellers do not find it cost-effective. The standard practice will be to separate and discard chicken which died from heat stress from the live ones,” said general secretary of the West Bengal Poultry Federation Madan Maity.

Poultry seller Ranjit Haldar said, “When we notice that a chicken has died of stroke, we have to cut it up

within 30 minutes to ensure it is fit for consumption. After 30 minutes, we have no choice but to dispose it. We try our best to keep the poultry cool and hydrated to prevent deaths as much as possible in summer.”

Since it is difficult to identify the cause of death of pre-cut chicken sold in retail markets, experts urge consumers to store, prepare and cook chicken with much greater caution at times when the maximum temperature is above 37°C. “Boiling or frying the meat properly kills germs to a great extent,” Samajdar said.

A Salt Lake resident told earlier in the month that her household was concerned over the peculiar texture and colour of some of the pre-cut unfrozen chicken delivered to her home. While it is impossible to know the cause of death, rapid decomposition of meat prevalent in summer can only be prevented with timely and adequate freezing or refrigeration.

Veterinarian TK Mondal said poultry dying from heat stress are observably of poorer quality. Warning signs to look for in a rapidly decomposing chicken is discoloured or grey colour, slimy in texture and has an acidic odour. An additional risk of cooking rotting meat is of bacterial contaminating of utensils and other foods. Rinsing spreads food-borne bacteria in the kitchen.

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\* The Solar Reflectance Index (SRI) is the percentage of light & heat that a surface reflects. A higher SRI indicates that more heat & light have been reflected, resulting in greater cooling.



**Rajesh Joshi – Managing Director**  
Everest Industries Limited

“At Everest, it is our vision to Improve People’s Lives by Reimagining Spaces. One of the ways in which we stay true to this vision is by constantly innovating and developing new products that add value to the lives of our customers. Our consumer research gave us the insight that there was a need for a product which provided a temperature reduction benefit – something which was voiced strongly by our consumers connected with poultries.

We conducted extensive research and development, and are happy to introduce Everest Evercool. Evercool roofing sheets provide immense value to the poultry sector due to its temperature reduction (certified by external labs) and other value added benefits. The initial response to all our trials has been extremely encouraging and we are seeing very good demand for this product”.

## Evercool by Everest: Tested and Proven

Evercool underwent rigorous testing and evaluation by a renowned Indian laboratory and university specializing in Building Science and Energy. Dynamic thermal simulations were conducted in seven cities with diverse climatic conditions, including but not limited to warm & humid, composite, and hot & dry climates during a typical summer week.

The results, on the right, summarizes the measured performance of Everest Evercool in the dynamic thermal simulation.

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Indoor Air Temperature	Up to 7° Celsius
Indoor Operative Temperature	Up to 7° Celsius
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Note: The simulation of a room (9 m2 floor area, 29 m3 volume) was carried out for two scenarios, (with and without cool roof coating); Seven Cities where the dynamic simulation was conducted include Coimbatore, Allahabad, Aurangabad, Bhubaneswar, Panagarh, Hisar, and Jabalpur

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- Water repellent
- Sound absorbing
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\*Reduces indoor temperature by up to 7 degrees in laboratory tests, as compared to regular fiber cement roofing sheets.

## Finding Larger Acceptance

Evercool, since its launch in April this year, has witnessed a positive response from the stakeholders of the poultry industry.

**Mr. Lalit Desai of Lalit enterprises, Sangamner, Maharashtra** has been with Everest for over 4 decades, "Farms use Everest products because of their trust in the brand and the product's salient features. We are very optimistic about the latest product Evercool which lowers interior temperature considerably and the response from the poultry and cattle breeding sector has been very encouraging."

**Mr. Anbu of Sree Saphthagiri Traders, from Erode, Tamil Nadu** has been with Everest for over two decades, echoed the same sentiments, "Evercool is the best offering for poultry farms in the hot climate of our country. Our buyers have expressed their happiness and satisfaction. It is indeed worth serious consideration for poultry farms."

Finding wider acceptance by industry stakeholders, Evercool is creating waves since its launch. It's our hope and vision that the unique benefits offered by this singular product reach more and more poultry farms across the length and breadth of the country.



**Puneet Sharma, VP and BU Head Roofing Everest Industries Limited**

"With India's long and blistering summers, heat is one of the biggest pain points that customers face. It was a great opportunity for us to resolve this pain point by use of innovative technology in our roofing solutions," says Puneet Sharma, VP & BU Head-Roofing.

He adds, "Everest Evercool was developed at our state-of-the-art R&D facilities in collaboration with India's leading building materials research institute. The product provides significant temperature reduction benefits. As the health and productivity of birds is adversely impacted by heat, we are confident that Evercool is a great fit for the poultry segment, providing comfort and cooling."

**Evercool Roof reduces indoor temperature by up to 7° C\***

## Applications



Residential



Factories



House Extensions



Shops &amp; Godowns



Animal Husbandry Sheds



Cold Storage

## Technical Specifications

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Overall Width	1050 mm
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Minimum End Lap	150 mm
Maximum Unsupported Overhang	130 mm
Maximum purlin spacing for roofing	1.4 M
Maximum rail spacing for vertical cladding	1.7 M



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- Reduces poultry heat stress

  
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<sup>#</sup>SRI-Solar Reflectance Index | \*Disclaimer - Under Lab simulations | As compared to CBS sheets.

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# Indian Poultry Industry Faces Certain Problems (Wrong and Misleading Information)

Email: [vesstar.reports@gmail.com](mailto:vesstar.reports@gmail.com)

**Dr S.K. Maini**

GM – Technical, Vesper Group, Bengaluru.

Several articles, TV talk shows, Technical Programs, Seminars and during Meetings, fraudulent, manipulated, **wrong and misleading information is given out to set narratives**, like these are the best products, technologies and personnel available, to guide you properly to take advantage of the situation beneficial for you. Very few people speak the truth or give correct information, be it the politicians, bureaucrats, doctors, scientist, professors or the pharma companies.

Very few people have discussed issues like the one's mentioned below, trying to bring the truth to the public. Even the Pfizer's Covid vaccine data was manipulated and published, fooling the public in several countries. Please listen to talks given by Dr B.M. Hegde available on YouTube and talks of other speakers with respect to various bogus subjects.

Pharma Companies are hand in glove with the concerned Regulatory Bodies, the Politicians, the Scientist and Researchers, and the Marketing and Distribution firms to cheat the public and make millions of rupees, eventually to share among themselves. This has happened for the Human Medical Industry for a long time and is now happening for the Livestock, Veterinary and Poultry fields as well.

Indian Poultry Industry is no exception, farmers big and small, educated and uneducated, have been repeatedly fooled by the Pharma Companies, their Distributor's, both directly and indirectly, since decades. The poor farmers end up paying through their nose, loose heavily, birds and their performance suffers.

Other Scams presently happening in the Poultry Industry are the Eggs price fixation Scam, Broiler and Cull birds rate fixing Scam, Chicken and Eggs Traders Scam, Country Chicken Scam, Naatu Kodi Scam, Desi Bird, Country Chicken Eggs Scam, Colored Birds Scam, Pure Sonali, Rural Poultry Scam, Organic Chicken and Eggs Scam, Nutritionally Enriched Eggs Scam, then there is the Poultry fodder

Scam, Maize procurement Scam, Use of Alternate Feed Ingredients (Waste of ther Industries) Scam etc.

Looks like these Scamsters carry a dominant gene for Scams, and all those who make money ( their supportes, pimps and propogaters) along with these Scamsters carry a resessive gene for Scams, that needs to identified and suitable action taken, or else these Scams will ruin the Industry as it did for the Rabbits Breeding, Emu's and Ostriches farming, plums, azola farming, teak and other Scams.



Except the Poultry farmers, both the egg producers and broiler growers, every one else makes money in this industry. Farmers continue to loose heavily year after year, no one really understands where things go wrong and what are its solutions.

Farmers are also fooled by showing the weather clouds, expected rainfall for good harvest, import of maize and other ingredients, changing, inefficient and irresponsible Govt. policies and no one to look into the real problems of the poultry industry.

I sincerely request all those concerned, in the Govt and the Indusrtly, to come forward to identify and look into the real problems and solve them one by one, before it is too late and becomes difficult to control. Scamsters of alltypes be identified and blacklisted, all farms in the country be registered and movement of birds, eggs etc be monitored and regulated, this will solve the problems of poultry ensure more employment, generate profits for the farmers and keep the scamsters out of the scene.

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# Nature's Coccidiostats A Novel Approach to Coccidiosis Prevention in Poultry

**Dr Neerad Khuje**

Sr. Technical Executive - Veterinary

Coccidiosis represents a serious threat to the poultry industry, affecting production and causing high morbidity, mortality and significant costs resulting from treatment and prophylaxis. This disease is highly prevalent in poultry farms and can cause significant economic losses to poultry farmers. The use of natural remedies has become a promising alternative in combating coccidiosis in chickens.

In this article, we will discuss coccidiosis in poultry and how natural coccidiostat can help prevent this disease.

## What is Coccidiosis?

Coccidiosis is a parasitic disease caused by the protozoan parasite *Eimeria*. This parasite infects the intestinal tract of poultry birds and can cause severe damage to the intestinal lining, resulting in reduced nutrient absorption and growth rate. Coccidiosis is highly contagious and spreads rapidly within a flock of birds.

## Symptoms of Coccidiosis in Poultry

The symptoms of coccidiosis in poultry birds include:

- Bloody or watery diarrhoea
- Loss of appetite
- Weakness and lethargy
- Reduced growth rate
- Dehydration
- Weight loss
- High mortality rate

## Causes of Coccidiosis in Poultry

Coccidiosis is caused by the ingestion of oocysts (the spore-like form of the coccidia parasite) present in contaminated feed, water, and litter. The oocysts can survive in the environment for months and are resistant to most disinfectants, making it challenging to eradicate from the farm.

## Anticoccidial Drugs

It can be grouped into two major classes: the polyether ionophore antibiotics (monensin, lasalocid, maduramycin, narasin, salinomycin, and semduramycin) and the nonpolyether ionophores (often referred to as synthetic compounds or chemicals).

Chemical anticoccidials have varying degrees of efficacy ranging from good to partial resistance, indicating its use should either be restricted or if possible be discontinued because soon the development of resistance against these anticoccidials will be seen.

The use of natural products as an alternative to anticoccidial drugs may overcome the hazards caused by chemical drugs. Generally, plant extracts do not have the problem of resistance and broilers fed on herbal feed additives were accepted well by the consumer.

To date, *Eimeria* strains have gained resistance to all known coccidiostats, and new anticoccidials are unlikely to be developed, mainly because of strict legislative regulations on the use of in-feed drugs and growing concerns in the general population about the chemical residues in poultry products.

## Natural Coccidiostats for Prevention of Coccidiosis

Natural coccidiostats are compounds that can prevent the growth and multiplication of coccidia parasites in the intestinal tract of poultry birds. These compounds are derived from plants and have been found to be highly effective in preventing coccidiosis in poultry.

## Advantages of Natural Coccidiostat

The use of herbal coccidiostat has several advantages over chemical coccidiostats, including:

1. Natural coccidiostats are compounds that do not have any adverse effects on the environment.



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2. Are safe for consumption and do not leave any residues in the poultry products.
3. Are cost-effective

#### How Biococcin Works against Coccidiosis?

Biococcin is a holistic combination of phytochemicals with diverse mechanisms of action on multiple species of Eimeria. This active constituent suppresses the developmental stages in the lifecycle of Eimeria by several mechanisms, restricting the damage to intestinal cells and spread of the infection by several mechanisms mentioned below:

- Prevention of oocyst development
- Inhibition of sporulation
- Inhibition of oocyst wall
- Destruction of sporozoites in caeca
- Stabilizing intestinal structure and decreasing inflammation
- Stimulation of immune response and modulation

- Benefits
- Supports recovery and minimizes losses caused by affected growth and FCR.
- Reduces mortality
- Reduces oocyst shedding
- Decreases intestinal inflammation and prompts healing
- Promotes immune response against multiple Eimeria sp.
- Prevents secondary bacterial attacks like Clostridium sp.

#### Conclusion

Coccidiosis is a prevalent disease in poultry farms that can cause significant economic losses to poultry farmers. There is also a higher interest from the consumer in organic poultry production and a great demand for natural and healthier products. In this context, the use of natural coccidiostats has become a promising alternative to anticoccidial drugs.

Source: [en.engormix.com](http://en.engormix.com)

# A Tool for Phytate Degradation and Nutrient Utilization

**Mr Sumit Sipany**

Product Executive - Marketing

#### Introduction

##### Phytate:

The latter part of the past century witnessed drastic increases in the size of poultry facilities for better efficiencies and lower production cost. Concurrently, fast-growing, or high producing breeds of poultry were developed and raised to utilize a plant-based feeds in their ration. But one of the major drawbacks of this ration is that it contains high phytate concentration making phosphorus unavailable to poultry, thus increasing the amount of inorganic phosphorus in poultry diet. The unutilized feed phytate was largely excreted by these simple stomached species and rendered phosphorus in their excreta too high to be applied to cropland. The other menace phosphorus rich excreta pose is eutrophication.

##### Phytate: An Antinutritional Factor

Phytate is a polyanionic molecule with the potential to chelate positively charged nutrients, which is almost

certainly fundamental to the anti-nutritive properties of phytate.



#### Impact of Phytate on

**a. Feed cost:** Phytates present in grains influences feed cost, because of which more exogenous P is required in feed. Generally, nutritionist tend to keep excessive P levels into normal poultry diet to guarantee a safety margin. Thus, it leads to increase in feed cost.

**b. Effect on birds performance:** Phytate has also been identified as an anti-nutritional factor. It can bind with other minerals, protein and starch, preventing their absorption in the digestive tract and make them unavailable to the birds.

**c. Impact of phytate on protein / amino acid availability:** Protein-phytate complexes may be present in plant feedstuffs, but mostly such complexes are formed in the gastrointestinal tract. These complexes, has a negative influence on protein availability, which could occur in

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several ways. The consequences of which is low protein and amino acid availability.

**d. Phytate interaction with digestive enzymes:** Phytate is known to inhibit a number of digestive enzymes such as pepsin,  $\beta$ -amylase and trypsin.

**e. Impact of phytate on mineral availability:** The structure of phytic acid is indicative of its strong chelating potential. Phytate is a strong acid and forms a wide variety of insoluble salts with divalent or trivalent cations at lower pH, potentially rendering these elements unavailable for absorption.

#### Degradation of Phytic Acid:

Degradation of phytic acid may occur by hydrolytic splitting of the ester bond of phytic acid through various processing effects and/or by phytase, either from animal, plant or microbial sources.

#### Factor Affecting Utilisation of Phytate Phosphorus

Phosphorus is a very expensive mineral in poultry diet. The availability of phosphorus in plant feedstuffs varies from zero to more than 50%. It has been reported that the hydrolysis of phytate ranges from 3 to 42%. Poor utilisation of phosphorus not only results in higher cost of production, but also leads to environmental pollution. There are many factors which affect efficient utilisation and phytate bound phosphorus in poultry diets.

##### a. Genotype of bird:

The average retention of phytate phosphorus by Leghorn chickens is greater than by meat type broilers

##### b. Age of bird:

Phytase activity in gastro intestinal tract increases with age.

##### c. Dietary calcium level:

Calcium forms a precipitate with phytate in the gastrointestinal tract very easily due to its high concentration in ordinary diets. Therefore, phytate hydrolysis is inversely related to dietary calcium levels.

##### d. Dietary vitamin D<sub>3</sub>:

Phytate phosphorus utilisation is improved in response to vitamin D<sub>3</sub> supplementation and may be attributed to one or more of the following three mechanisms:

- 1) increased synthesis or activity of intestinal phytase
- 2) increased phytate hydrolysis
- 3) enhanced absorption of phosphorus.

##### e. Dietary fibre content:

The cation exchange properties of dietary fibre in the diet may reduce the effective concentration of cations in the gastrointestinal tract, increasing phytate hydrolysis.

##### f. Type of feed ingredients:

The source of phytate can influence the availability of phytate phosphorus. Susceptibility of phytate from different feed ingredients to phytase activity is variable. This may be due to solubility at acidic pH, as soluble phytate will be more readily hydrolysed by phytase.

#### Phytase Enzyme

Phytase is an enzyme which hydrolyses phytic acid to inositol and inorganic phosphorus, leading to improved phosphorus utilisation and overall performance of broilers.

#### Characteristics of Phytase:

**The Nomenclature Committee of International Union of Biochemistry (1979) lists two phytase:**

- 1) 3-phytase (Enzyme Classification 3.1.3.8.)
- 2) 6-phytase (Enzyme Classification 3.1.3.26)

It is said that 6-phytase is better than 3-phytase, because 6-phytase will dephosphorylate a phytic acid molecule completely, whereas a 3-phytase may leave the job unfinished, leaving at least one unit of phosphorus unreleased.

#### WHY ADPHOS?

is a highly efficient 6-phytase derived from E.coli. ADPHOS has high affinity towards phytate, ensuring that even in diets with low phytate levels, it works with full efficacy to release nutrients that would otherwise be chelated by phytate.



#### Benefits of ADPHOS

ADPHOS increases bioavailability of phosphorus, calcium and amino acids.

##### a. Growth performance:

Supplementation of ADPHOS in poultry feed has been shown to increase body weight gain, feed intake and feed efficiency in broiler chickens, this is due to increase in availability of all nutrients which are bound to phytic acids.

##### b. Availability of protein and amino acids:

ADPHOS degrades phytate and is able to release phytate-bound protein. This leads to enhanced protein availability improved nitrogen retention. The magnitude of response to ADPHOS is greater in ingredients containing high level of phytate. It has been reported that poorly digestible feedstuffs are more responsive to ADPHOS than those with higher inherent digestibility. The source and chemical properties of both phytate and protein also contribute to the variability of protein and amino acid digestibility.

##### c. Energy utilisation:

ADPHOS has a positive effect on energy parameters. Improvement in protein/amino acid digestibility in poultry diets with added ADPHOS would be expected to result in improved energy utilisation.

##### d. Phosphorus and calcium availability:

Calcium retention increased linearly with increasing levels



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of supplemental phytase and decreased as the Ca:P ratio of the diet becomes wider and as the level of non-phytate phosphorus is increased.

**e. Availability of other minerals:**

Phytic acid chelates with cations (Ca, Mg, Zn, Mn and Cu), rendering them unavailable. ADPHOS, hydrolysed this phytic acid and releases the bound minerals.

**f. Control in environmental pollution:**

Poultry manure is becoming a major burden on the environment. Poultry manure is rich in phosphorus and is one of the major sources of phosphorus runoff leading to eutrophication. Eutrophication results in proliferation of algae and some aquatic weeds, thus harming fish and other aquatic life.

**ADPHOS and its Economics**

By using ADPHOS 5 & ADPHOS 10, we can replace up to 8 kg of DCP per tonn of feeds, which roughly come close to Rs 450/-.

Phytate-phosphorus contents of common feed ingredients (% DM basis)

Improved BWG, FCR

Superior Thermostability

Increased availability of P, Ca & other nutrients

Superdosing Advantage

Pepsin Stability

Feed Cost Savings

Phytate- phosphorus contents of common feed ingredients (% DM basis)

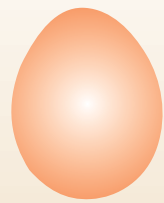
Sr.No.	Feed Ingredients	Phytate-P (g/100g DM)	Phytate - P (% of total P)
<b>Cereals</b>			
1	Barley	0.27	64
2	Bajra	0.23	74
3	Corn/Maize	0.24	72
4	Common Millet	0.17	65
5	Finger Millet	0.14	58
6	Foxtail Millet	0.19	70
7	Oats	0.29	67
8	Rice, Polished	0.09	51
9	Rice, Unpolished	0.27	77
10	Broken Rice	0.09	60
11	Sorghum	0.24	66
12	Wheat	0.27	69
<b>Cereal by Products</b>			
13	Rice Bran	1.03	80
14	Rice Polish	1.08	84
15	Wheat Bran	0.81	73
<b>Roots and Tuber</b>			
16	Cassava Root Meal	0.04	28
17	Potato Tubers	0.24	21
18	Sweet Potato Tuber Meal	0.05	24
19	Taro Corn Meal	0.09	24
<b>Grain Legumes</b>			
20	Black Gram	0.39	74
21	Chick Peas	0.21	51
22	Cowpeas	0.26	79
23	Field Peas	0.24	50
24	Gingelly	1.09	81
25	Green Gram	0.22	63
26	Lentils	0.31	65
27	Pigeon Peas	0.24	75
28	Winged Beans	0.33	58
<b>Oil Seed Meals</b>			
29	Coconut Meal	0.29	49
30	Cotton Seed Meal	0.84	70
31	Kapok	0.64	69
32	Mustard Meal	0.7	59
33	Peanut Meal	0.48	80
34	Rubber Seed Meal	0.35	60
35	Sesame Meal	10.18	81
36	Soyabean Meal	0.39	60
37	Sunflower Meal	0.89	77
<b>Miscellaneous</b>			
38	Alfalfa Meal	0.02	12
39	Cassava Leaf Meal	0.04	10
40	Corn Gluten Meal	0.41	59
41	Isolated Soy Protein	0.48	60
42	Subabul Leaf Meal	0.02	9

(image Source: Ravindran et al., 1994; Ravindran et al., 1995; Tyagi et al., 1998; Selle et al., 2000)



A Tool for Phytate Degradation and Nutrient Utilization - Image 4

Source: en.engormix.com



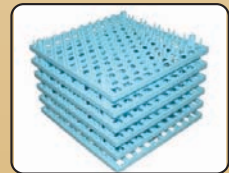
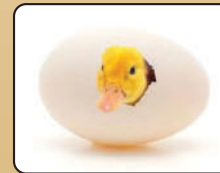
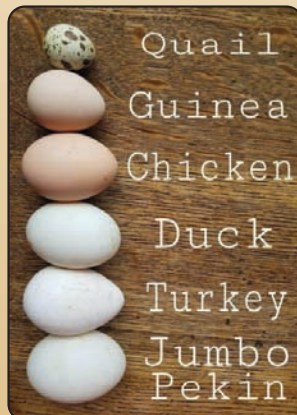
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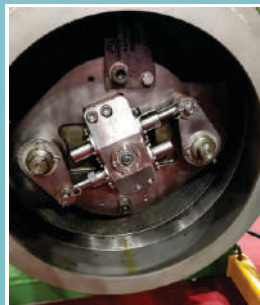


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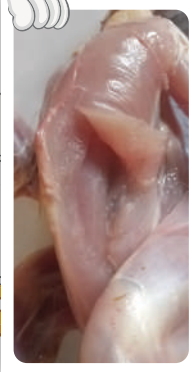


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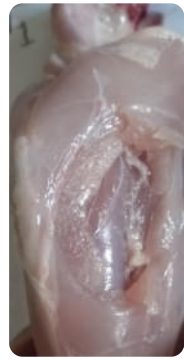
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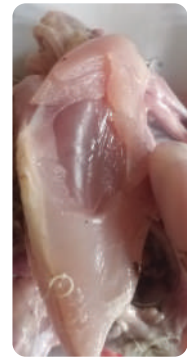
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