

# Poultry Fortune

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August 2019

*Inside...*

**Editorial:** Dr B. S. Yadav, the man & the Administrator who took Godrej Agrovet to greater heights !



Dr B. S. Yadav, MD, Godrej Agrovet Ltd  
**Godrej Agrovet - One among top 3 Commercial Poultry Feed Companies; No 1 in Dairy feed in India**



**Overdrive Electronics aims at making its lighting products a big brand in Indian Poultry**

Mohit Mittal, MD, Overdrive Electronics Pvt Ltd

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- Editor



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## CONTENTS

### Editorial:

11. Dr B. S. Yadav, the man & the Administrator who took Godrej Agrovet to greater heights !

### News:

12. Alltech launches fifth annual art contest for children, invites nationwide participation.
14. Hy-Line International Enhances Genetic Progress with New Research Farm.
16. New Pro Phorce Valerins research presented at ESPN.
16. Jubilant announces price increase of 10% for Vitamin B3 products.
18. PFBA conducts Technical Seminar at Lonawala on Reducing cost of Production of Feed.
20. Kemin Industries organizes a ONE-DAY WORKSHOP on 'Holistic Approach for Gut Health Solution' in Dhaka.
20. Vamso Biotec organizes expert talk on Strike through the CHALLENGE.
24. Now, healthier chicken without antibiotics.
24. Eggs not vegetarian: Ms Vandana Chavan, Raut gains support from poultry industry.
26. Wholesale chicken prices Tank before Shravan.

### Special Feature:

30. Godrej Agrovet one among top 3 commercial Poultry Feed Companies; No 1 in Dairy feed in India.
38. Overdrive Electronics aims to make its lighting products a big brand in Indian Poultry.

### Articles:

46. Biosecurity Measures at Egg Processing Plants.

## ADVERTISERS' INDEX

A.P. Poultry Equipments	43
Alltech India	6
Avitech Nutrition Pvt Ltd	27
Bhuvana Nutribio Sciences	59
B.V. Bio-Crop Pvt Ltd	23
Boehringer Ingelheim India Pvt Ltd	13
Danisco India Pvt Ltd	51
EW Nutrition India Pvt Ltd	8
Globion India Pvt Ltd	28
Guangzhou Tinder Industry Co. Ltd	2
Hindustan Animal Care Pvt Ltd	47
India International Poultry Expo 2019	44 & 45
Indian Herbs Specialities P. Ltd	41
Indovax Pvt Ltd	29
JAPFA Comfeed	49
Jiangsu Liangyou Zhengda Co. Ltd	19
Kemin Industries South Asia Pvt Ltd	BC
Lemmens Shardlow	15
Perstorp Chemicals India Pvt Ltd	FC
Phileo Lesaffre	17
Provet Pharma Pvt Ltd	57
Provimi Animal Nutrition India Pvt Ltd	7
Royal Agro Farm	55
Srinivasa Farms Pvt Ltd	10
Swastik Plast	22
Team Agrovtech Pvt Ltd	21
Venky's (India) Pvt Ltd	58
Ventri Biologicals	3
Vibrant Remedies (I) Pvt Ltd	56
Zenmark Nutrigenics & Health P Ltd	4
Zeus Biotech	25
Zhanjiang Hengrun Machinery Co Ltd	42
Zoetis India Ltd	53
Zydus Animal Health Ltd	5

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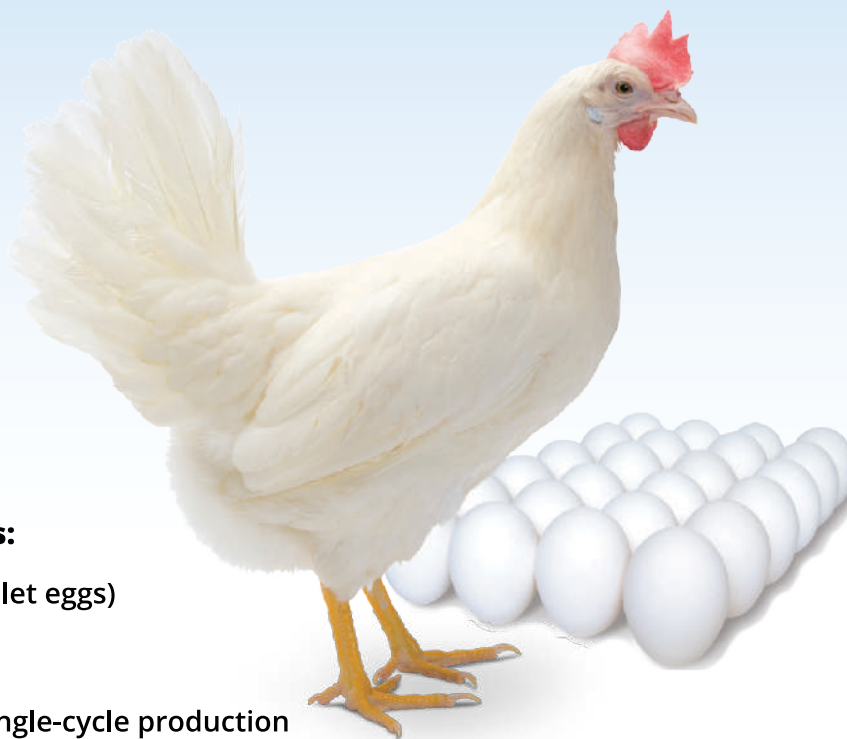
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## Dr B. S. Yadav, the man & the Administrator who took Godrej Agrovet to greater heights !



**Dear Readers,**  
The August 2019 issue of *Poultry Fortune* is in your hands.

There is a Special Feature published in this issue on Godrej Agrovet.

Ltd, the corporate group for agriculture and livestock sectors, which consists of poultry, dairy, aquaculture etc. Under livestock sector -- Godrej Agrovet manufactures commercial compound feed for Layer & Broiler Farming, Dairy farming, Aquaculture farming etc.

Godrej Group has setup a world class corporate office in Vikroli, Mumbai on Eastern Express Highway and it shows the company's vision for its future growth. Initially, Animal Feeds by Godrej was under the name Godrej Soaps Ltd and its turnover of feeds in 1990 was less than Rs 75 crores. The company achieved a turnover of Rs 5,900 crores in 2018 – 2019 and targeted to achieve Rs 7,000 crores turnover for 2019 – 2020.

In 2008, Godrej Agrovet went for a Joint Venture with Tyson Foods, the biggest Animal Protein producing company in the World with 51% share to Tyson and 49% for Godrej Agrovet. In April 2019, Godrej took 2% of Tyson shares to become 51% for Godrej Agrovet and 49% for Tyson. The company also in the business of branded Chicken and Vegetarian products like Real Good Chicken, Yummiez and Yummiez Veg.

Godrej Agrovet Ltd has five big business ventures like Feed, Seed, Godrej Tyson Foods and Agro Chemicals. We have a Joint Venture in Bangladesh in feed business with 50:50 ratio.

For all this establishments and for the growth of Godrej Agrovet at Rs 5,900 crores Dr B. S. Yadav deserves all the appreciation.

Joined as Management Trainee in 1990 in Godrej Soaps Ltd, Dr B. S. Yadav became Managing Director of Godrej Agrovet Ltd and made all its divisions grow fast with dynamism and fast decision making time to time which made the company to achieve a turnover of Rs 5,900 crores in 2018 – 2019 and Dr Balram announced to achieve a target of Rs 7,000 crores for 2019 – 2020. He should be the inspiration to the present and future entrepreneurs. Dr Balram has been working selflessly with all segments of poultry

industry in India for the welfare and wellbeing of poultry community.

Godrej Agrovet No 1 in Dairy Feed Sales, and one among Top 3 Commercial Poultry Feed sellers in India.

Another Special Feature is published on Overdrive Electronics Pvt Ltd, leading

manufacturer and exporter of LED Bulb and lighting system used in Poultry Industry in USA. The company brand "Overdrive" is the largest selling brand of LED poultry lights in USA. Its lighting system includes Dimming control system, water proof special power cords together with long life dimmable LED bulbs. Overdrive has registered "AGROLUME" Brand in India to market its product under this brand.

In the News section, you may find news about Alltech India, a leading global animal health and nutrition company, announces an art contest for school children. The fifth Alltech India painting competition will accept entries from August 1st to September 30th, 2019.

The world is changing rapidly, with the global population estimated to reach 9 billion people by 2050. Of that growing population, today's children will be the stewards of tomorrow's planet Earth. Although many headlines are dominated by doom, forecasting a future of inevitable and imminent disaster, we envision a world of abundance, made possible through new technologies and the world's most valuable infinite resource — human ingenuity. The creative and optimistic ideas of children can truly change the world.

Hy-Line International, the world leader in layer poultry genetics, celebrated the completion of its newest research farm today surrounded by federal, state and local dignitaries at a ribbon cutting ceremony. Named for the visionary and company founder, Dr Henry A. Wallace, this state-of-the-art investment located in central Iowa, USA completes another significant step in the drive for accelerated genetic progress in Hy-Line layers sent to more than 120 countries around the world.

M.A.Nazeer  
Editor & Publisher  
Poultry Fortune



Dr B. S. Yadav



### 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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## Readers Column

Dear Editor,

I have read your editorial on "Veterinarian in my View". It is highly appreciated that you have duly recognized the poultry Veterinarians. The Veterinarians play a role in every aspect of poultry Management, Nutrition, Healthcare, Equipment design, Vaccine production, Medicines manufacturing, Processing and Marketing all the above.

Veterinarians are well recognized through your editorial on "The Veterinarian in My View"

Good luck,

**Prof R.N.S. Gowda**  
Bangalore, India

### Avitech - Indovax achieve INR 210 crore

Avitech – Indovax achieved a turnover of Rs 210 crore for the financial year 2018-2019 for its poultry Health and Nutrition products.

Readers may read more this and other companies in the forthcoming issues of Poultry Fortune.

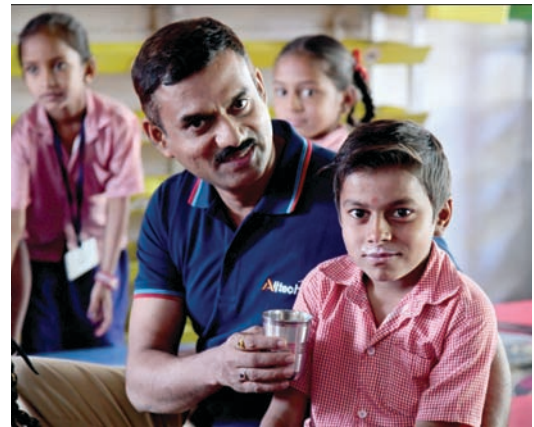
– Editor



## Alltech launches fifth annual art contest for children, invites nationwide participation



Dr Aman Sayed encouraging a kid in Art Contest



**Bengaluru:** Alltech India, a leading global animal health and nutrition company, announces an art contest for school children. The fifth Alltech India painting competition will accept entries from Aug 1st to Sept 30th, 2019.

The world is changing rapidly, with the global population estimated to reach 9 billion people by 2050. Of that growing population, today's children will be the stewards of tomorrow's planet Earth. Although many headlines are dominated by doom, forecasting a future of inevitable and imminent disaster, we envision a world of abundance, made possible through new technologies and the world's most valuable infinite resource — human ingenuity. The creative and optimistic ideas of children can truly change the world. To showcase these ideas, we invite children to submit artwork to this year. Alltech

Art Contest, featuring the theme "Planet of Plenty™". Our Planet of Plenty vision propels us into a new world of possibility, where anyone and everyone can positively impact the world around us. We all have unique journeys, but if we work together, our destination can be the same: a Planet of Plenty in which there is enough nutritious food for all, the world's resources are responsibly managed for future generations, and people, animals and plants thrive. Learn more about Planet of Plenty by visiting [planetofplenty.com](http://planetofplenty.com) or following #Planet of Plenty on social media.

**Timeline:** The contest is open from 1st August to 30th September 2019.

**Eligibility:** Students aged between 5 – 16 years.

Top 12 winners will be rewarded with a cash prize of \$100 and a certificate. Artworks of winners are published in the Alltech India Calendar 2020.

### Painting Rules

- The art work must be on paper of A4 size (210 × 297 mm) distributed by Alltech.
- Acceptable tools of painting include crayon, water colour, oil paint, acrylic paint, poster colours, colour pencils or pastels.
- The theme "Planet of Plenty" should be the main focus of the art work.
- All participants are required to fill out the registration details in the space given below the canvas clearly in English language. Half-filled /unfilled forms are not accepted. Art work must be unsigned by the artist.
- The completed art work should be scanned and sent to [alltechartcontest@alltech.com](mailto:alltechartcontest@alltech.com).
- The hard copy of the art work must be sent to the Alltech Bangalore office address by post/ courier.
- No difference should be observed in the original art work and scan copy submitted.





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## Hy-Line International Enhances Genetic Progress with New Research Farm



Hy-Line International President, Jonathan Cade (center), celebrates the opening of the Dr. Henry A. Wallace Farm with federal, state and local dignitaries and construction partners.

From L to R: Dustin VandeHoef, special assistant for agriculture for US Senator Joni K. Ernst; Jake Chapman Senator from Iowa's 10th Senate district; Mike Naig, Iowa Secretary of Agriculture; Adam Gregg, Iowa Lieutenant Governor; Cade; Adam DoBraska, regional director for US Senator Charles Grassley; Jeff Goodman, Goodman Construction; Dr. Danny Lubitz, Research and Development Director of Hy-Line International; Michael Kidd, Mayor of the City of Dallas Center, Iowa.

**West Des Moines, IA (June 27, 2019)** – Hy-Line International, the world leader in layer poultry genetics, celebrated the completion of its newest research farm today surrounded by federal, state and local dignitaries at a ribbon cutting ceremony. Named for the visionary and company founder, Dr Henry A. Wallace, this state-of-the-art investment located in central Iowa, USA completes another

significant step in the drive for accelerated genetic progress in Hy-Line layers sent to more than 120 countries around the world.

“We have a substantial responsibility in the effort to feed a growing global population with an inexpensive and nutritious source of protein – the egg,” said Mr Jonathan Cade, President of Hy-Line International. “The addition of the Dr Henry A. Wallace Farm allows us continued



evaluated for these traits, among others, to help ensure continued genetic progress in persistency and shell strength.”

Hy-Line’s team of geneticists is making the genetic engine more powerful and more efficient. The addition of the Dr Henry A. Wallace Farm increases the population of research birds from which to identify the top performing individuals to populate the next generation. As a result of improved selection intensity, Hy-Line varieties are gaining increased egg numbers, persistency, shell strength, egg weight and feed efficiency.

Founded in 1936 by Dr Henry A. Wallace, Hy-Line was the first poultry breeding company to apply the principles of hybridization to



innovation and genetic progress in Hy-Line layer genetics to accomplish this.”

“We are making significant strategic changes in the Hy-Line breeding program to accelerate the rate of genetic progress,” said Dr Danny Lubritz, Director of Research and Development for Hy-Line International. “Egg production and eggshell quality show higher genetic variation at older ages. The pedigree birds housed on the Dr Henry A. Wallace Farm will be

commercial layer breeding. Today, Hy-Line International continues to be a pioneer as the first company with its own in-house molecular genetics team leading the industry in application of DNA-based technology to its breeding and genetics program. Hy-Line produces and sells both brown, white and tint egg stock to more than 120 countries worldwide and is the largest selling layer in the American egg industry and around the world.



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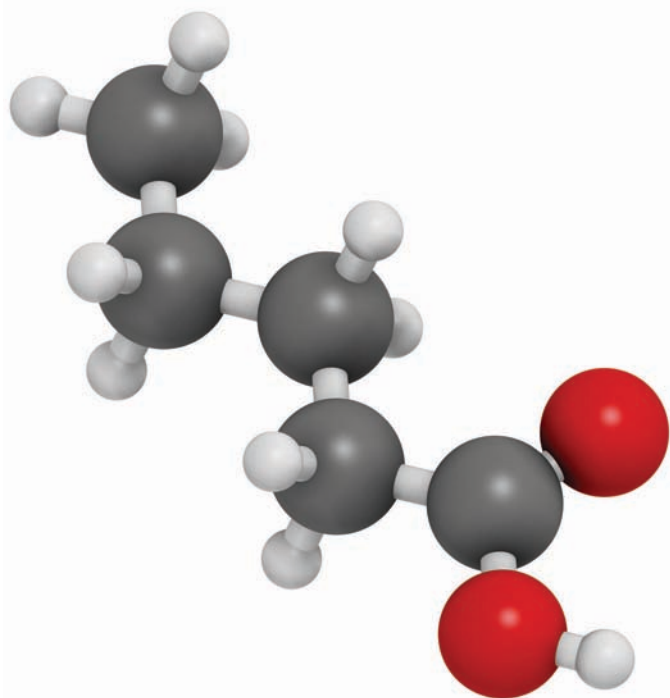


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## New ProPhorce Valerins research presented at ESPN

- ProPhorce™ Valerins (patent pending) are glycerol esters of valeric acid that have demonstrated to improve animal performance and gut balance.
- Valeric acid is the last of the short chain fatty acids to be tested in animal diets.
- The trial clearly demonstrates the efficacy of a diet with strategically timed additions of esters of butyric acid (ProPhorce™ SR) and esters of valeric acid (ProPhorce™ Valerins)
- Imasde Agroalimentaria S.L. from Spain conducted the trials and presented the results at the European Symposium for Poultry Nutrition in Gdansk June 13-15, 2019



Valeric acid is one of the important organic acids produced by fermentation in the intestinal tract of animals and humans, and is the key component of ProPhorce™ Valerins, which has demonstrated to improve animal performance and gut balance. (Photo: Shutterstock)

ProPhorce™ Valerins is the latest innovation by Perstorp in the field of animal nutrition with several patents pending. It consists of glycerol esters of valeric

acid. A new research trial has demonstrated that strategically timed additions of glycerol esters of valeric acid significantly improve broiler performance even

when compared to industry standards such as butyric acid. ADG of the Ross 308 male broilers improved with 2.9 grams per day on average at 42 days compared to control. This added performance of 4.5% additional growth could translate to 100,000 Euro added profit per million birds for an integrator. These and other results were presented as the European Symposium for Poultry Nutrition in Gdansk, Poland June 13-15 by research partner Marta I. Gracia from Imasde Agroalimentaria, S.L..

Valeric acid (C<sub>5</sub>) is the last of the short chain fatty acids to be explored for its benefits in animal nutrition. It is naturally produced by gut microbiota. Research has shown that valeric acid may help reduce harmful pathogens and help maintain gut flora equilibrium.

Glycerol esters of organic acids have the benefit of getting the acid into the intestinal tract intact. Valeric acid has demonstrated to support gut balance. Perstorp

was the first company to launch this innovative new molecule and is the only company researching its effectiveness.

Mr José M. Ros, Business Development Manager for Perstorp Animal Nutrition in charge of the trials, said "It has been decades since a new organic acid was researched for its benefits in animal nutrition. We continue to progress our understanding of this fascinating molecule in leaps and bounds. Earlier data indicated optimal effectivity of ProPhorce™ Valerins when dosed between day 14 and 28. During this period enteric dysbiosis often challenges broilers performance. This trial confirms the benefits of timing the addition this way and showed that ProPhorce™ Valerins reinforces butyric acid in the broiler's grower phase. I believe this is because ProPhorce™ Valerins has the benefit of helping to maintain optimal gut balance while supporting the animal through the critical stages of growth".

## Jubilant announces price increase of 10% for Vitamin B3 products

**Noida (UP) India:** Monday, July 15, 2019 Jubilant Life Sciences Limited, an integrated global Pharmaceutical and Life Sciences Company, has announced a price increase of 10% for its Vitamin B3 (Niacin & Niacinamide) with immediate effect, for non-contract customers and wherever existing contracts

permit.

Jubilant is the second largest producer of Vitamin B3 globally. The Vitamin B3 business is part of our Life Science Ingredients (LSI) segment, which offers a broad portfolio of high quality ingredients that find application in wide range of industries.

# SafMannan

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## PFBA conducts Technical Seminar at Lonawala on Reducing cost of Production of Feed



A technical seminar on “Reducing cost of Production of Feed” was organised by Poultry Farmers and Breeders Association, Maharashtra at Hotel Fariyhas Resort, Lonawala on 28.6.2019 at 4:30 P.M.

Dr Rama Rao was the main speaker and Nutridian Animal Health has sponsored the seminar. 39 members of the Association were present. Through this

Mr Batra also presented good and bad debts of 2019-20 along with charts which was appreciated by the house. Considering the calendar year 2019-20 and start of festival seasons from July 2019 to December 2019, President Mr Vasanth Kumar proposed to make promotional activities through radio jingles, short video films and press conferences. Considering advertisement made by Khadaknath team and Anti



valuable opportunity, the Minutes of the association were presented to discuss the modalities of the Association.

Mr C. Vasanth Kumar, President, welcomed all the members who were present on the occasion. Dr P. G. Pedgaonkar, Hon. Secretary of the association read the minutes of the last meeting and the same was approved by the house. Mr Onkar Singh Batra has made illustrative presentation of the year 2018-19 and also compared with last five years data.

Chicken groups, the house felt that it is necessary to highlight the chicken quality and the house approved the same unanimously.

Mr Vasanth Kumar also suggested that setting holidays should be observed as and when necessary arises. Association will inform exact date in due course of time, he informed. The association expressed concern about feed cost and how to reduce the cost of production of feed was also discussed. Dr Rama Rao, Sr Scientist, ICAR was invited to make a



presentation on “Reducing cost of Production of Feed”. He gave his detailed presentation with slides and interacted with the members. At the end, he responded to all the questions raised by the members and the members expressed their satisfaction. Mr Vasanth Kumar thanked Dr Rama Rao for his inspiring lecture and honoured him with flower bouquet. Mr Onkar Singh Batra was also felicitated by offering a flower bouquet for his

illustrative presentation and enlightening the members for the future.

The management of Nutridian Animal Health who sponsored the event also made a presentation about their company. Dr Hemanth Kumar Mendhe, Zonal Technical Manager made his presentation about Nutridian Animal Health and introduced their products and gave technical know-how of the products. The house thanked Mr Deepak Sah, Managing Director of Nutridian Animal Health for sponsoring

the technical seminar by offering a flower bouquet. The Association celebrated the birthdays of members which fell between two meetings by cutting the cake and were greeted with flowers by the President Mr C. Vasanth Kumar. The meeting was ended with musical program in the evening with famous lavani dance followed by cocktail and dinner. At the end, the house thanked the management of Hotel Fariyas for the services rendered to the group.



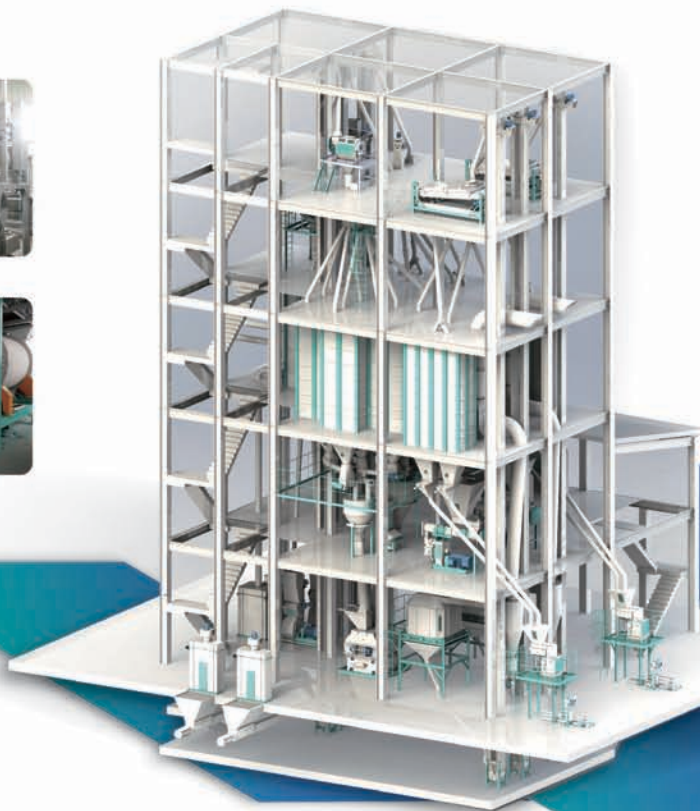




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## Kemin Industries organizes a ONE-DAY WORKSHOP on 'Holistic Approach for Gut Health Solution' in Dhaka



**BANGLADESH, DHAKA,** July 6th, 2019: While the usage of AGPs (Antibiotic Growth Promoters) are restricted in the country, increasing awareness of the consumers towards safe, quality and affordable protein for consumption are imposing more and more pressure on the feed and poultry producers. The efficient gut health management and economical poultry and egg production are becoming the prime criteria for the nation. To overcome these challenges Kemin organized a one-day workshop on Holistic Approach for Gut Health Solution.

Being one among the top corporates of poultry feed industry of Bangladesh, Dr Chris Nelson, President and CEO, Kemin Industries had excitingly shared the new vision and logo for striving to sustainably transform the quality of life every day for 80 percent of the world with its products and services. Dr Chris emphasized on Kemin's focus to continue customer services, adding value to

customers' business and on a larger perspective towards the vision.

Further discussion was on the gut health scenario in South Asia and approaches for and efficient management shared by Dr S. Saravanan; General Manager- Technical Services.

Dr. Chandrasekar S, Marketing Manager introduced the "Triple Check" approach, from feed to farm emphasizing on strengthening the gut health of animals using our unique solutions - CLOSTAT TM, AcidLAC TM Supreme, ButiPEARL TM & Aleta TM. Usage of second-generation probiotics (CLOSTAT TM) along with acidifiers in combination with phytobiotics (AcidLAC Supreme), cutting-edge immunomodulators from algal sources (Aleta TM) and in combination with sustained release energy source for gut integrity (ButiPEARL TM) would provide enhanced gut functions and animal performance, Mr Chandrasekar added.

He also emphasized on the novel findings of the solutions and ideal criteria to choose efficient gut health additives.

Mr Sushanta Dey, Director-Sales, South Asia inaugurated the workshop with his warm welcome note to the poultry producers of Bangladesh and the program ended with the valedictory note of Dr Azimul Hague, Country Manager, Bangladesh. An interactive networking evening was proved evident in exchanging the thoughts among the participants, industry leaders and experts on gut health solutions.

## Vamso Biotec organizes expert talk on Strike through the CHALLENGE



Vamso Biotec and Eastman Inc together conducted technical seminars at Hotel Swarna Mahal, Panipat and Hotel Le Maridien, Coimbatore on 17th and 19th June 2019 respectively. The seminars were well attended by more than 40 poultry breeder farmers and veterinary consultants at each location. The central theme of the seminar was to explore the latest

trends to minimize the pathogenic challenges in internal environment (gut) and external environment (poultry house). Dr N. K. Mahajan, Retd. Professor Lala Lajpat Rai University of Veterinary and Animal Sciences and Dr S. B. Rukadikar, a well known poultry pathologist and eminent consultant, were our keynote speakers for the seminar at Panipat and



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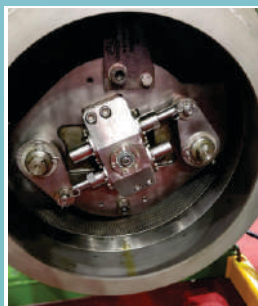


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Coimbatore respectively. The event started by welcoming of all the guests by Dr Arindam Chatterjee, Sr. GM, Vamso Biotech, followed by a technical session by Dr Poh Soon, Global Technical Manager, Eastman INC. He shared his expert knowledge on how to optimize the usage of Antibiotic Growth Promoters (AGP) in poultry with relevant feed additive alternatives. His informative session explained the complexities involved in gut health maintenance. He also elucidated the role of organic acids containing SCFA & MCFA in mitigating poor gut health and enhancing production. Comprehensive discussions were followed wherein Dr Arindam Chatterjee explained the commercial benefits of using organic acids in poultry feed.



Dr N. K. Mahajan & Dr S. B. Rukadikar emphasized on major disease challenges in poultry industry and provided an insight about Biosecurity measures to be applied in poultry farms. With an increasing pressure on poultry producers to reduce the use of antibiotics, Biosecurity is emerging as one of the most important disease control option.

Dr Ashwani Jadaun, Business Head-Poultry Division, Vamso Biotech, delivered vote of thanks to all the participants and elaborated the technical strength of the company and future vision to deliver more of innovative nutritional solutions to the poultry industry. Both the events were supported & made successful by North & South sales team of Vamso Biotech.



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## Now, healthier chicken without antibiotics

**MUMBAI, JULY 11, 2019:**

An initiative called 'India for Healthy Chickens' was launched in the city on Wednesday by Professor Jaroslaw Dastych, founder and CEO of Poland-based Proteon Pharmaceuticals.

The initiative aims to educate and bring sustainable and healthy alternatives for poultry farmers in India.

The poultry industry, while growing, has had to constantly fight with rampant infections like salmonella and campylobacter, which can lead to food poisoning. To control the spread of these infections, many farmers use veterinary drugs, feed additives, and antimicrobials. These drugs have a long-term impact on our health.

To provide a safer and healthier approach, Prof. Dastych and his team launched a new line of products which act as a sustainable measure for bacterial disease prevention.

"These products contain 'bacteriophages', the naturally occurring microorganisms which eliminate bacteria without causing any harm to the animals, or having any impact on humans," Prof. Dastych said.

"The bacteriophages present in the products destroy the host cells of the bacteria and do not interact with human and animal cells ensuring safety in their consumption," he added.

Vetphage Pharmaceuticals, is a subsidiary of the Proteon Pharmaceuticals Group, have launched their veterinary bacteriophage

products BAFASAL and BAFASAL+G for poultry, and BAFADOR for aquaculture, which protect the animal's health against pathogenic bacteria.

"Using this approach, not only does one ensure the healthy growth of birds, it also significantly reduces the need for the use of antibiotics. These additives can be directly mixed in the bird's water and can be refrigerated by the farmers for 12 months," Dr. Bhushan Bhavsar, managing director, Vetphage Pharmaceuticals said.

Dr. Bhavsar said the products are deemed to be 100% natural and biodegradable. "They are environmentally sustainable as they don't leave any contaminating residue in the water or soil," he added.

While the product has already been introduced to the poultry farmers in India, it faces challenges due to the conservative market. "Many farmers believe that antibiotics are a great one-stop solution in dealing with these infections. What they fail to recognise is that these antibiotics have a drastic effect on the health of these animals. We need to bring a change in their mindset," Mr Nipun Gupta, chief compliance officer, Proteon Pharmaceuticals said.

Mr Gupta explained that gradually with the help of compliant farmers and a few industries, they had been able to show them the benefits of our products. "We have recognised that the mortality of the birds has decreased and they are able to give more produce which is beneficial for them," he said.

## Eggs not vegetarian: Ms Vandana Chavan, Raut gains support from poultry industry

*"I differ with Raut's views. Eggs are not vegetarian. They are certainly non-vegetarian food. They are not like vegetables," said Ms Chavan, who belongs to the NCP.*



*The poultry industry said Raut's demand will help raise awareness about the healthy aspect of eggs.*

**Pune, July 2019 :** Days after Mr Sanjay Raut said eggs are "vegetarian food", Rajya Sabha MP

Ms Vandana Chavan on Sunday said she disagreed with his views. In the meantime, Mr Raut has gained support from the poultry industry.

"I differ with Raut's views. Eggs are not vegetarian. They are certainly non-vegetarian food. They are not like vegetables," said Ms Chavan, who belongs to the NCP. Ms Chavan was not in the House when Mr Raut, a Shiv Sena leader, brought up the issue last week. Mr Raut raised eyebrows in the House when he urged the Ministry of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) to classify

eggs as vegetarian.

Mr Akhilesh Babu, head of Karnataka Poultry Farmers and Breeders Association (KPFBA), said they agree with Mr Raut's statement. "Eggs certainly are vegetarian food. Eggs, which are available in markets across India for consumption, are vegetarian food. They are infertile. That which is fertile and can be hatched is non-vegetarian food. But such varieties are hardly available," he said.

The poultry industry said Mr Raut's demand will help raise awareness about the healthy aspect of eggs. "Eggs are rich in protein. They have good cholesterol. The fear of hens being injected to produce more eggs is not true. There

*Contd on Page 26*



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## Wholesale chicken prices Tank before Shravan

*The decline in Wholesale Prices of Chicken And Egg Is Likely to Reflect in The Retail Prices By End-July*



New Delhi: Jul 21, 2019, MUMBAI Tuesday, Jul 16: Prices of broiler chicken in the wholesale markets of the western region of the country have nearly halved since mid-June in anticipation of a fall in demand during the holy month of Shravan. Egg prices, too, have fallen, but the pace is not as steep as that of chicken.

In the western region, Shravan would start on Aug 2, and in the northern states, it will start on Wednesday. Consumption of non-vegetarian food items normally takes a hit during Shravan.

Prices of broiler chicken in the wholesale markets have fallen to 62-65 rupees a kg in Pune and Nashik, and 66-68 rupees in Mumbai from a record 115-118 rupees a month ago, according to daily rates published by various poultry manufacturers' associations. Egg prices have fallen nearly 10% in a month to 450 rupees per 100 pieces, according to data published by poultry associations and National Egg Coordination

Committee.

The decline in wholesale prices of chicken and egg is likely to reflect in the retail prices by end-July.

Retail prices of chicken are likely to fall to 85-90 rupees a kg by the end of this month, said a dealer with north Mumbai-based poultry retailer Start Poultry Farm. As of now, the dealer is selling broiler chicken at 110 rupees a kg, compared with 130-140 rupees a month ago.

It's not just the anticipation of a fall in demand during Shravan that has pulled down the prices, but also the logistical issues due to heavy rains in Mumbai earlier this month and distress sale by some smaller poultry players, said Mr Sanjay Nalgirkar, the director of Aurangabad-based Khadkeshwar Hatcheries.

Prices of broiler chicken and eggs in rest of the country, too, are down more or less in tandem.

Apart from Shravan, the recent sharp fall in wholesale prices was also because of an increase in

weight of birds and higher placement following record-high prices in June.

"Prices are also down mainly because seasonal weight-gain in poultry birds due to relatively cool weather in July," said poultry expert Mr Deepak Chavan of Farm Features, Pune.

Birds typically gain weight by 30-35% in July, which increases supply without simultaneously increasing the number of birds.

"Increase in placements of birds and lack of hatching holiday in the large unorganised poultry sector following record high prices in June, that too ahead of low consumption season has lead to sharp correction in prices of broilers," said an official with a multinational commodity house having a substantial stake in poultry feed trade.

### PRICE RISE

Wholesale prices of chicken seem to have bottomed out, said Mr Nalgirkar of Khadkeshwar Hatcheries, adding that prices may now see some recovery in a couple of weeks.

"We are at the base (price) observed in recent times. May be another couple of rupees downside, but (wholesale) prices should recover from here," said Mr P. G. Pedgaonkar of Venkateswara Hatcheries.

The confidence that prices could stage a mild recovery stems from elevated poultry feed prices that may prompt some poultry players to curtail operations.

Maize-feed prices, which account for 70% of poultry costs, remain at record high of 2,300 rupees per 100 kg. Also, prices of hatching birds, which accounts for around 17% of costs, have not fallen much.

Small poultry players, who account for 10-20% of the total output, may not be in a position to sustain chicken sale at price lower than the cost of production, trade officials said. This, too, shall support prices.

Consumption of poultry meat and egg is likely to rise in the hospitality sector following a revival in rains from end of this month, and may support prices, traders said.

### Eggs not vegetarian: Ms Vandana Chavan, Raut gains support from poultry industry

*Contn from Page 24*

should be awareness about egg consumption."

Mr Babu said, "The Indian poultry farmer, both in the organised and unorganised sectors, is aware that poultry and consumer health is important. Many of them use antibiotics only for therapeutic purposes. Poultry farmers and various bodies representing the poultry farmers are concerned with the negative campaign that is being run by some NGOs, stating that

there is large-scale abuse of antibiotics to increase production."

Mr Manav Kamble, an activist based in Pune, said why does it matter to an MP whether eggs are vegetarian or non-vegetarian food?. "When serious issues like suicides of farmers should be discussed in the upper House, our MPs are discussing the status of eggs. This is just not done. MPs should get serious..." he said.



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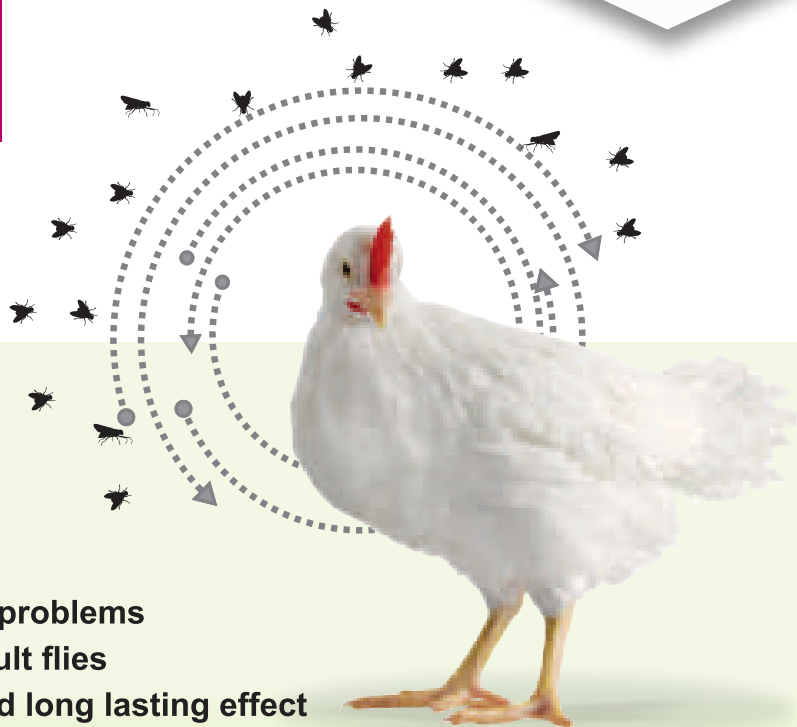
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Achieved Rs 6,000 Crores in 2018 – 2019 and targets Rs 7,000 Crore in 2019-20

Godrej Agrovet Ltd, a corporate giant in Indian industries, has occupied one of the top three commercial poultry feed manufacturers and suppliers in India with 18 poultry feed mill plants in the country.

Godrej Agrovet in a Joint Venture with Tyson Foods Ltd also became a branded chicken processing company creating a benchmark for others to grow.

Godrej Agrovet achieved a turn over of Rs 6,000 Crores for 2018 – 2019 and targeted to achieve 7,000 Crore in 2019-20. For all this growth to happen, it was Dr B.S. Yadav, a dashing & dynamic professional and administrator who made great growth for Godrej Agrovet.

**Poultry Fortune** Editor M.A. Nazeer had an exclusive interview with Dr B.S. Yadav, Managing Director, Godrej Agrovet Limited. Excerpts.



Dr Balram Singh Yadav,  
Managing Director, Godrej Agrovet Ltd

## Headquarter

Godrej Agrovet's headquarter is located at Mumbai. Godrej Agrovet is an agri-conglomerate and a part of Godrej Industries and Associated Companies.

**Following are Godrej Agrovet's feed brands and products**

### Broiler Feeds

- ▶ VALUE MAXX
- ▶ EXCEL
- ▶ CRUMBRO
- ▶ HIGAIN
- ▶ DESI SUPERSTAR

### Layer Feeds

- ▶ CHICK
- ▶ CRUM GROW
- ▶ CRUM EGG
- ▶ EGGY

## ▶ MOREGGS

### GAVL's feed mills in India

GAVL has a total 18 manufacturing plants for the production of Poultry Feeds across India.

### Dealers & Distributors

Approximately there are 1500 channel partners selling Godrej Poultry Feed in the country.

### Key states of operations

1. **North** – Punjab & Haryana
2. **South** – Tamilnadu & Karnataka
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4. **East** – Bihar & West Bengal
5. **West** – Maharashtra & Gujarat
6. **Central** – Uttar Pradesh

We have poultry integration activity in India through our subsidiary Godrej Tyson Foods Ltd.

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Acceptance level of our feed products from the customers - We are present in life cycle base poultry full feed and concentrates making it a wide range to choose from by the customer.

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**Dr Balram Singh Yadav**  
Managing Director  
Godrej Agrovet Limited

- ◆ Dr Balram Singh Yadav is Managing Director, Godrej Agrovet Limited (GAVL).
- ◆ Balram serves as Managing Director of Godrej Tyson Foods and is also the Chairman of the Compound Livestock Feed Manufacturers Association of India. He is also the Director of many other firms, including ACI Godrej, Creamline Dairy Products, Polychem Hygiene Laboratories and Aadhar Retailing.
- ◆ Balram started his career with Godrej as a Management Trainee. His first role was Branch Executive at Khanna in 1991. Over the years, he handled increasing responsibilities as Deputy Sales Manager, Factory Manager, Operations Manager and Deputy General Manager.
- ◆ Balram was then asked to lead the integrated Poultry business in 1999. Under his leadership, Real Good Chicken and Yummiez were established as the leading processed poultry brands in India.
- ◆ Balram completed his B. Sc. in Agricultural Science from Haryana Agricultural University and his Post Graduate Diploma in Management from IIM-Ahmedabad.



**Mr Sandeep Kumar Singh**  
CEO, Animal Feed business & GMPL

- ◆ Mr Sandeep Kumar Singh is CEO, Animal Feed business & GMPL.
- ◆ Sandeep leads post-merger integration across two different verticals - Agri Chemicals and Dairy. He ensures that GAVL adds significant value to the businesses acquired. He also explores value creation projects for the existing businesses to help them achieve long-term sustainable growth. He was part of the core team, which led the acquisition of AstecLifeSciences and bought majority stake in Creamline Dairy. From collaborating with leading scientists to working with bankers on inorganic growth opportunity, he has had some exciting times at GAVL.
- ◆ Sandeep started his career at Accenture, where he worked across multiple sectors, functions and organisations. He joined Godrej Agrovet in 2013, out of a keen interest in the agribusiness space. He is an Electronics engineer from Mumbai University and completed his MBA from Jamnalal Bajaj Institute of Management Studies in 2006.



**Mr Prashant Vatkar**  
CEO, Godrej Tyson Foods Limited (GTFL)

- ◆ Mr Prashant Vatkar is CEO, Godrej Tyson Foods Limited (GTFL)
- ◆ Prashant joined Godrej Agrovet in September 2016 and has been leading GTFL since then. He has rich experience in successfully leading consumer facing businesses in personal care and food spaces, both in India and abroad.
- ◆ Prior to joining Godrej, Prashant had successful stints in HIL Limited and Britannia Industries Limited.
- ◆ An engineering graduate, Prashant has a Post Graduate Diploma in Management from IIM Ahmedabad.

~8 mn MT per annum, and Broiler feed: ~10 mn MT per annum.

#### **Maintenance of poultry farmers' data**

We at Godrej Agrovet keep a record of all the customers transacting with us for our poultry feed products and services. Generally, our sales staff in the field has a list of all the existing and potential farmers in the area and keeps on visiting them on a periodic basis.

#### **Godrej Agrovet Annual Turnover**

The annual business turnover of Godrej Agrovet is Rs 5,852 crore for the Financial Year 2018 to 2019.

#### **Future Plans and Targets**

Godrej Agrovet's future plans are to consistently grow and create value for farmers.

concept in all our feed brands, adding more value and profitability to the farming community. Farm support services by our skilled sales staff, farm management guidelines and round the year availability of our vet experts differentiates us from the other players in the industry.

#### **Current demand for Poultry Feed**

Industry size for poultry feed in India (In terms of volume) - Current demand for Poultry feed in India is approximately 22 Million MT. The use of compound feed in layer industry varies from 5 to 25 % and is highly underpenetrated. Approximate industry size - Layer feed:





*Dr B.S. Yadav (center), Managing Director, Godrej Agrov Ltd, their Feed Business CEO Sandeep Kumar Singh (extreme right) and Godrej Agrov Tyson Foods CEO Prashant Vatkar (extreme left).*



*A view of Godrej Group of companies corporate office in Vikhroli, Mumbai*



## During Balram's tenure, Godrej ventured into multiple businesses like Chicken, Dairy, Seed and Edible Palm oil: B. Soundararajan



**Dr B. S. Yadav**

**We are very good friends within the industry and at family level: Soundararajan**

I know Balram Singh Yadav for over 20 years and he is a very good friend of mine, both within the industry and at the family level.

He is a great professional who at the young age took up big responsibilities within Godrej. Today, he has truly reformed a lot within Godrej Agrovat and has positioned them as one of the leading agri-business companies in India.

A few decades back, Godrej Agrovat presence used to be only in the animal feed sector. During Balram's tenure, they have ventured into multiple businesses like Chicken, Dairy, Seed and Edible Palm oil. Starting with the best farming practices up to a well-established brand in the consumer space, he has covered the entire value chain and has well positioned the company.

In the cattle feed market, Dr Balram Singh Yadav has truly established Godrej Agrovat as the benchmark in the industry. Today, I



**B. Soundararajan**

would attribute them to be one of the leading factors for our country's cattle productivity.

Between 2005 and 2009, whenever there were ups and downs in the Indian poultry industry, we worked together along with the government to remove the constraints of the industry. Balram was also an active member in various associations like All India Poultry Breeders Association, All India Processors Association and was also heading CLFMA for two terms. Through these forums, he has worked a lot towards the industry's development.

Outspoken person with clarity of thoughts  
Overall, Balram Singh Yadav is a very outspoken person who is quite aggressive in the business, has good clarity in his thoughts and a friendly individual to the industry.

– **Mr B. Soundararajan,**  
Ex Chairman, CLFMA of India;  
Managing Director,  
Suguna Holdings Ltd



**Naveen Pasuparti**



**Dr B. S. Yadav & his wife**

## "Balram, once you retire, love to see you as a life coach and a mentor for the next generation"

It's a pleasure and happiness to see Balram being covered in a leading poultry magazine with a Special Feature. Balram's association with our group and family dates back to 1980s. My personal connection happened in 2006 when Godrej Agrovat and we got associated in the UAE Project. I have creatively and constructively debated and learnt a lot from Dr Balram Singh Yadav. His positive energy is contagious.

Trust me, if you had a rough day, chat with him and you will feel the difference. Balram is a leader with good clarity, strong direction and sound ethical values. He never sees other organisations as competitors, but sees them as colleagues. He has very respectable and matured line of thinking. Balram is very humble, extremely accessible and

a great human being. His humour with his team, industry associates and government is so cool, that no one misunderstands his thoughts and intentions.

**A superb human being to hang out with a single malt**

Balram Singh Yadav is a great asset of Godrej, CLFMA of India, Agriculture and Livestock profession. A superb human being to hang out with a single malt. I am fortunate and honoured to have run into him in my life. I am sure he would say the same of me....haaahaaa. Balram, once you retire, love to see you as a life coach and a mentor for the next generation, "change agents" of the country. You have a lot to offer, please share.

– **Naveen Pasuparti,**  
MC Member, CLFMA of India;  
Director, Nanda Group

11<sup>th</sup> Edition from NRS Group



**22-23-24 October 2019**

CIDCO Exhibition & Convention Center,  
Vashi, Mumbai, India



**Godrej, a prestige to Indian Industry** - A view of Godrej Group of companies corporate office in Vikhroli, Mumbai which is rated to be one of the best corporate offices in India and internationally.

## Dr Balram is a very powerful and visionary Administrator

Dr Balram Singh Yadav is the most methodical and legitimate personality. He works with vision what will happen in the next 5 to 10 years. He started dressed, fresh chilled, packed chicken business 15 years back known as Real Good Chicken. Along with it he also launched another brand of Ready to Eat **Yummiez**.

Along with feed, Balram started Real Good and **Yummiez**. He also started Agri division dealing in seeds, farm equipments etc. This division is also well grown systematically.

Dr Balram Singh Yadav is a very powerful and visionary administrator.

– **S. V. Bhawe**,  
Chairman, CLFMA of India;  
Director, Berg & Schmidt

## Balram helped us to perform well

***I enjoyed working with him, under his leadership in CLFMA***

Dr Balram Singh Yadav was the Chairman of CLFMA of India during 2010-2012 and I was Honorary Secretary of the Association. I really enjoyed working with him. Under his leadership, we conducted several seminars all over India on poultry, dairy and aquaculture. We had also conducted seminar on HR

Challenges for our sector. Dr Balram always presented big picture in front of Managing Committee Members and chalked out our action plan very effectively, which helped us to perform well.

– **Dr Dinesh Bhosale**,  
Ex Chairman, CLFMA of India;  
Director, AB Vista South Asia



**Dr Dinesh Bhosale, K.P. Philip and others with Dr B.S. Yadav (second from left).**



## Highlights of Godrej Agrovet growth and Dr B.S. Yadav's contribution to it & to poultry industry

- ▶ In 1990, Dr B.S. Yadav joined Godrej Soaps Ltd when the total turnover of its Animal Feeds was less than Rs 75 crores.
- ▶ Godrej Agrovet has 18 feed mills with 100 -150 tonnes of feed production per day and Rs 2.5 lakhs tones of feed production per year.
- ▶ Dr B.S. Yadav joined Godrej as Management Trainee, after that he became Sales Manager in Chandigarh, looking after North India – Feed & Agriculture products.
- ▶ In 1995, he became Operation Manager for Western region based at Surat, Gujarat.
- ▶ Godrej Agrovet Started Chicken division with poultry business in 1972.
- ▶ Godrej Agrovet – started Chicken processing plant at Taloja, near Mumbai with 2000 birds capacity per hour and another plant at Hoskote, near Bangalore in 2003 with 2000 birds per hour.
- ▶ They started Real Good value added Chicken supply in 2000 and now it achieved a turnover of Rs 400 crores.
- ▶ In 2004 he launched value added products Yummiez and got Rs 100 crore business in 2018 – 2019.
- ▶ In August 2007, Dr B. S. Yadav became Managing Director of Godrej Agrovet Ltd and made all its divisions grow fast with his dynamism and fast decision making time to time which made the company to achieve a turnover of Rs 5,900 crores in 2018 – 2019 Dr Balram announced to achieve a target of Rs 7,000 crores for 2019 – 2020.
- ▶ In 2008, Dr Balram went for a Joint Venture with Tyson Foods, the biggest Animal Protein producing company in the World with 51% share to Tyson and 49% for Godrej Agrovet. Tyson has a business turnover of USD 40 billion. In April 2019, Godrej took 2% of Tyson shares to become 51% for Godrej Agrovet and 49% for Tyson.

### Veg Yummiez plant at Ludhiana

- ▶ In May 2019, Godrej Agrovet started value added Vegetable products manufacturing plant in Ludhiana, Punjab with an investment of Rs 80 crores with brand Yummiez Veg



- ▶ Godrej Agrovet has a total 34 feed mill plants with 20 lakhs tonnes of Livestock feed production.

### Targets & Plans; 5 Big Businesses

- ▶ Godrej Agrovet Ltd has five big business ventures like Feed, Seed, Godrej Tyson Foods and Agro Chemicals. We have a Joint Venture in Bangladesh in feed business with 50:50 ratio.
- ▶ There are lot of opportunities for growth. We are also looking for organic and inorganic products business opportunities. We are a listed company. For us raising funds is not a problem. If get opportunity, we can acquire companies, said Dr B. S. Yadav, Managing Director, Godrej Agrovet Ltd.

### Plans for growth in Integration

- ▶ We have Broiler Integration of 6 – 7 Lakh per week and trying to grow 15 – 16% per annum.
- ▶ We have Broiler parents stocks from Venkateshwara Hatcheries.

### One among Top 10 poultry companies in India

- ▶ Godrej Agrovet will grow in the next 10 years in Chicken & Egg industry.
- ▶ Dr Balram advised the stakeholders of poultry industry that lot of focus should be given on cost control and efficiency improvement.
- ▶ In 1999, B.S. Yadav started Integration in Godrej Agrovet and started branding and chilled chicken.

### Abolishment of GST a big success for poultry

- ▶ Dr Balram Singh Yadav was the Chairman of CLFMA twice and he put lot of efforts along with other stakeholders to influence at Govt of India to abolish GST on feed in poultry sector.



## About Godrej - Tyson Joint Venture

**When did Godrej Agrovet - Tyson Joint Venture start? What are the activities of the joint venture?**

Joint Venture Business starting date 1st June 2008  
Tyson Foods of US, which is \$43 Bn company with major businesses in animal protein which included a major play in poultry in the US, wanted to enter India and was looking for a partner. Godrej Agrovet was also looking for a poultry expert around the same time and the value system for both the organisation were similar and hence they got together to form this JV. This JV had a mandate to improve its poultry operation with best practices from Tyson and expand into processing both first (meat) processing and further (frozen ready to cook snacks) processing in India again with best practices from Tyson.

**How is the progress and prospects of Godrej Tyson Foods?**

In Raw Poultry, last year we relaunched our pack for the Retail Branded business which has helped the business to grow (double digit) in a robust manner. Our offering of Antibiotic Free Feed and No Hormones, No Steroids is gaining acceptance with the consumer who seeks such an offering from a trusted player like Godrej.

The Frozen Snacks market, where we have our brand Yummeez, is highly under penetrated and has a huge potential for growth. Our



Non-Veg Further processed products are known for its Indian flavourfulness, especially our Hero product Chicken Nugget which is demanded for its juiciness.

We have just introduced a whole range of Veg Value Further Processed products from our new plant in Ludhiana. We will be leveraging our wide range—

both Non-Veg and Veg, to drive growth for Yummeez. The Live poultry business has its ups and downs but for players like us who are invested for the long run, we see a strong upside.

**What are the future plans and targets of Godrej Tyson Foods?**

We are upgrading our poultry business by setting up new hatcheries and upgrading our breeder farms.

In Raw Poultry, we will be focussing on our Retail Branded business and profitable B2B partnerships.

For the Value-added portfolio i.e. Yummeez business, the focus would be on leveraging the consumer preference for our Non Veg portfolio and getting consumers to experience our new Veg Range.



- ◆ Situated in MIDC Zone.
- ◆ Key Neighbours - Bombay Breweries Ltd., Bharat Electronics Ltd., Merck MDC., Hindalco.
- ◆ Mumbai - Pune National Highway - 12 km
- ◆ Area - 7150 Sq. Mtr.
- ◆ Age - 15 Yr
- ◆ Capability - Kill Line With Chilled and Frozen Products.
- ◆ Electric Load -1098KW
- ◆ WWTP- 700KLD

Plant - Talaja





- ◆ Situated in Doddahullur Village, 30 Km from Bangalore city.
- ◆ Area – 32856 Sq. Mtr.
- ◆ Age – 18 yr.
- ◆ Capability – Kill Line With Chilled, FP, cold cut & Frozen Products
- ◆ FP capacity – 10 Ton/Day
- ◆ Electric Load –3619KW
- ◆ WWTP Capacity -1200 Kl/Day



- ◆ Ladhawal Near Ludhiana Punjab in Gurukripa Food Park
- ◆ Plant Area– 4046 Sq. Mtr.
- ◆ Year : April 2019
- ◆ Mfg. Capability – Frozen Veg Products
- ◆ Connected Load -2778KW
- ◆ Central WWTP

### Godrej Tyson factories team



**Mr Satish Karlekar,**  
Factory Manager,  
Ludhiana  
BE Mechanical  
PMP in Project Management  
16+year of Experience in FMCG



**Mr Sreenivasulu Suram,**  
Factory Manager,  
Hoskote  
BE Mechanical  
PGDBA in SCM  
12+year of Experience in FMCG



**Mr Shailesh Ganekar,**  
Factory Manager,  
Taloja  
MSc Food Technology  
20+ year of Experience in FMCG

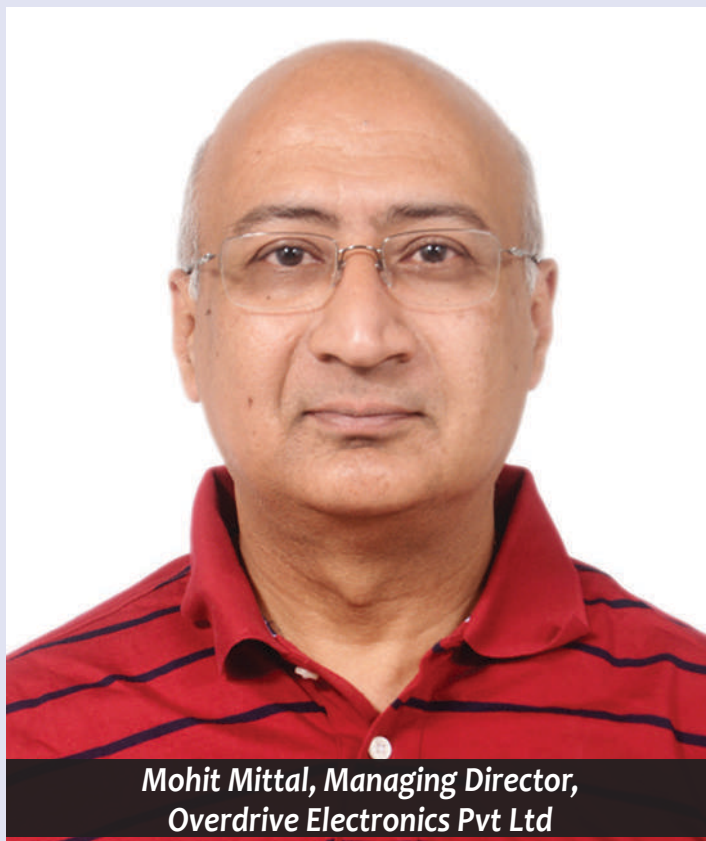




# Overdrive Electronics aims to make its lighting products a big brand in Indian Poultry

**Overdrive Electronics Pvt Ltd is leading manufacturer and exporter of LED Bulb and lighting system used in Poultry Industry in USA. The company's brand "Overdrive" is the largest selling brand of LED poultry lights in USA. Overdrive Electronics focus was in USA and now they have developed uniquely designed LED Dimmable bulbs in India which are able to meet stringent Indian market requirements.**

**Poultry Fortune Editor M.A. Nazeer had an exclusive interview with Mohit Mittal, Managing Director, Overdrive Electronics Pvt Ltd. Excerpts.**



**Mohit Mittal, Managing Director,  
Overdrive Electronics Pvt Ltd**

**Overdrive Electronics Pvt Ltd** is leading manufacturer and exporter of LED Bulb and lighting system used in Poultry Industry in USA. The company's brand "Overdrive" is the largest selling brand of LED poultry lights in USA. Overdrive Electronics focus was in USA and now we have developed uniquely designed LED Dimmable bulbs in India which are able to meet stringent Indian market requirements. Our company Lighting system includes Dimming control system, water proof special power cords together with long life dimmable LED bulbs. Overdrive has registered "AGROLUME" Brand in India to market its product under this brand, said Mr Mohit Mittal, Managing Director, Overdrive Electronics Pvt Ltd.

## **Company's Promoters**

Overdrive Electronics Pvt Ltd was incorporated in May 2005. The company

is promoted by Mohit Mittal and Ritu Mittal.

## **Brief Profile of Promoters**

Company is promoted by Mohit Mittal and Ritu Mittal who are B.Tech and M.Phil from IIT Roorkee. Main Promoter

Mohit Mittal has 30 year experience in Lighting and before setting up Overdrive he was Vice President of Halonix Ltd (formerly called Phoenix Lamps Ltd).

Location of the Head Quarter in India & Overseas ? Where do you have your





production units situated in India ?

C-121 Hosiery Complex, Phase 2 Noida. It has its sales and distribution partner in USA

Global Consumer Products Inc. (dba Overdrive Lighting) in NJ USA.



### **Growth in business**

Company's Establishment

Company started manufacturing of LED light product in India in 2012 and was first Indian Company to make UL listed LED Lamps in India to export to USA.

### **Category of products**

Overdrive Electronics Pvt Ltd manufactures LED Lamps, Fixture and IP66 Fixtures. Overdrive and Agrolume Brand owned by company's major selling brand in USA.

### **Do you have tie-up / collaboration with any international company ?**

During the development phase of LED lighting for USA. Overdrive collaborated with Poultry Department of Auburn University in USA which is leading the development of Poultry Industry.

### **Where all you have production units**

### **situated in India? Location of the Warehouse ?**

Overdrive Production Units manufacturing location in Noida and warehouse in NJ/USA

### **R&D facilities at Overdrive Electronics**

Core strength of Overdrive is R&D and it has developed many products and files patent in India and USA. The test lab of Overdrive is ISO17025 certified and NABL accredited.

### **Sales & Technical Services network, Dealers & Distributors in India**

Overdrive was focused in USA market where it has over 300 plus distributors who are serviced through its marketing partner in USA. But in India this category is new so will plan to find distribution partner in India.

### **Acceptance level of products**

In USA we have over 30 Lacs products installed across Poultry India over last 6 years. Due to quality and service with customer it has established as the

largest selling LED Lighting brand in USA Poultry Industry.

### **How do you compare the quality of your products and services with others ?**

Overdrive is continuously innovating the products to meet ever growing requirements of Poultry Industry. The products are high efficiency, dimmable, unique and optimized Lighting spectrum which enhances the growth and offer very low rate of return for our customers.

### **How many layer and broiler farmers, integrators and hatcheries are using the products in India ?**

For India the product would be launched in September 2019 as right now it is under BIS/BEE certifications.

### **What is the size of your company's market in Value (Annual Turnover) in India and overseas ?**

Company major business in Poultry is USA. Company sales are over Rs 60 Cr.

Overdrive is committed to offer



a complete lighting system with advance controller system which can automatically maintain Lighting schedule in Poultry Industry in India. Currently Indian Poultry Industry is using very primitive way of lighting. Right Lighting system and lighting schedule with correct spectrum of lighting can greatly enhance the productivity at poultry houses. Overdrive would like







**NO. 1**  
**Poultry LED**  
**Lighting Brand in USA**  
Over 2 Million installations working successfully in Poultry Industry in USA










**Overdrive** Importance of LED Lighting in Poultry Bird Vision 

**NO. 1**  
**Poultry LED**  
**Lighting Brand in USA**  
Over 2 Million installations working successfully in Poultry Industry in USA

**Chicken can perceive light through-**

- (1) Retina – (part of the eye)
- (2) Pineal Gland – (situated on the top of the brain)
- (3) Hypothalamus - (situated on the the brain)

In the hypothalamus and the pineal gland, light must first penetrate the avian skull.

Using an inappropriate artificial light affects Eyes, Brain, Skull, feathers, skin, tissue development due to the abnormal (light-induced) biological responses.



**Choosing LED technology over Incandescent or CFL - For Growth & Development**

- Helps in Weight Gain
- Improves Egg Quality
- Reduces Feed Consumption
- Improves Feed Conversion
- Increases Muscular-Skeletal Development
- Increases Fertility
- Decreases Mortality Rate

to introduce this system in India and its long historical study and experience in USA would help to achieve great results.

#### Message to stakeholders of poultry industry

Efficient, scientifically proved Right Lighting system can greatly enhance the yield and reduce mortality in Poultry Industry and Overdrive would continue to innovate and share its experiences to help Indian Poultry Industry.

#### Quality First

- ISO 17025 certified, NABL accredited Laboratory
- Fully Equipped Laboratory – Everfine Photometry, EMI/EMC Tests, Gonio Photometer, Surge Test

#### Leadership Team

Mohit Mittal, Managing Director

- 3 decades of experience in Lighting globally
- Former VP – Phoenix Lamps (Halonix)
- B Tech IIT Roorkee







40 ● POULTRY FORTUNE ● August 2019

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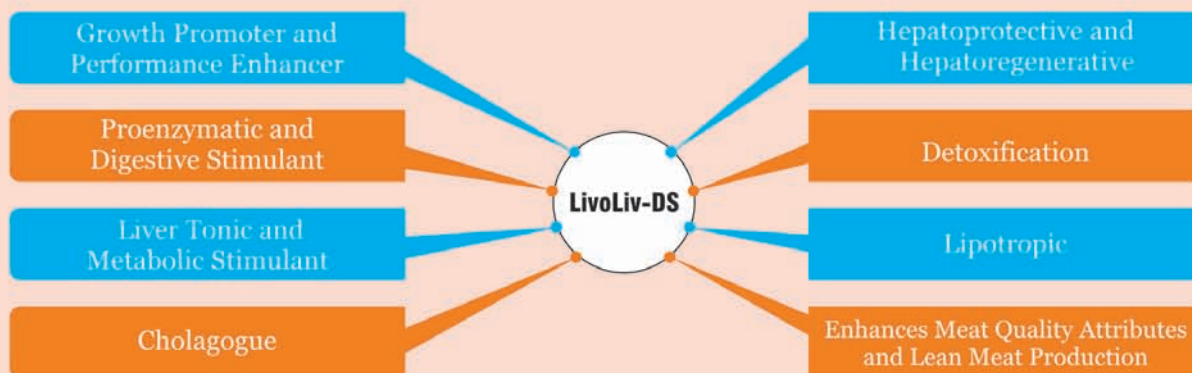
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Die. (mm)	φ3.5	φ3.5	φ3.5



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# UPDATE

## Knowledge on Poultry

A One Day Conference

### Topics for Presentation in 'UPDATE Knowledge on Poultry'

- Scenario of Egg and Broiler industry development globally. And state wise in India.
- Advanced models / practices in poultry sheds construction for Layers & Broilers.
- Technology advancement in Cages, Feeders, Waterers & Egg Collection systems etc.
- Advantages of Automation for better productivity and long term saving in costs in Layers & Broilers.
- Feed & Nutrition, Bio-security & Management.
- Diseases: Prevention & Control.
- Chicken & Egg Processing.
- Branding & Marketing of Eggs & Chicken to promote consumption.

*Note: Knowledgeable Speakers on the subject with good communication skills are invited to contact us to make presentation in "UPDATE" on the above topics on or before 5th April 2019.*

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7. Best Egg & Chicken Consumption Promotion Award
8. Best Manager in Production in Poultry Award
9. Best Marketing Man in Poultry Award
10. Best Poultry Scientist Award
11. Best Poultry Equipment & Automation Award
12. Best Poultry Healthcare Products Manufacturer Award
13. Best Poultry Feed Miller Award
14. Best Layer Breed Award
15. Best Broiler Breed Award
16. Best Young Entrepreneur Award
17. Best Executive with Long Service Award
18. Best CEO in Poultry Industry Award
19. Life Time Achievement Award

**PF International Awards**  
6:30 PM to 8:00 PM

**22 Octobert 2019**

**Venue:** CIDCO Exhibition & Convention Center,  
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English Monthly, since 1991



# Biosecurity Measures at Egg Processing Plants

Naveen Z, Mahesh B and Eswara Rao B

Department of Livestock Products Technology  
Sri Venkateswara Veterinary University, TIRUPATI. Andhra Pradesh – 51702.

## Biosecurity

Biosecurity broadly defines the process and objective of dealing biological risks concomitant with food and agriculture in a holistic manner. Bio means life and security implies protection. Thus Biosecurity refers to programs intended to protect human, animal or even plant life. Biosecurity is a relatively novel concept and term that is evolving. As far as poultry is concerned, Biosecurity can be defined as a practice or set of programs that will limit or prevent the introduction and spread of diseases and pests to the poultry farms or flocks and prevent the contamination of production facilities by harmful organisms.

## Biosecurity Measures

Several programs have been established over the years to decrease infection of poultry flocks or to reduce pollution of poultry meat, eggs and processed poultry products. Various government agencies like extension services or relevant international bodies and industry associations have developed Biosecurity programs for sectorial facilities of the poultry industry all of which focussed at minimising the infection of live poultry or contamination of its edible products. Most of those programs were based on risk assessments of each sector or situation, and were updated as the risk changes. However very common stable risks include:

### ♦ Hatcheries :

The measures that apply to farms also apply to hatcheries in relation to construction, fencing, roads and pathways, staff accommodation, visitors, equipment, showering facility, personnel, dogs and cats, water, record keeping, educational program, personnel testing and HACCP certification.

- Hatchery floors need to be tiled with granite tiles or proper epoxy. Hatchery walls should be tiled with ceramic tiles. All this is for easy and proper cleaning and disinfection.
- Vehicles, that bring hatching eggs from breeder farms or that deliver chicks, need to be thoroughly cleaned

and disinfected prior to leaving the hatchery and after returning to the hatchery.

- Chick delivery plastic crates or hatching egg trays and crates or trolleys need to be washed and disinfected before being used or leaving the hatchery.
- Hatchery refuse should be placed in thick tight plastic bags and sent out for dumping in the public land fill facility or to a rendering plant.
- Special attention should be given to thoroughly cleaning, washing and disinfecting hatchers and hatcher room floors and walls after each hatch. This applies also to ducts and ventilators.
- The hatchery should be designed such that the flow of work from the egg receiving end to the chick delivering area is one way with separation of staff between clean and dirty areas preventing their mix and their access to the non – designated area of work.
- Vaccination, chicks sexing, chick sorting and chick counting needs to be performed with utmost care.
- Swab samples: from hatching floors , walls setter and hatcher roofs, working tables and carousels, hatchers and setter walls, hatcher and setter floors, ducts, ventilators, etc. for bacterial and fungal tests.
- Samples of day old chicks, hatcher fluff and shell particles should regularly be sent to check presence of bacteria or fungi.

## Highlight Points

- **Biosecurity refers to those measures taken to prevent or control the introduction and spread of infectious agents to a flock.**
- **Such infectious agents, whether they cause clinical or subclinical disease, significantly reduce the productivity, profitability and long term financial viability of a poultry operation.**
- **It is essential that a risk assessment be conducted for each enterprise to establish what level of risk exists in each phase of its operations and to identify and implement control measures appropriate to these levels of risk.**
- **Biosecurity is a well proven means of checking the spread of this as well as other contagious poultry diseases.**
- **Knowledge about enforcing Biosecurity measures on poultry farms and related facilities, such as hatcheries and slaughter houses is an essential mandate**

• Septic tanks: need to be tight and emptied whenever full.

• Slaughter houses, meat processing facilities and egg grading or processing facilities.

• Slaughtering meat and egg processing facilities need to be equipped with water treatment plants in order to treat the effluent water before discharging it to irrigation canals or public sewage.

• Solid waste from such facilities needs to be rendered in an appropriate rendering plant situated on the site or transported by tight containers to rendering plants outside the premises.

### ♦ Transportation





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### **and Hygiene**

In the context of biosecurity, egg processing rooms and coolers are considered dirty areas because processing plants handle eggs from all flocks on the farm and may receive eggs from other farms. Processing plants are a melting pot, receiving eggs and equipment (pallets, racks and flats) from multiple sources, all of which could potentially bring infectious disease agents into one central location. Any and all traffic, direct or indirect, between the processing plant and chicken flocks should be considered a significant hazard and should be either avoided, or interrupted by thorough and effective cleaning and disinfection.

#### ◆ **Parking**

Ideally processing plant visitors, inspectors and employees should park their vehicles off site in order to minimize the risk of carrying disease agents onto the premises. Parking areas that are paved, have gravel or some other surface that does not accumulate water will minimize pathogen survival and, therefore, limit risk.

#### ◆ **Plant Visitors**

The soles of shoes should be disinfected upon entering the processing plant and covered with impermeable foot covering. In addition, hands should be sanitized with soap and hot water and clean protective outerwear should be donned, including a head covering. All protective clothing should be provided by the processing plant and not transported by the visitor. Under ideal conditions, a second shoe sanitation should be done before actually entering the processing area. When leaving the plant, the visitor should reverse the entry procedures, and leave the protective clothing at the plant.

It is always a good idea to require all visitors to log in and out including the date and time of the visit. No one should be allowed to visit more than one plant per day; therefore, all visitors should be asked whether they have been to another plant or production facility that day.

#### ◆ **Egg Inspectors**

Egg inspectors that frequently visit the plant should be provided a place (locker or something similar) to leave their protective clothing for re-use and also the equipment they use (clipboards, pencils, forms, etc.). Clipboards, pencils and forms should not be used in or transported to other processing plants. Scales and other equipment that must be transported between processing plants by inspectors should be wiped down with sanitary cloths between uses and transported in clean plastic bags or disinfectable containers.

Eggplant visitors and inspectors should never go from the processing side of the farm to the production side because of the risk of transmitting pathogens to the chicken flock. If it is necessary for a visitor to go to both production and processing, they should visit the production side first before entering the processing plant.

#### ◆ **Egg Flats**

Egg flats are a potential source of bacterial and viral pathogens and therefore should be sanitized between uses. Plastic flats should be washed in hot water with a detergent to remove any organic material, and then disinfected with

a sanitizing agent. Most flat washers do not operate at high enough temperatures for a long enough time to kill all pathogens; therefore the use of chlorine or some other suitable disinfectant is essential for sanitation. It is important not to over-fill the flat washer with flats so that adequate water penetration between all flats is achieved. All sanitizing agents are neutralized by organic material, making frequent changing of the rinse water an essential component of flat sanitation. During periods of high risk, when a pathogen is known to exist, a second wash cycle should be considered.

After the flats have been washed and sanitized, they should be stored in a clean environment to avoid recontamination. Stacking clean egg flats on racks or pallets that have not been sanitized should be avoided to prevent cross contamination. It is best that the sanitized egg flats be returned to their original source and not co-mingled with flats from other sources. If the processing plant receives eggs from multiple farms and or companies, using colored flats can help to keep flats from multiple sources separate.

#### ◆ **Egg Racks, Trolleys and Pallets**

Except for in-line collection systems, eggs are transported to the processing plant on racks, trolleys or pallets, all of which have had contact with the production facility. This equipment must be considered contaminated with whatever pathogens exist on the farm and therefore should be cleaned and disinfected between uses.

The sanitation of racks, trolleys and pallets should include at least two steps, cleaning and disinfection. High pressure washing with a detergent capable of removing adherent organic material should always precede the final step of disinfection. All organic material must be removed paying particular attention to wheels and under surfaces of the equipment. If available, steam cleaning can be very effective at removing organic material such as dried egg yolk. If steam cleaning is used, the application of high temperature grease may be necessary to keep wheels well lubricated.

Following cleaning, the equipment should be disinfected using a registered material applied according to the label directions. The disinfectant should be thoroughly applied to all surfaces of the equipment, and then allowed to air dry before equipment is returned to the production facility. As with egg flats, the sanitized equipment should be stored in a clean environment, away from the processing plant and resident farm traffic patterns to prevent re-contamination. Racks, trolleys and pallets should be clearly identified (paint or other means) in order to minimize the likelihood of co-mingling of equipment from multiple sources. All equipment should be returned to the original source farm, and should not be shared with other farms.

#### ◆ **Incoming Cooler Management**

Many processing plants bring eggs in from multiple sources. Unprocessed eggs can carry dust, feathers and feces on their surfaces and can be a significant source of pathogens. If the processing plant is located on a farm that has all or part of its production off-line, this presents a significant challenge to prevent the transmission of a pathogen from off farm sources to resident birds. One of the keys to lowering the





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risk of disease exposure is to isolate off-line farm eggs from the eggs coming from other farms in the incoming cooler. The employee who brings the off-line eggs into the receiving cooler will go back and forth between production and processing. Therefore, it is essential that he or she not come in contact with eggs from other farms.

The best way to prevent employees from becoming contaminated is through the separation of equipment (racks, trolleys or pallets) and traffic patterns. Ideally, there should be two separate entrances to the cooler, one for off-farm eggs and one for on-farm eggs, and the eggs should be stored in separate locations within the cooler. One California producer has designated two areas of the cooler separating off-farm from on-farm eggs by painting lines on the floor that show employees where to locate incoming deliveries. Other methods that have been used are fences, temporary partitions and walls. Whatever the system, it should be easy to use so that employees will follow the prescribed traffic pattern.

#### ◆ **Rodent and Insect Control**

Rodents and insects can be an important source of pathogens. They can transmit diseases mechanically (on their bodies) or biologically (within their bodies), therefore their control is important to general plant sanitation and disease prevention. Exclusion of these pests is a first line of defence and the most cost efficient method of control. Exclusion requires the use of several common sense methods including closing doors tightly, air curtains and traps.

The first point of exclusion of rodents is the outside perimeter of the egg processing building. One scheme is to lay down a 5 to 10-yard perimeter of 2-inch aggregate gravel or other suitable material so that there is a relatively large open space that rodents travel across to reach the building. Rodents prefer not to cross open spaces because they are vulnerable to animals of prey. In addition to the open perimeter, live traps can be placed approximately 15 ft. apart and at doorways into the plant. All doors to the plant should fit tightly because mice and rats can squeeze through one-fourth and one-half inch openings, respectively.

Rodent control within the plant usually involves the use of traps and rodenticide baits. Only CDFA or USDA approved rodenticides are allowed for use in processing plants. Traps and baits should be placed along walls in all rooms of the plant, especially in the dry storage area.

Effective control programs for flies and other insects require the elimination of breeding habitat and the elimination of food sources. Organic matter such as manure and decomposing vegetation are excellent breeding habitats and should be removed from the building perimeter. Keeping doors closed and the use of air curtains can be effective mechanical barriers to prevent insect access to the interior of the plant. Good sanitation in the plant will significantly reduce the risk of attracting insects. Pesticides approved by CDFA or USDA can also be applied within the plant.

#### **Enforcement Of Biosecurity Measures**

Having studied most literature on the subject of Biosecurity,

one can conclude the following:

The most important mandatory measures that require enforcement by law are:

#### ◆ **Minimum distance between farms**

FAO and OIE advise minimum radial distances to form specific zones when implementing stamping-out of all poultry, even if uninfected, from the diseased central AI infected farm or poultry. This measure is admittance that certain minimum distance is required, even though coupled with strict quarantining to prevent movement of poultry outside the zoned area, in order to minimize or stop the transmission of the virus and eventually control the disease.

This prompts the call for specific minimum distances between farms and farm types. For example, grandparent farms need to be more isolated than parent farms and parent farms more than layer farms and the latter more than broiler farms. Once established as a law, licenses for new farms have to be issued with these minimum distances in mind.

Existing farms not conforming to the new directive need to be given a reasonable time to either sell to or buy from neighbouring farms so that management, poultry type and age groups can be unified.

#### ◆ **Farm construction**

Relevant authorities issuing licenses for building new farms or hatcheries or slaughter houses should modify their specifications and include all Biosecurity related standards such as:

- a. Abide by minimum distances between farm sites or poultry facilities.
- b. Specify construction specifications including concrete flooring, proper insulation, tight construction to prevent rodent or wild bird entry, appropriate ventilation, cooling, lighting, emergency windows etc.
- c. Specify appropriate fencing of the site to prevent entry of animals to the premises, particularly dogs and cats.
- d. Roads and pathways within the premises to be concreted.
- e. Services complex such as offices, egg store, shower, post mortem room, laundry room, packaging store, wood shavings store, should all be properly constructed along the fence of premises.
- f. Staff accommodation to be suitable for living situated away from the poultry houses at a location along the entry of the prevalent wind to the premises.
- g. Underground water well should be located far away from the poultry houses, living accommodation, sewage tanks and burial pits, and should be properly closed.
- h. Elevated water reservoir need to be constructed over a ground (not underground) reservoir. Both should be properly closed.
- i. Burial pit or pits need to be well constructed and covered to prevent entry of animals and rodents. They need to be located at furthest point possible from water well, poultry houses, staff accommodation and services complex.
- j. Trees should be prohibited on the premises to discourage wild bird roosting and nesting.





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### ◆ **Types and age of birds**

Legislation should include prevention of mixing types of chickens on one farm and keeping more than one age group of that type at any one time. It should also include prevention of keeping other animals on the premises especially pigs.

Grandparent and parent stock farmers have long realized these facts and have been abiding by this principle. In fact broiler farmers learnt this method the hard way too. There remain egg production complexes in most countries in the world, where we can still see multiple ages on one farm. These complexes present a threat to the recurrence of diseases especially AI, ND and mycoplasmas.

### ◆ **Dogs, cats and farm animals**

Directives need to prohibit keeping dogs and cats on the farm premises as well as raising farm animals such as lambs, cattle, horses and particularly pigs. In the case of dogs and cats, their continuous mobility in the farm premises is a source of contamination between and to the poultry houses and hence to the poultry itself. They may become carriers of certain bacteria or viruses that may infect poultry.

As far as pigs are concerned, there is a real and established fear that AI virus that infects pigs may mutate to a stage where it becomes infective from human to human.

### ◆ **Vaccination**

Veterinary authorities should determine the diseases, especially viral, that spread and endanger poultry flocks in specific areas or nationwide. Where and whenever necessary, these authorities must request farmers to vaccinate against such diseases and should have the powers to take the necessary sera samples or swabs to check the immunity levels of such flocks. Same authorities should take care of vaccinating rural and backyard poultry at their own expense and via their staff.

### ◆ **Monitoring and surveillance**

Veterinary authorities should impose regular surveillance of farm flocks and rural or backyard poultry to make sure that they do not harbour live viruses that may endanger other flocks. They need to have authority to condemn and stamp out such flocks.

Monitoring should also be imposed on flocks that need to be moved either from one farm to another, such as from pullet rearing to laying, or from farm to slaughterhouses. This procedure is needed to ensure freedom of such flocks from AI or other highly contagious diseases that might infect other poultry on their journey from the farm to their next destination. Permission to moving flocks is subject to their negative status, otherwise such flocks should be condemned/ stamp-out and composted on the farm and the compost buried deep on the premises in an appropriate manner.

### ◆ **Handling of manure**

Manure may harbour bacteria and viruses that can infect other flocks if moved in open trailers or vehicles. If the depopulated flocks were healthy, their manure may be moved in closed trucks to other destinations. If the depopulated flocks were condemned/stamped out, their manure needs to be composted with the flocks and deeply buried on the site.

### ◆ **Slaughter houses**

New slaughter houses should only be permitted in far away locations from towns or villages or industrial zones, i.e. away from concentration of people. This is to avoid exposure of people to the live poultry that is being received at such slaughter houses.

Already existing slaughter houses close to concentration of people should be given a reasonable time to relocate.

### ◆ **Live markets**

Live markets/ wet markets should eventually be prohibited, thus reducing the risk of exposing people to viruses especially AI.

Live/wet markets not only receive birds from commercial farms, which may be monitored, but they receive all types of poultry from rural and backyard poultry keepers, who are difficult to control or monitor and in most cases are unprotected by vaccination.

### ◆ **Live bird movement**

All vehicles carrying live birds should be road checked for a special license to move such birds issued by the veterinary authorities confirming freedom of such birds from contagious diseases especially AI.

### ◆ **Housing of rural and backyard poultry and domesticated pigeons.**

Rural and backyard poultry is exposed to wild and migrating birds which may be carrying diseases especially AI. Once infected, they show sickness, and in most cases their keepers rush to kill them, defeather and eviscerate them. All human fatalities in Egypt happened to be woman who did just that. I believe that the majority of human infections or fatalities in Indonesia, Vietnam, Cambodia, India, Turkey and other underdeveloped countries have occurred in a similar manner.

Therefore, it is becoming imperative that governments should impose housing of such poultry to avoid their exposure to wild and migrating birds. Such houses may be simple and inexpensive.

### ◆ **Free range poultry**

For exactly the same reason that prompted the call for housing rural and backyard poultry, free range poultry should similarly be housed. The range needs to be covered and securely netted from all sides preventing wild and migrating birds from mixing with range birds.

### ◆ **Wild bird hunting**

Ideally, hunting should be prohibited by law. However, hunting has become an industry in its own right. In order to reduce the harm that wild birds may inflict on hunters or processors of the hunted birds, well thought of regulations should be put in place to restrict hunting to reserves or identified remote areas from poultry complexes and concentrations of people. Hunted birds may not leave the designated areas unless properly dressed and cleaned.

Constructing special ponds and use of decoy should also be prohibited outside the designated hunting areas.

### ◆ **Compensation**

Cooperation of stakeholders, in the effort to combat contagious disease especially AI, is an absolute must, whether they are commercial poultry farmers or peasants.



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No condemnation/stamping out policy has worked in the world in the absence of fair and prompt compensation to farmers.

Developed and industrialized countries have practiced compensation very successfully and have been successful in containing AI without having to resort to vaccination. Besides being cooperative and understanding, farmers in such countries responded because they were fairly and promptly compensated for their condemned flocks, especially the healthy ones that happen to be situated in the zoned areas.

Governments in the developing or undeveloped countries do not have the financial means to compensate. Therefore, they resorted to practicing vaccination of flocks. However, inspite of the use of vaccines, certain failures may appear requiring stamping out. In such cases compensation becomes necessary.

Such countries may seek the help of the World Bank to obtain the necessary funds for compensating farmers, especially those farmers who are abiding by the Biosecurity regulations advised.

### Conclusion

Poultry diseases continue to spread in the world, even though at a slower rate since the use of effective vaccines, especially in the countries where compensation is not possible and hence stamping-out fails, and where rural and backyard, non-vaccinated, poultry exists on a large scale.

Biosecurity is a well proven means of checking the spread of this as well as other contagious poultry diseases. However, Biosecurity measures have so far, been implemented by farmers at their own consent and will. Mandatory Biosecurity measures may have been imposed in the context of biosafety and food security.

Since Avian Influenza (AI) is a threat to humans, and since the benefits of Biosecurity exceed avoidance of exposure to AI to improve poultry performance, enforcing Biosecurity measures on poultry farms and related facilities, such as hatcheries and slaughter houses, should be seriously considered and adopted by FAO and OIE.

In turn, FAO and OIE should persuade all governments of the world to adopt the same Biosecurity measures and enforce them by appropriate legislations and laws.

### References:

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- 4)Code of Practice for Biosecurity in the Egg Industry- RIRDC publication No. 01/102, project No. MS001-02.http://www.rirdc.gov.au

**\*More References can be provided on request.**

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