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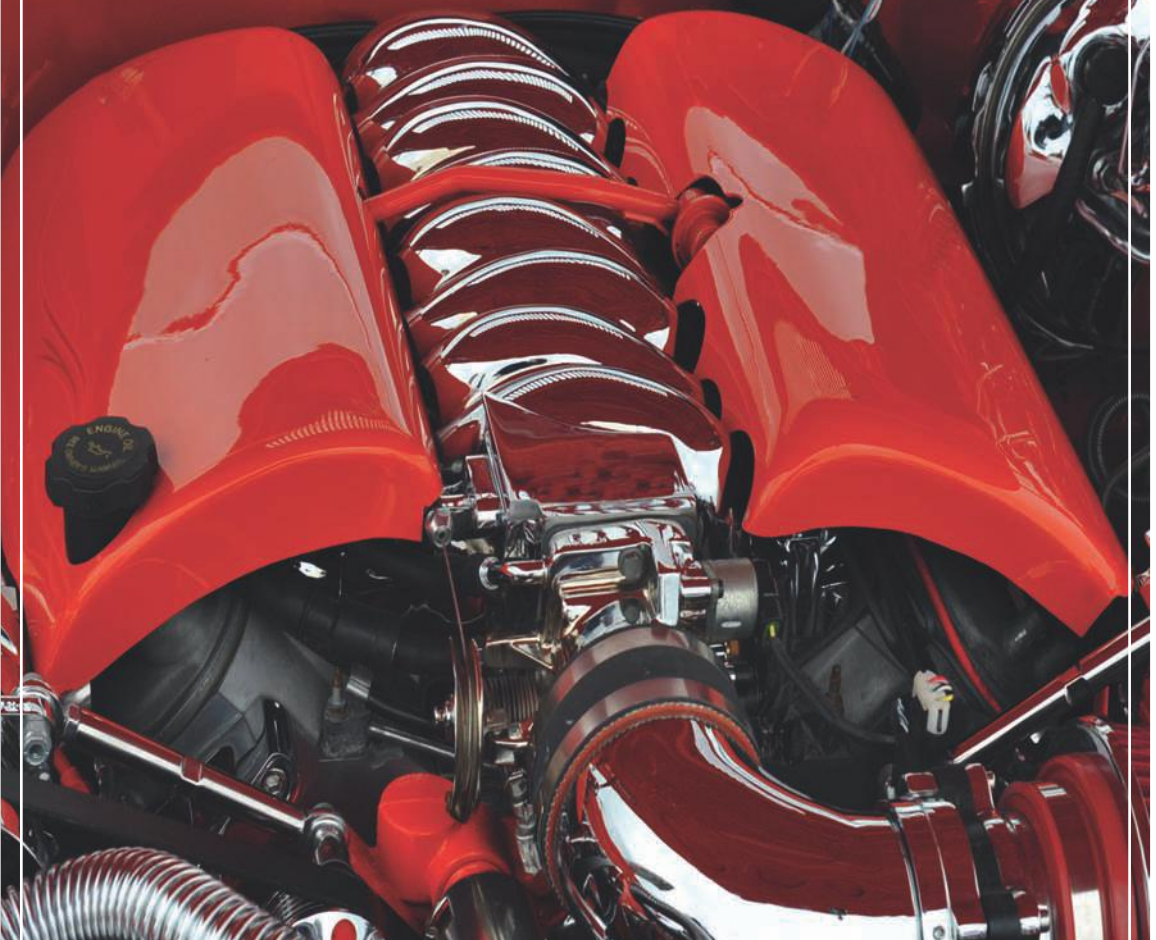
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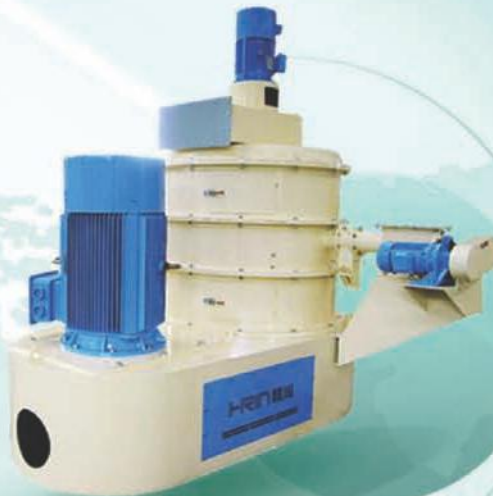
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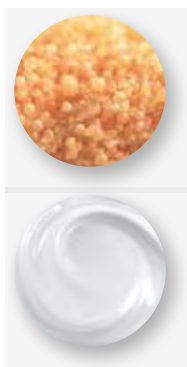
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Stakeholders need to work more effectively for future



Dear Readers,

Greetings from
Poultry Fortune for a
Happy, Prosperous
and Peaceful New Year
2019 to the readers,
advertisers and the well
wishers. The January
2019 issue of *Poultry*

Fortune is in your hands.

In 2018 Indian poultry sector, both in Layer & Broiler segments, did well. The industry had significant expansion. Farmers got better price for their eggs, cull birds and broilers. Even the litter and other used and waste material were sold well. Other segments of the industry like hatcheries, feed companies, nutrition & healthcare companies, equipment & automation suppliers, processors, dealers and others had a good time. 2018 witnessed Central and State governments' understanding the needs of the stakeholders of poultry industry and its nutritive value for the benefit of the people.

Farmers must give focus on quality of water, bio-security and management of the farms. It is high time that egg and chicken producers must give up usage of antibiotics and produce harmless and healthy eggs and chicken, otherwise the farmers and the industry will face tuff times in future.

The industry has to effectively address issues like cages ban and the negative propaganda against poultry industry by NGOs and other vested interest groups.

★ ★ ★ ★ ★

In the News section, you may find news about: Alltech India took up a nice initiative to bring awareness on the importance of water, open to submissions by children ages 5 to 15, with a theme "Water is Life."

Microsaf, a multi-species bacteria probiotic, was officially launched by Phileo Lesaffre Animal Care, India giving poultry professionals an exciting new route to improved feed efficiency, gut health and growth performance.

Bird flu scare gripped Krushnaprasad block of Odisha's Puri district after carcasses of fowls were tested positive recently.

Trouw Nutrition a global leader in animal nutrition demonstrated testing bar at the recently held Expo with NutriOpt On-Site Adviser and Mycomaster where participants were able to get a live analysis of the raw materials and finished feed.

Kemin India hosted Young CEO Forum for Next Generation Entrepreneurs addressing various aspects of organizational development, business process, people management, leadership development, disruptive innovation and family governance.

Addressing Poultry India recently Dr O.P. Chaudhary, Joint Secretary, Dept of Animal Husbandry, Ministry of Agriculture & Farmers' Welfare, GoI and Mr Ashok Thakur, Member of the Board of Directors, National Agricultural Cooperative Marketing Federation of India Ltd (NAFED) promised to help poultry industry with regard to cage ban and other issues which is a welcome sign for poultry sector.

A new team of office bearers were elected to All India Poultry Breeders Association with Jagbir Singh Dhull, Suresh Rayudu Chitturi, Gulrez Alam and Dr A.K. Rajput as President, Vice-President, Secretary and Executive Director respectively.

In the Articles section, article titled "Food Safety Regulations" by Dr K. Naga Raja Kumari and Naga Mallika E discussed: Food born diseases are an emerging issue. Causes for food contamination are microbes and chemicals. Contamination is possible at various phases from production-to consumption.

Another article titled "The Infectious Bursal Disease (IBD), an Immuno-Suppressive Disease of Poultry" by Dr K.L. Revappa, Dr S.K. Maini and Dr Suresh Sharma is also given.

Readers are invited to send their views and comments on the news and articles published in the magazine and they would be published under "Readers Column". Time to time, we shall try to update you on various aspects of poultry industry. Keep reading the magazine regularly and update yourself.

M.A.Nazeer
Editor & Publisher
Poultry Fortune



Poultry Fortune

Our Mission

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

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

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

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

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

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Alltech launches 4th India Annual Art Contest calendar 2019 with theme “Water is Life”

Bangalore : Water, a life-giving force, is one thing the world cannot survive without. Humans, plants and animals all need a constant supply of water — and yet, an estimated 1,000 children die every day in

were selected as winners by an independent jury from Bangalore. Each child received a school bag and participation certificate, and the twelve winning entries are featured in the Alltech India 2019 calendar.



India due to polluted water, and plastic waste pollutants in water are believed to be responsible for the deaths of more than 100,000 sea mammals, birds and fish around the world every year.



To spread awareness on the importance of water, Alltech India held its fourth annual art contest, open to submissions by children ages 5 to 15, with a theme of “Water is Life.”

An impressive 470 children shared entries that expressed their talent through mesmerizing artwork, and 12 paintings

The winning artists also received an award, a cash prize of 6,000 rupees and a certificate.

“We are extremely honoured to dedicate the Alltech 2019 calendar to our young artists and their proud parents for making the 2018 Alltech art contest a grand success,” said Dr Aman Sayed, managing director of Alltech India and regional director of South Asia. “The annual art contest is one of our unique initiatives for recognizing and rewarding the hidden talents of children, who are considered the faces of the future.”

The 12 winners are:

Samar Rajpoot, S/O Ravindra Rajpoot & Mrs Anjana Singh

Subritha. N. I, D/O Dr Nelson Sam & Mrs N Indira

Aryan Rajpoot, S/O Mr Ajay Singh & Mrs Bharti Singh

Srinjan Mukherjee, S/O Mr

Sanjay Mukherjee & Mrs RatnaSaha

Shabnam Jamir Mulani, D/O Mr Jamir Mulani & Mrs Rehana Mulani

Anvith S/O Mr Harish & Mrs Vidhya Harish

Anshuman Dasmahaparta S/O Mr Samir

Dasmahapatra & Mrs Swapna Dasmahapatra

S.K Manha Afsheen D/O Mr SR Khajavali & Mrs SR Razia Begum

Sayantani Das D/O Mr



Soumen Das & Mrs Susmita Das

Riddhima Jain D/O Mr Rahul Jain & Mrs Juhi Jain

Nabashree Biswas D/O Mr Sarabjit Biswas & Mrs Kakali Biswas

Mansimrat Kaur D/O Mr Saravjit Singh & Mrs Jagjit Kaur

The 2019 calendar recently made its debut in Alltech booth at Hyderabad Poultry India Exhibition in the presence of Mr Sameer Agrawal-MD, Shalimar Group, Mr Akhilesh Babu, MD, Komarla Group and Mr Krishna Charan, GM, Komarla Miraj.

About Alltech

Founded in 1980 by Irish

entrepreneur and scientist Dr Pearse Lyons, Alltech discovers and delivers solutions for the sustainable nutrition of plants, animals and people. With expertise in yeast fermentation, solid state fermentation and the science of nutrigenomics, Alltech is a leading producer and processor of yeast additives, organic trace minerals, feed ingredients, premix and feed.

Our guiding ACE principle seeks to develop solutions that are safe for the Animal, Consumer and the Environment. Our more than 6,000 talented team members worldwide put this purpose to work every day for our customers. □

Alltech is a family-owned company, which allows us to adapt quickly to emerging customer needs and to stay focused on advanced innovation. Headquartered just outside of Lexington, Kentucky, USA, Alltech has a strong presence in all regions of the world. □





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Exceloid's innovations for IT Solutions



From left: Ravi Kumar, Sudheer Bhasyam, Gopala N Podapati, Ajay Kumar, Ramana Pandla, Rama Krishna and Ravikanth

Exceloid is proud to announce its sixth year as the leading ERP Implementation company. In an era when software companies come and go, Exceloid has achieved 6 years of innovation and steady growth. The company will commemorate the occasion with stakeholder focussed events throughout the next couple of weeks.

Exceloid began operations

as CW Retail Suite, CW HRM Suite, Poultry NxT, CW Manufacturing Suite & CW Assurance to name a few. These products were then combined with other IT Services made the company grow by leaps & bounds.

Most recently the company has introduced CW Assurance™, which adds robust block chain technology to Poultry & Agri industries. Additionally the company offers a growing



in 2012 when Ajay Kumar, the company's founder and CEO, partnered with Open bravo to provide ERP services for Medium & large companies in India & abroad.

The early success of Openbravo implementations indicated a growing demand for technically refined erp & business simplification tools. Seeing the opportunity, Exceloid developed and introduced several path breaking innovations such

line of software Add-ons, giving users unprecedented flexibility for implementing the ERP solutions of their choice.

Exceloid's continual upgrading of existing products reflects the company's ongoing commitment to delivering innovative, powerful, and robust IT solutions for organizations. "Our success and longevity is due in part to the advanced capabilities and continuous

Go For Kadaknath Chicken, Scientist advises Team India

'Cricketers won't have to go Vegan to Avoid Fat, Cholesterol'

The Indian cricket team does not have to adopt a Vegan Diet to avoid fat and cholesterol if it eats the meat of the famous Kadaknath chickens of Madhya Pradesh.

In a letter to Indian cricket captain Mr Virat Kohli and the Board of Control for Cricket in India written on the eve of the Sydney Test match, the principal scientist of Jhabua's Krishi Vigyan Kendra, or Agriculture Knowledge Centre, has suggested that the Kadaknath or Kali Masi chicken could be a healthy addition to the team's diet.

"I read on the internet that Virat Kohli used to enjoy grilled chicken, but had given it up because of the high fat and cholesterol content, and so the team has adopted a vegan diet," KVK head I.S. Tomar told

"So I decided to write to him a letter about the unique qualities of our black chickens."

High in Protein

The Kali Masi is a local

breed of chicken which is completely black in colour: feathers, flesh and even bones. The chicken, traditionally reared by Jhabua's adivasi communities, was granted a Geographical Indication (GI) tag by the government registry last year.

Breeders claim that its cholesterol content is just 0.73 to 1.05 %, in comparison with the 13 to 25 % level in regular white chickens. "Not only is the cholesterol and fat low, but it has very high levels of protein, iron and amino acids," said Dr Tomar, who has been working on the breed for the last 15 years.

Pricey option

Dr Tomar admitted that switching to Kadaknath may hike the cricket team's food bill. "We sell the male for Rs 800 and the female for Rs 700, but those are the nominal rates. Private sellers retail the chicken for Rs 1,200 to Rs 1,500 each," he said. Despite the cost, the breed's demand is high.

improvement of our products," states founder Ajay Kumar. "We're now a global company. We have sales offices in India, Singapore, London & UAE.." Exceloid is registered company in India, UAE and UK.

As Exceloid's customer base has expanded during its 5 year history, the company has focused on consulting services as prime components of its ERP

solutions. These services help customers learn to apply Exceloid's innovations specifically and with more accuracy to their particular enterprises

To kick off its anniversary celebration, Exceloid will host a series of employee centric events over the period of next 2 weeks. For details, visit our website at www.Exceloid.com or call us at +91 88066 12345 □



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Phileo Launches New Generation Multi-Species Bacteria Probiotic in Poultry

Microsaf, a multi-species bacteria probiotic, was officially launched by Phileo Lesaffre Animal Care in Hyderabad, India, during Poultry India 2018, giving poultry professionals an exciting new route to improved feed efficiency, gut health and growth performance.

Marcq-en-Baroeul, France: The new probiotic Microsaf is based on a unique combination of three proprietary strains from 3 *Bacillus* species, carefully chosen to produce improvements in feed efficiency, alongside their potential to inhibit major poultry pathogens, including *Clostridium perfringens*.

According to the results of a battery of pre-launch trials, carried out in North America and Europe, Microsaf is capable of delivering increased levels of feed intake, improved FCR, higher daily growth rates and better all-round growth performance.

Compared in trials with two other *Bacillus*-based products, Microsaf achieved significantly higher levels of feed intake, significantly improved FCR and the best return on investment (ROI). The performance of Microsaf is also enhanced by the exclusive 3-patent Germination Optimization Technology (GO Technology), a new process designed to promote faster and stronger *Bacillus* spore germination. This maximizes

the product's impact within the short transit time of 4-5 hours, which applies to most chickens.

Comparing *Bacillus* spores primed by GO Technology to ones which are not primed, in fact, showed that the GO Technology innovation successfully accelerated and synchronized the germination of the three Microsaf strains. This enabled primed *Bacillus licheniformis* spores to reach 90% germination in just 45 minutes, a level reached by only 10% of the spores in the control group.

"We're delighted to be able to launch Microsaf at Poultry India 2018, making this ground-breaking product available to our customers in such an important part of the poultry world," said Lin Wang, Global product manager at Phileo.

Product range expansion

"This is an extremely important day for Phileo, as our launch of this high-profile bacteria probiotic reveals how much our product range is increasing in both scope and impact," said Dr Alain Riggi, Global poultry manager at Phileo. "We're obviously pleased to have a strong global reputation for our many yeast-based products, but it's also good to be able to unveil a new bacteria-based solution and to display the progress our research and development teams are making in many other areas as well."

About Phileo

Backed by 30 years' experience and a global staff of 150 people, Phileo is viewed as a major player in the animal nutrition, health and welfare market. Phileo works at the crossroads of nutrition and animal health, designing, developing and delivering innovative nutritional solutions to improve animal health and performance. Our innovative capacity and mastery of manufacturing processes enables us to meet the most stringent industry and livestock production demands. Thanks to our global presence, we aim to stay close to our customers,

always being able to adapt readily to their needs.

About Lesaffre

As a global key player in yeasts and fermentation, Lesaffre designs, manufactures and markets innovative solutions for Baking, Food taste & pleasure, Health care and Biotechnology. Family group born in Northern France in 1853, now a multinational and a multicultural company, Lesaffre is committed to working with confidence to better nourish and protect the planet. In close collaboration with its clients and partners, Lesaffre employs 10,000 people in 78 subsidiaries based in 50 countries. Lesaffre achieves a turnover of 2 billion euros.

Press contact Phileo Lesaffre Animal Care: Clementine Mariën – c.marien@phileo.lesaffre.com. □

Bird Flu Scare in Odisha Block, Egg off MDM Menu

Puri: Bird flu scare gripped Krushnaprasad block of Odisha's Puri district after carcasses of fowls were tested positive recently.

In view of the avian influenza, the district administration has decided to prohibit eggs in mid-day meals of the schools and anganwadis in the concerned areas.

Culling of birds will be carried out by eight teams in Sanasahi, Maluda and Patharaganja areas from tomorrow, an official of the district administration said.

Similarly, sale of chicken has been restricted within 10 km radius of the affected areas.

"As many as 20 samples from four villages were sent for examination, out of which four have been tested positive for avian influenza. Culling operation will be done within one KM radius of the affected villages," said Vishal Gagan, Secretary, Fisheries and Animal Resources Development Department.

"There is no reason to panic as these chickens were not supplied to markets," he added. □

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Trouw Nutrition India's Successful Participation in Poultry India



Hyderabad: Trouw Nutrition India, a Nutreco Company, successfully participated in the 12th edition of Poultry India Exhibition held in Hyderabad from 28-30 November 2018. With an average footfall of approx. 300 people per day, the event was a huge success. Poultry India is South Asia's largest exhibition that offers a great platform for participants to learn about the latest developments and practices in poultry management, poultry health and nutrition, feed manufacturing and poultry production.

Trouw Nutrition is the global leader in animal nutrition that has been supporting farmers, integrators and the feed industry around the

world for over 80 years. At Poultry India, we presented our latest technologies that aim to change the future of poultry business and support sustainable businesses. The major attraction was a testing bar at the booth with NutriOpt On-Site Adviser and Mycomaster where participants were able to get a live analysis of the raw materials and finished feed.

NutriOpt On-Site Adviser testing brings real-time ingredient analysis to the field

Trouw Nutrition presented NutriOpt On-Site Adviser that provides real-time, on-site analysis to assess the nutritional value of animal feed, including raw materials and silage directly

from the field. Users can scan feed samples and receive real-time data to maintain quality control and drive feed decisions. Attendees scanned actual feed samples and experienced how the mobile technology connects to the NutriOpt database.

Transparency is increasingly important to stakeholders across the feed-to-food chain and the NutriOpt On-Site Adviser makes it easy and efficient for farmers and feed mills to

are faced with some difficult choices. On one hand, they would like to know exactly which mycotoxins may be involved, as well as the degree of contamination. On the other, however, they need to be able to take effective action within hours, rather than waiting days to receive lab test analyses.

Trouw Nutrition brings Mycomaster - a rapid, cost-effective and easy-to-use system which can be operated outside laboratory for mycotoxin analysis. Besides the NutriOpt On-Site Adviser, the testing bar also had Mycomaster for real-time mycotoxin analysis of samples.



assure feed meets optimal quality and nutrition standards. Supporting feed standards, the technology evaluates critical measures of feed quality including crude protein, dry matter, NDF and more. Advanced functionalities allow users to integrate the technology with other decision-making software used in their operations.

Quick and reliable On-site mycotoxin analysis

When it comes to assessing the levels of mycotoxins that may be present in raw materials and final feed, integrators and feed millers

Technological innovations that will change the future of your business

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







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RR Animal Health Care Signs MOU with CCMB, CSIR, GOI for Product Innovation

Collaboration to undertake research & development for introducing innovative products for Poultry, Dairy & Aqua farmers

Hyderabad: RR Animal Health Care Ltd, a Hyderabad, India based Animal Health & Nutrition company has signed Memorandum of Understanding (MOU) with Centre for Cellular & Molecular Biology (CCMB), CSIR, Govt. of India for new product development. This is first such instance that an Animal Health & Nutrition company has been associated with this organization for research & development. CCMB is an Indian Biotechnology research establishment located in Hyderabad that operates under the aegis of the Council of Scientific and Industrial Research. CCMB is designated as "Centre of Excellence" by UNESCO's Global Molecular and Cell Biology Network. CCMB is a premier research organization in frontier areas of modern biology. The objectives of the Centre are to conduct high quality basic research and training in frontier areas of modern biology and promote centralized national facilities for new and modern techniques in the inter-disciplinary areas of biology. CCMB, being one of the top-most institutes in research & development in world, offer facilities to private industry to bring out innovations to the country to help the people.

This relationship with RR Animal will bring us closer to animal health & veterinary industry as this

is our first tie up with this segment. CCMB has so far provided technological support to companies & institutes of Medical Science background for product development, this time has opened its door for support of Veterinary Sciences. The facilities provided by CCMB for research are State-of-the-art. RR Animal Health Care has major product developmental plans in coming years with Dr L Kole as its Head of Research & Innovation. Dr Kole is Phd in Biochemistry – Cell Biology from Jadavpur University, India and Post Doctorate from Baylor College of Medicine, Texas, US. He has earlier worked in organizations like Dr Reddy's, Biocon, GVK Bio in different roles.

About RR Animal Health Care Ltd.

RR Animal Health Care Ltd is a company with diversified interested in Animal Health & Nutrition segment. With over 12 years of legacy, this company has established itself with unique solutions for Poultry, Aqua and Livestock management in India. With 2 manufacturing facilities in India, the company is committed to deliver value to its customers across diversified species & segments. Pioneer in farm bio-security segment with new concepts, the company is well recognized as a 'Unique Solution Provider' across industries. □

Poultry Culling in Villages Adjoining Krushnaprasad Block Begins



Puri: The culling of poultry, which had begun in Krushnaprasad block under Brahmagiri tehsil in Odisha's Puri district, ended on 14 December 2018.

As decided by the Animal Resources Department (ARD), the culling teams are now carrying out the operation in villages within one km radius of Krushnaprasad block.

Talking to the media here, Chief District Veterinary Officer (CDVO) Mr Girija Patnaik said that 10 teams have been formed of which five teams have started culling of poultry in the adjoining villages. Three teams have been kept at Krushnaprasad block while the other two have already culled over 400 hens and chicks in two poultry farms at Maluda and Patharaganja villages and dumped them inside a pit after applying formalin and bleaching powder.

The two teams have visited the villages under one km radius of Krushnaprasad block and started culling poultry kept by the people in their house, he said.

The CDVO also said that the district administration had banned the procurement

of poultry and eggs from Krushnaprasad block areas to other places for at least 10 days. Besides, instructions have been given to schools and anganwadi centers not to include eggs in the midday meals during this period.

On the other hand, the authorities of Animal Disease Research Institute (ADRI), Phulnakhara would visit Chilika Lake to collect the excreta samples of migratory birds to test these for the avian influenza.

Meanwhile, panic gripped Paradip following the death of several crows in Badapadia and Nehru Bangala areas. Jagatsinghpur CDVO Dr Ramesh Chandra Behera said the death of the crows was not due to avian influenza. "There is no need to panic since crows usually die during the winter season," he added.

Earlier in the day, a crow was found dead on the roof of a house at Saheed Nagar in Bhubaneswar. Contacted, the ADRI officials said that they will collect the dead crow for the test in the laboratory of the institute to find out whether it died due to avian influenza. □

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Kemin hosts Young CEO Forum '18 for Industry Young Minds

Chennai: Kemin India hosted Young CEO Forum for Next Generation Entrepreneurs, a first of its kind event in the industry addressing various

From Kemin's knowledge hub, the Vice President Finance Mr Sreejith Janardhanan engaged the audience with a power



aspects of organizational development, business process, people management, leadership development, disruptive innovation and family governance. The sessions were conducted by experts from all around the world including The Argonauts-Joost Thurman Xavier Speeleveld, Jimmy George from Acts Global, Mr Vijay Batra from Think Inc. and Mr Chandrashekhar G from Business Line.

pact session on "Towards Exponential Growth". It was followed by Marketing Director Mr Kannan R's



interpretations as "Small Part of Significant Story" for sustained relationship for highly efficient protein production.



R. Suresh Kumar, President, Kemin Industries South Asia

In South Asia region, more than 60 % of our industry is led by family businesses. The Next generation while stepping into the business world, look forward for bringing in innovations in their own way in relation to people management to taking up the business to next level. Kemin joined hands with the young entrepreneurs to work together on the above said subjects through experts from across the world.

The program was inaugurated by Dr Sureshkumar R – President Kemin Industries South



Asia. Dr Chris Nelson, President & CEO of Kemin Industries Inc sent a personalized welcome note to the participants

sharing his views and inputs with the Next Generation entrepreneurs from his very own experience. Signing off the session, Mr Sushanta Dey, Sales Director assured continued partnership beyond business with the Next Generation Entrepreneurs of the industry.



About Kemin Industries Kemin has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching more than half the people of world (3.8 billion) every day with its products and services, committed to improving the quality, safety and efficacy of food, feed and health related products to feed a growing population.

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Govt Promises Help and Understanding to Poultry Industry's Ire on Proposed Cage Ban Threat

Hyderabad: Eminent speakers including senior Government bureaucrats, industry academics and experts on poultry health and welfare came together to in one unison to extend full support to India's poultry industry which is facing a cage ban following erroneous allegations by foreign funded NGOs that India's poultry industry is against norms of animal health and upkeep.

They were speaking at Knowledge Day at Hyderabad recently on how to Double Farmers' Income.

The speakers acknowledged that the concerted move goaded by animal rights activists will cause irreparable harm to the burgeoning industry which is among the top four egg and poultry meat producing nations in the world.

Dr O.P. Chaudhary, Joint Secretary, Department of Animal Husbandry, Ministry of Agriculture & Farmers' Welfare and Mr Ashok Thakur, Member of the Board of Directors, National Agricultural Cooperative Marketing Federation of India Ltd (NAFED) were those who promised to help in easing anger and anxiety in poultry industry.

"The Government of India is presently addressing the issues from all perspectives while giving ear to all concerns. We understand the sentiments of poultry industry. Livelihood of more than 6.5 million farmers, employees, animal health and feed associates in the poultry industry alongside

several thousand crores of investment and high value production farms are at stake in this sector which contributes significantly to the Agriculture & Animal Husbandry GDP," said Dr O.P. Chaudhary while speaking as Chief Guest.

"I have today seen the enormous strides the industry is making in terms of its contribution to the GDP, its phenomenal growth, the providing of employment and its standing to be among the top four Egg and Poultry meat producers in the world. I am positive that only good for the poultry industry will come from all this," he added.

Ashok Thakur said, he will do his very best to ensure no forces are ranged against this vital industry that provides food and nutritional security to the nation.

"I am going to echo your concerns to the Government and will try to make the Government understand the present situation. Poultry industry plays a vital role in providing food and nutritional security to the nation while ensuring lakhs of jobs especially to citizens of Rural India. I am certainly going to do everything in my capacity to alleviate your problems," he told the delegates.

Dr Chaudhary and Mr Thakur also voiced the same sentiments. Harish Garware, President of Indian Poultry Equipment Manufacturers Association organisers of the event alongside

the Executive Advisory Committee was clear on what support he expects from the Government on the issue of banning conventional cage systems which is practiced in almost all countries in Europe, Asia, Africa, Middle East and the Americas.

"The Government must take into account the economic viability of farmers, the need to augment income-generation opportunities in rural areas, interests of the consumers of eggs, optimum usage of scarce land, food and nutrition security. A hasty decision based on a single consideration of animal welfare alone can lead to irreversible, adverse impact on all other related issues," he said.

"The Indian poultry industry sees the proposal to ban conventional cage systems as an agenda-driven design by NGOs to break the backbone of India's poultry industry and clear the deck for foreign poultry players to enter this lucrative market at the cost of livelihood of the small farmers.

Although resolving this issue is still a long way off, it is definitely a start. I thank the Government of India and appropriate ministries who are rationalising its determination to safeguard our sector's best practices and international standards, so that we continue to produce world class poultry meat and eggs. All thanks to efforts by senior Animal Husbandry officials like Dr O.P. Chaudhary and NAFED

director Mr Thakur, along with State Government officials, poultry industry stalwarts and several other well meaning bureaucrats.

"Our plea to the Government is: If a decision is to be taken, please take it keeping in mind the protein deficient Indian citizen, the more than 6.5 million hard working poultry farmers, the poultry industry which believes in the goodness of the judiciary, and the PM's Make in India programme, he stated. Poultry India attracted a record 325 major companies from India and abroad and drew large visitors.

The Exhibition's main aim is to help farmers keep abreast of latest developments in management, animal health & nutrition, breeding and new techniques in feed manufacturing and poultry production.

The inauguration was attended by senior Animal Husbandry officers from Government of Telangana, Union Govt Dept of Animal Husbandry officials, special invitees, EAC and IPEMA committee members, along with exhibitors and media.

Knowledge Day

A day prior to the Expo, Knowledge Day - the technical seminar - shed light on various factors that beset the poultry industry. More than 1500 delegates from India, Europe, USA and SAARC nations attended, making the event biggest ever in its 12-year history!

(Contnd. on page 26)

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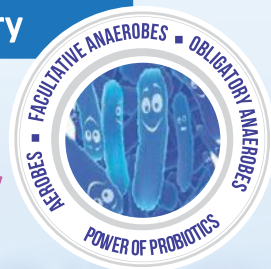
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New office Bearers elected for AIPBA

New Delhi: All India Poultry Breeders Association, one of the most important national level associations of the poultry industry of India has taken many issues related to the poultry farmers from time to time with the Center and State Governments for the overall development and benefit of domestic poultry industry. AIPBA also establishes an important link between GoI and poultry industry of India in finalization of policies for the upliftment of poultry farming.

Almost all the major basic poultry breeders of India are the executive members of this association. In the recent meeting of All India Poultry Breeders

Association held at Hyderabad on 28 November 2018, the new office bearers were selected for the next two years. These office bearers will take the responsibility and working of the AIPBA activities with immediate effect.

The Delhi office address of AIPBA is:

All India Poultry Breeders Association,

A-1-201, Glaxo Apts.

Mayur Vihar Phase-1

New Delhi-110 091.

Email :

drakr2005@gmail.com;
drakr2005@rediffmail.com,

Mob : 9313940544;
8368353273

Tel: 011-49872505

The new office bearers of AIPBA:

1. President



Jagbir Singh Dhull,
Managing Director,
Skylark Hatcheries Pvt Ltd,
Dharamgarh Bohli Road,
Safidon, Dist. Jind,
Haryana - 126 112, India.

2. Vice President



Suresh Rayudu Chitturi
Managing Director,
Srinivasa Farms Pvt Ltd,
Plot No. 82, Kavuri Hills, P-II,
Madhapur, Hyderabad
- 500 081, Telangana.

3. Secretary



Gulrez Alam
Director, I B Group,
Indian Agro & Food
Industries Limited,
Indamara, NH-6,
Rajnandgaon, Chattisgarh

4. Executive Director



Dr A.K. Rajput
A-1-201, Glaxo Apartments,
Mayur Vihar Phase 1 Extn,
New Delhi - 110 091, India

(Contn. from page 24)

Govt Promises Help and Understanding to Poultry Industry's Ire on Proposed Cage Ban Threat

While Balram Singh Yadav, CEO, Godrej Agrovet once again demonstrated how high the poultry industry can go if all stakeholders come together on one single page during his keynote address. Chief Guest Dr O.P. Chaudhary presented the delegates a positive narration on how the Government is progressing towards its stated goals of boosting the poultry sector.

There were benchmarked discussions with subjects that very close to the industry with powerful presentations from Ms Veronique Aguera, Dr D Chandrasekaran and Dr V.R. Kulkarni.

The panel discussion on conventional cages with four globally eminent poultry industry stalwarts was enlightening. Dr Mahesh P guided the panel which included Dr Ajit Ranade, Dr S.V. Ramarao, Ms Eliza Folegatti, Vijay Sardana and Pankaj Shukla who also marshalled

the opening session deliberations.

Mandar Karanjkar closed the session with some fine insights for organisations and individuals, through the ancient dohes of Kabir which received high applause and which were certainly worth pondering over.

Poultry India uses funds accrued from this annual expo to promote a Protein Campaign which began several years ago so that India eradicates rampant protein deficiency.

Legends

Mr Harbans Singh and Mr S.K Maeilianandan were the two industry pioneers who were felicitated as 2018 Legends. They spoke of the successful growth not just for their companies but also for the industry and said good things awaited for the industry in the near future. □

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JAPFA LAUNCHES ULTRAFEED

PRECISE, BREED SPECIFIC NUTRITION FOR AP95 BROILER BREED

The recently organized Poultry India Exhibition, 2018 at Hyderabad, witnessed another landmark by Japfa – launch of an all-new brand Ultrafeed. Another industry first by the veteran brand.

Japfa, the name that has introduced India and its poultry industry to many revolutionary concepts, was at it again. On 29th November 2018, Japfa launched India's first breed specific feed brand Ultrafeed - a breed specific offering that will change the way poultry farmers look at poultry feed. The specialty of Ultrafeed is its nutritional enrichment for AP95 broiler breed. Japfa is creating a portfolio of brands delivering precise nutrition to every bird, every breed.

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NUTRITION

... PRESENTING ...

BREED SPECIFIC
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EXTRACT FULL
GENETIC POTENTIAL

UNVEILING ULTRAFEED

The Hitex Exhibition Centre in Hyderabad, which played host to the prestigious Poultry India Exhibition 2018, was just the kind of grand stage deserved by a pioneering product like Ultrafeed. Dr. G Devegowda, the Chief Guest for the ceremony, unveiled Ultrafeed to the huge audience.

Ultrafeed, from the house of Japfa, is a brand that is a result of the continuous pioneering spirit fostered by Japfa. It aims to address the nutritional requirement for AP95 broiler breed, to ensure that the full potential of AP95 breed is extracted by the poultry farmers.

Ultrafeed is a truly revolutionary product in terms of the value it brings through its high nutritional content, exclusively for AP95 broiler breed. Ultrafeed will be available in the market in pre-starter, starter and finisher stages, delivering precise nutrition.

The importance of Ultrafeed and its constituents were underlined by the talk given by Japfa India's Feed Business Head Mr. Amiya Nath, who spoke about the need for breed-specific nutrition for the evolution of poultry industry.



DR. G DEVEGOWDA - CHIEF GUEST AT INAUGURATION CEREMONY OF ULTRAFEED LAUNCH EVENT

JAPFA AND ITS MANY FIRSTS

While Ultrafeed is the latest product by Japfa that is another first for India, Japfa has showcased its pioneering spirit repeatedly, to raise the bar of quality for Indian poultry industry. Headquartered in Singapore, Japfa was the first to introduce the concept of pre-starter for broiler feed in India. It revolutionized the feed industry in India. Japfa was again at the forefront in popularising and creating new benchmarks of FCR performance in India.

JAPFA'S BUSINESS PHILOSOPHY: MAKE GOOD. ALWAYS.

Japfa, believes that everyone should get access to goodness of health and nutrition, and hence they consider it as their duty and responsibility to make it happen. This responsibility is reflected in every thought, action and belief at Japfa, which provides them with their guiding philosophy - Make Good. Always.



JAPFA INDIA FEED HEAD - MR. AMIYA NATH
AT LAUNCH EVENT



JAPFA TEAM CELEBRATING
THE LAUNCH OF ULTRAFEED

JAPFA: THE FEED EXPERTS

Japfa uses latest technologies and adopts best practices in Feed Manufacturing. It has state of the art feed milling technologies, advanced nutrition formulations, stringent raw material sourcing process and access to global R&D. The result; products of great quality and consistency that deliver precise nutrition to every bird and breed, always.



Alltech Conducts Poultry School in Anand, Gujarat

Anand: Gujarat, may have declared itself the milk capital of India, but thanks to a recent Poultry School held there, Anand is now on its way to becoming a major contributor to the Gujarat poultry industry.



Alltech South Asia conducted the Poultry School in Anand on Thursday, November 22, to share the latest studies, information and research



with its poultry customers — and the school was a great success, with 65 major poultry producers and market leaders attending.

Dr Aman Sayed, Managing Director of India and Regional Director of South Asia for Alltech, opened the session by giving attendees a glimpse at Alltech, explaining its core business, its heavy metals survey,

the concept of “moon-shot” thinking, cobranding techniques and corporate social responsibility (CSR).

“At Alltech, we work closely with customers, understanding their challenges and their needs,” Aman said. “The world’s most trusted mycotoxin binder, MycosorbA, has been on the market for over 20 years. With 27 reviewed articles, 20 in vitro trials, 99 in vivo trials and 146 peer-reviewed, published papers, [MycosorbA] is an exceptional solution for mycotoxin challenges. We

have seen this product proving itself over the decades in adverse situations from feed to farm.”

Following up on Aman’s comments, Nick Adams, Alltech’s global director of mycotoxin management, discussed managing mycotoxins in the feed chain. Adams asked engaged customers to think twice about clean feed, speaking about the importance of gut health and grain quality and



highlighting the ways that Alltech 37+ mycotoxin analysis and Alltech rapiread can mitigate the negative effects of mycotoxins.

Dr Prajapati, a celebrated consultant, spoke on such topics as the challenges facing extended laying

birds, skeleton health, fatty liver, lameness and the importance of bone strength in broilers.



Dr Lokesh Gupta concluded the day with a discussion of Alltech solutions. Gupta spoke about the Alltech mineral management and mycotoxin management programs, the latest studies of minerals, and the recent launch of Viligen, Acid-Pak 4-Way and Allzyme SSF.

The engaged customers who remained until midnight called the event a success, excited to hear about the latest studies and research done by Alltech and thanking event management for their hospitality. □





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Indian Herbs Presence in Poultry India

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The awareness about reducing the usage of antibiotic is increasing day by day amongst poultry farmers and consultants.

other flagship brands of our company are BioCholine (Natural Choline), Animunin (Respiratory Antiseptic), Natural Vitamin C (Herbal C),



its strong presence in Poultry India 2018 held at Hyderabad from 28th to 30th November, 2018. It participated with its strong technical and marketing team which include their top officials, Mr Balaram Bhattacharya, Executive Vice President (Mktg. & Sales), Dr Shivi Maini, GM (Technical) and senior marketing managers. The sales and marketing team gave a warm welcome to the all the visiting customers and consultants at Indian Herbs stall.

The company's portfolio includes herbal healthcare and nutritional products catering to wide range of animal species including poultry, ruminants, equine, swine, pets, aquatic and other animal species for more than six decades.



Indian Herbs is helping the industry in producing antibiotic free chicken and eggs by providing natural solutions.



Dr Shivi Maini said that in this era of 'Phasing Out of in feed Antimicrobials', Indian Herbs Specialties Ltd has taken key initiatives to address and mitigate the risks that outweigh the benefits AGP's by offering natural growth promoter product 'Herbiotic FS'. "Our company is the pioneer and the very first in India who has successfully catered and addressed the need of market by launch of this product in the year 2004. Ever since we are helping feed millers, integrators and farmers all over the world to reduce usage of in feed antimicrobials. Amongst

Vitamin E (E-Sel Power) that are the result of sustained research at our R&D Centre which is approved by the Govt. of India since 1986. BioCholine (Natural choline) is the top selling brand of Indian Herbs and the same is being used successfully by leading institutions in India and abroad. Indian Herbs is well positioned in the market to provide natural, safe and efficacious solutions to meet the emerging needs of the industry for better poultry production and profitability".

Recently, Indian Herbs had collaboration with premier foreign and domestic research institutes and universities of high global ranking for in-depth research on Alternate Choline supplement 'BioCholine' and Natural growth promoter product 'HerBiotaic FS'. A research study on BioCholine based on transcriptomics and hepatic mRNA expression of key genes regulating

intricate metabolic pathways in the liver was undertaken at University of Georgia, USA. Dr Shivi Maini, DGM (Technical) gave detailed technical presentation on underlying mechanism of action of BioCholine to potentially regulate key allosteric effectors of glucose and lipid metabolism on basis of transcriptomics and to completely replace synthetic choline chloride in feed.

Indian Herbs is the first company to introduce the research oriented herbal products in important segments such as Choline (BioCholine), Vitamin C (Herbal C), Natural Vitamin C with Chromium (HeatBeat), Vitamin E (E-Sel Power), Methionine (HerboMethione Plus), Lysine (HerboLysin), AGP (Herbiotic FS), Respiratory Antiseptic (Animunin), Immune Potentiator



(ImmuPlus & ImmuGreen), Metabolic Stimulant and Liver Tonic (LivoLiv-DS & LivoLiv 250), Coccidiosis (CocciBan), Natural Calcium (MagaCal), Antistress & Adaptogen (StressCheck), Renal Tonic (NephTone) etc. These products are being used successfully by leading institutional customers in India as well as abroad with excellent results. The products are not only most economical and ecofriendly but also improve the quality of feed, productivity and profitability.

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after-effects of synthetic medicines, the veterinarians, consultants and farmers all over the world are now taking keen interest in the use of herbal feed supplements and health care products and Indian Herbs is dedicated to promote the use of natural products for the betterment of animal health and production performance, said a note from Indian Herbs. Indian Herbs is successfully exporting its products to more than 50 countries across four continents including Asia, Europe, Latin America and Africa. Indian Herbs has also received the certificate



from Export Inspection Council of India, Ministry of Commerce and Industry, Govt. of India and was the first Herbal Company to get this recognition.

The R&D Centre of Indian Herbs, which is approved by the Ministry of Science & Technology, Govt. of India since 1986, is well equipped with the best available state of the art modern facilities for standardization and quality control of herbal products. The R&D Centre is consistently working hard on herbal ingredients to provide the industry with the best quality herbal alternatives of synthetic products. Indian Herbs is committed to provide unique herbal solutions to improve the health and performance of the birds Nature's Way.

It has been informed by Dr Shivi Maini that scientific

evaluation on herbal products of Indian Herbs in comparison to synthetic products in India and abroad is a continuous process to ensure best quality and efficacy of the products. More than 190 scientists have been awarded Masters and Doctorate degrees for their research work which has resulted in publication of more than 750 research papers in the eminent national and international scientific journals. Indian Herbs has the distinction of getting more than 22 Patents in USA, Europe, India etc. and many Patents are pending in USA and other countries for innovative research on herbs and herbal products.

Indian Herbs is continuously making strong presence in Poultry India with its strong commitment to provide the best natural solutions to the industry for better poultry production and profitability.

The stall of Indian Herbs



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

It is high time that the farmers and consultants should support these eco-friendly cost saving natural poultry products for the common objective of profitable poultry farming, said a note from the company. □



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Food Safety Regulations

Dr K.Naga Raja Kumari* and Naga Mallika E¹

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Food born Diseases is an emerging issue in the present scenario of food production. In the food production chain the end product may get contaminated at any stage of production, processing, retailing and at consumer level. Frequent outbreaks caused by new pathogens or the use of antibiotics in animal husbandry and the transfer of antibiotic resistance to humans are just a few examples (Rocourt et al., 2003). Food born diseases not only affect the health and well being of the human but also leads to the economic losses, require medical attention and loss of productivity.

To minimize the food contamination it is better to have knowledge in every step of possible food contamination. In this implementation of implementation of a hazard analysis and critical control point (HACCP) system by food organizations, as well as regulatory measures for national and international food safety programs (Hoornstra and Notermans, 2001). These hazards in poultry products can be either from microbial origin or from chemical origin.

Microbial origin

In common food poisoning cases the causative organisms, initially present in low numbers, are allowed to multiply during manufacture, distribution, preparation, or storage of foods. Factors that contribute to the problem are well known that includes inadequate cooking, lack of refrigeration, and cross contamination of cooked items. In most developed countries, poultry meat is frequently contaminated with *Salmonella* and *Campylobacter* spp., the organisms responsible for many cases of human enteritis, and other pathogens may also be present (e.g., *Listeria monocytogenes* was isolated from 60% of raw poultry examined in the United Kindom in 1988) (Mead, 1993). The first observed symptom is gastroenteritis. These can be attributed by the presence of Bacteria, virus or parasites.

The increased prevalence of zoonotic diseases may be due to

- Changed manage mental practices from extensive system to intensive system of rearing to maximize the production.
- Increase international trade leads to rapid transfer of microorganism from one country to another.
- Increased time gap between processing to consumption.
- Increase susceptible population.
- Increase in international travel.
- Change in life style and consumer demands.

The three main food borne pathogens associated with poultry (*Salmonella*, *Campylobacter* and *Listera* spp.) are usually carried asymptomatically in the

intestine of infected birds. It is well known that good bio-security practices are essential to control spread of pathogens at production level.

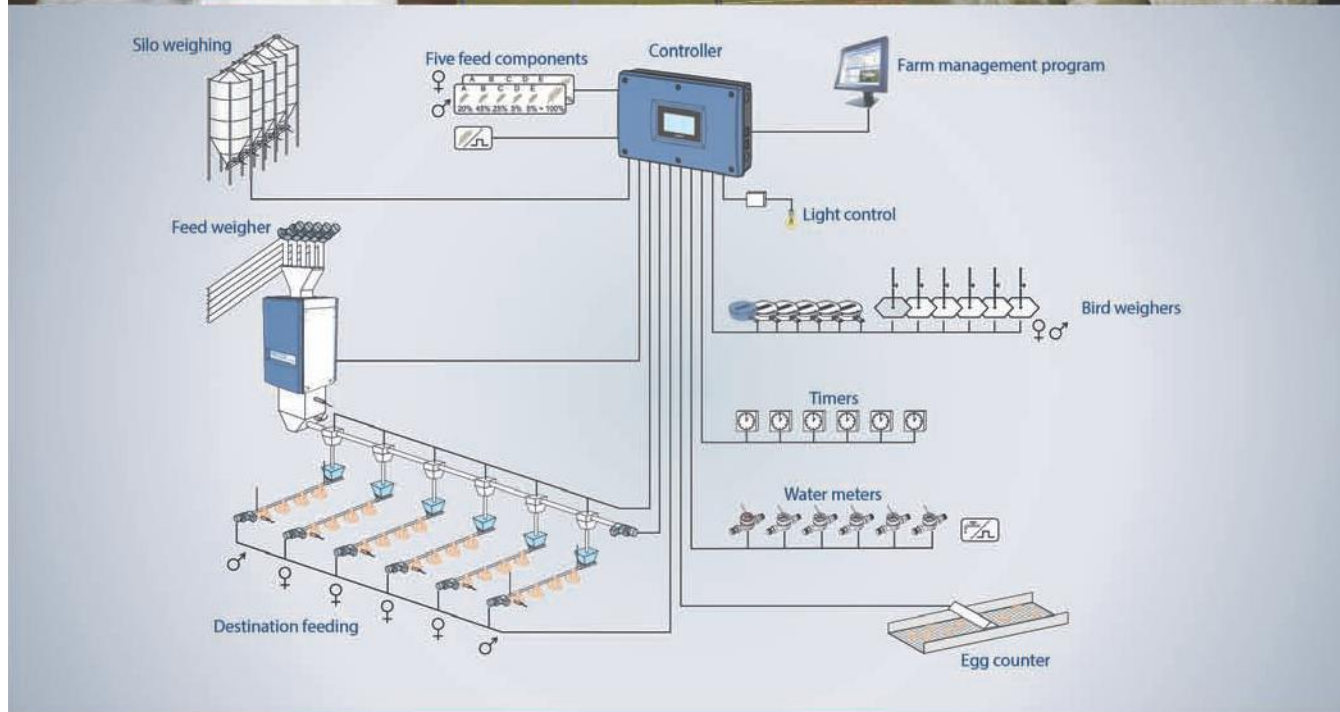
At the time of Processing crosses contamination, which can arise from aerosol, process water and contact between equipment and operators hands. The stages in processing that are most often associated with transmission of food borne pathogens are scalding, plucking, and evisceration. The need to loosen the feathers by immersing birds in a water bath leads to large numbers of organisms being released into the water, approximately 109 from each bird entering the tank. Thus, there is ample opportunity for cross-contamination, especially when the water is maintained at 50 to 53°C, as it must be for birds that will be air-chilled and sold fresh to avoid subsequent discoloration of the skin. During the next stage, which is mechanical defeathering, microorganisms are disseminated via the aerosols produced and through contamination of the flexible rubber fingers that scour the surface of each carcass. Since the atmosphere inside the machines is warm and moist, microbial growth can occur and cause further contamination of the birds as they pass through. A particular problem arises with strains of *Staphylococcus aureus*, which colonize as equipment and tend to survive there for long periods of time.

Automatic evisceration equipment often causes fecal contamination of carcasses because of gut breakage. This is a consequence of natural variations in bird size and the inability of such machines to adjust automatically to size variation of carcass. The spread of fecal material may transmit enteric pathogens, such as *Salmonella* and *Campylobacter*. Because birds must remain whole throughout the processing operation, the abdominal cavity is a site that is particularly difficult to clean effectively following evisceration (Mead, 1993). *Salmonella* may cause gastroenteritis in people of all ages and severe invasive disease in infants, elderly persons, and immune compromised persons. During the past two decades, the incidence of zoonotic food borne *Salmonella* infections in industrialized countries has increased progressively. In addition, the frequency of antimicrobial resistance and the number of resistance determinants

of *Salmonella* has risen markedly. Three main sources of salmonellae have been identified as contamination of processed carcasses: contaminated feed, cross-contamination during feeding, and contamination during transport from the farm to the slaughter house, challenging the

Highlight Points

- Food born diseases are an emerging issue
- Causes for food contamination are microbes and chemicals.
- Contamination is possible at various phases from production-to consumption.
- Standards to assess the quality of food starting from production to consumption



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safety of food production system.

In general, the factors associated with an increased risk of *Campylobacter* were increasing median flock size, spreading manure on a farm in the winter, and increasing the number of broiler houses on the farm. For each additional house on the farm, the risk of *Campylobacter* colonization increased by approximately 6 to 14%, possibly as a consequence of the introduction of bacteria into the house from the environment, the increased movement of farm workers between houses, or difficulty in maintaining strict hygiene or biosecurity practices (Guerin et al., 2007). Some studies showed that a farm using official water sources had approximately one-third to one-half the risk of *Campylobacter* as that of farms using nonofficial untreated sources. Van Gerwe (2005) reported that after introduction of *Campylobacter* in a flock, each broiler will infect on average 1.04 new broilers per day. Various studies (Karenlampi et al., 2007) suggested that different genotypes may be more prevalent in different geographical areas. Colonization with *Campylobacter* is not limited to *Campylobacter* sources within a broiler facility; the immediate external environment has also been shown to be an important source of *Campylobacter* for colonization. Once a flock becomes colonized with *Campylobacter*, these organisms can be pumped into the environment via tunnel ventilation systems (Price et al., 2007).

The species *Listeria monocytogenes* provokes severe diseases such as meningitis and meningo encephalitis in human beings. Another syndrome associated with this microorganism is listeriosis in pregnant women, which generally causes an abortion or a premature septic birth, as well as the syndrome of meningitis in the newborn child.

Prolonged use of antibiotics, especially at low levels, presents a risk of not killing the bacteria while promoting their resistance by selecting for resistant populations. The resistance genes can pass readily from one type of bacteria to another. Consumers of meat become colonized through insufficient cooking. Ultimately, these genes may pass into pathogens, and diseases that were formerly treatable will be capable of causing severe illness or death (Zaidi et al., 2003; Gilchrist et al., 2007; Price et al., 2007). Antimicrobial-resistant *Campylobacter* may be persistent contaminants of poultry products for years after on-farm antimicrobial use has ended (Ishihara et al., 2006; Luangtongkum et al., 2006; Price et al., 2007).

Chemical hazards:

Contamination of food may occur through environmental pollution of the air, water, and soil, such as with toxic metals, polychlorinated biphenyls, and dioxins. Other chemical hazards, such as naturally occurring toxicants, may arise at various points during food production, harvest, processing, and preparation. Exposure to chemicals in foods can result in acute and chronic toxic effects ranging from mild and reversible to serious and life threatening. These effects include cancer, birth defects, and damage to the nervous, reproductive, or immune systems (Rocourt et al., 2003). The dioxins belong to the aromatic polyhalogenated hydrocarbon group of chemical compounds. The dioxins are a group of chemical toxic compounds manufactured by industry that accumulate in the lipidic tissue of animals and humans.

Food Safety Programs and Regulations

Evolution of Food Safety Programs

Codex alimentarius commission (CAC, 2003a) lay a firm foundation for ensuring food hygiene by recommending international code of practice, and general principles of food hygiene. The principles include primary production, design, and facilities of the establishment, control of operation, maintenance, and sanitation, personal hygiene, transportation, product information, and awareness cum training. They are used in conjunction with specific codes of hygienic practice such as the *Code of Practice for the Hygiene of Meat* (CAC, 2005a) and guidelines on microbiological criteria.

Good manufacturing practices (GMPs) were established to help the food industry by following minimal sanitary conditions while processing the food products. The NACMCF 1997 HACCP Guidelines list 11 prerequisite programs in its Appendix A: facilities, supplier control, specifications, production equipment, cleaning and sanitation, personal hygiene, training, chemical control, receiving, storage, and shipping, traceability and recall, and pest control (Surak and Wilson, 2007). HACCP is a tool to assess hazards and establish control systems that focus on prevention rather than relying mainly on end-product testing.

International Reference Standards

World Organization for Animal Health

OIE is the intergovernmental organization responsible for improving animal health worldwide. The OIE collects and analyses the latest scientific information on animal disease control. This information is then made available to the member countries to help them to improve the methods used to control and eradicate these diseases.

The main normative works produced by the OIE are the *Terrestrial Animal Health Code*, the *Manual of Diagnostic Tests and Vaccines for Terrestrial Animals*, the *Aquatic Animal Health Code*, and the *Manual of Diagnostic Tests for Aquatic Animals*.

Codex Alimentarius Commission

The main purposes of this program are to protect the health of consumers and to ensure fair trade practices in the food trade, and to promote coordination of all food standards is work undertaken by international governmental and nongovernmental organizations: The Codex Alimentarius is a collection of standards, codes of practice, guidelines, and other recommendations supported by committees with representatives of almost all countries of the world. *Maximum Residue Limits for Veterinary Drugs in Foods* (CAC, 2006a), *Code of Practice for the Prevention and Reduction of Dioxin and Dioxin-like PCB Contamination in Foods and Feeds* (CAC, 2006b), *Code of Practice to Minimize and Contain Antimicrobial Resistance* (CAC, 2005b), as well as the above-mentioned *Code of Practice for the Hygiene of Meat* (CAC, 2005a).

Regional Food Safety Regulations

Australia and New Zealand

On December 20, 2002, the Australia New Zealand Standards Code (FSANZ) became the uniform code applying to both countries, with some exceptions reserved for certain food standards not to apply in New Zealand.



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European Union

In 2000 the European Union (EU) published its White Paper on Food Safety (EC, 2000), setting out a legislative action plan for a proactive new food policy. Key elements in the new approach were the establishment of a framework regulation, the establishment of the European Food Safety Authority (EFSA), an independent body providing scientific advice to the legislators, the development of specific food and feed safety legislation, including a major overhaul of the existing hygiene legislation; and the creation of a framework for harmonized food controls. The EU developed a “farm-to-fork” approach covering all sectors of the food and feed chain, with traceability as a basic concept. Application of the “precautionary principle” as described in the February 2000 (EC, 2000b). Purpose of this regulation is to ensure that proper and effective measures are taken to detect and control *Salmonella* and other zoonotic agents at all relevant stages of production, processing, and distribution, particularly at the level of primary production, including in feed, in order to reduce their prevalence and the risk they pose to public health (EC, 2002). Additional regulations have been issued to ensure that proper and effective measures are taken to detect and control *Salmonella* and other zoonotic agents at all relevant stages of production, processing, and distribution, particularly at the level of primary production, including in feed, to reduce their prevalence and the risk they pose to public health (EC, 2003).

Mercosur

On March 26, 1991, Argentina, Brazil, Paraguay, and Uruguay signed the Agreement of Asuncion, creating the Southern Common Market, Mercosur. The poultry regulation is applied independent of other countries. When it comes to standards applicable to Mercosur, the Food Commission, composed of representatives of all member countries, harmonize standards, which are adopted and implemented by each country through different mechanisms.

North America

The Canadian Food Inspection Agency (CFIA), the Food Safety and Inspection Service (FSIS) of the U.S. Department of Agriculture, and the Mexican authorities of agriculture, the Mexican National Service of Agrifood Health, Safety and Quality (SENASICA), and health, the Federal Commission for the Protection Against Sanitary Risk (COFEPRIS), inspect poultry products sold in interstate and foreign commerce, including imported products, to ensure that poultry products are safe, wholesome, and correctly labelled and packaged. The CFIA, FSIS, and SENASICA verify that poultry products leaving federally inspected establishments or being imported are safe and wholesome.

China

The Food Safety Regime aimed at guaranteeing food safety, improving food quality, and regulating food imports and exports through the Law on the Quality and Safety of Agricultural Products, Food Hygiene Law, Law on Import and Export Commodity Inspection, Law on Animal and Plant Entry and Exit Quarantine, Frontier Health and Quarantine Law, and Law on Animal Disease Prevention, among others. Specific administrative regulations in this regard include those for strengthening safety supervision and administration of food and other products, for administration of production licenses, for certification and accreditation, for import and export commodity inspection, for animal and plant entry and

exit quarantine, for veterinary medicine, and for feedstuffs and feed additives.

India

Food Safety and Standards Act, 2006 No. 34 of 2006

An Act is to consolidate the laws relating to food and to establish the Food Safety and Standards Authority of India for laying down science based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import, to ensure availability of safe and wholesome food for human consumption and for matters connected therewith or incidental thereto.

In the Production Chain

Three major stakeholders are the producer, the consumer, and the government. A major factor in the prevention of food-borne illnesses is to ensure that stakeholders from all sides understand their responsibilities and voluntarily introduce good hygiene practices.

- Identification of the hazards
- Exposure assessment – estimating the likely intake of the agents
- Hazard characterization – quantitative and qualitative analysis of the risk factors
- Risk characterization – estimating the probability and severity of the possible food borne illness.

While processing

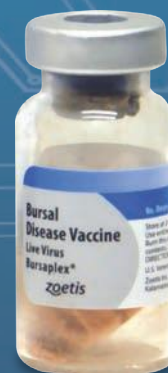
- I. Establishment of well designed slaughter house with good facilities
 1. Location and surroundings
 2. Premises and rooms- construction, design, layouts, internal structures and fittings
 3. Equipment's & containers
 4. Facilities and utilities and control of operation
- II. Control of operation
 1. Transportation and receipt at slaughter house
 2. Storage of raw and packaging materials
 3. Meat and meat products (Poultry) processing including pre-processing
 4. Allergen management
 5. Packaging material and meat storage including warehousing
 6. Food packaging
 7. Rework & control of non-conforming products
 8. Transportation of meat and meat products (Poultry)
 9. Food traceability& recall
 10. Quality control
- III. Establishment – Maintenance and sanitation
 1. Cleaning and sanitation
 2. Maintenance
 3. Pest control
 4. Waste disposal management
 5. Others
- IV Establishment – Personal hygiene
 1. Health status
 2. Personal cleanliness
 3. Personal behaviour
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 1. Training
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The Infectious Bursal Disease (IBD), an Immuno-Suppressive Disease of Poultry

Dr K.L.Revappa, Dr S.K.Maini and Dr Suresh Sharma

Vaccine Division, Vesper Pharmaceuticals, Soleddevanhalli, Bengaluru.

Gumboro disease is caused by the Infectious Bursal Disease Virus (IBDV), a double stranded RNA virus. There are two serotypes, Serotype -1 is a pathogenic type isolated from chickens, Serotype - 2 is apathogenic (does not cause any clinical disease) and was originally isolated from turkeys. Both serotypes can be differentiated by cross neutralization assays.

The virus is resistant to a great range of temperature, disinfectants and pH. It is therefore very much stable during environmental exposure and can survive for up to four months, certain disinfectants like formaldehyde, glutaraldehyde, chlorine and iodophore based products are however able to destroy it.

The population at risk to IBD includes broiler flocks and young pullets destined for breeder and commercial egg laying flocks. Light weight laying breeds are more susceptible than the heavy broiler breeds. Males are more susceptible than the females.

The main target cells for IBD virus replication are immature B lymphocyte cells in the Bursa of Fabricius (BF). The BF is the organ responsible for disease protection in young birds, as it is where B lymphocyte cells (cells of the humoral immune system) are programmed to produce specific antibodies in response to disease and also to any vaccine agent in birds. If the IBD virus damages the BF in young chicken, it will destroy the immature B lymphocyte cells causing lymphoid depletion of bursa. The BF will then not be capable of programming sufficient number of lymphocytes and the chicken becomes immune-suppressed (not capable of protecting itself from any disease causing agents).

The severity of the disease is directly related to the number of susceptible B cells present in the bursa at the time of infection. The time when chicken are most susceptible is therefore between 3 – 6 weeks, when BF is at its maximum rate of development and follicles are filled with immature B lymphocytes. Virus replication also occurs in other lymphoid organs that is spleen and caecal tonsils, but to a lesser degree.

Course of the Disease

Infectious Bursal Disease follows one of two courses, depending on the type of virus to infect the chicken, the age of the infected chicken, breed of the infected chicken and the presence or absence of the maternally derived antibodies by passive transfer of immunity.

IBDV of classic virulence which is still prevalent in many countries causes subclinical disease. When the disease occurs in chickens less than three weeks of age, deficient of maternally derived antibodies, the chicken show no clinical signs of the disease but experience permanent and severe immuno-suppression. The affected birds cannot respond

to any infection and are not capable of developing effective immunity following by vaccination. Immuno-suppression occurs due to damage of the BF. This form is almost absent in commercial production flocks due to the routine vaccination of breeders. When the sub-clinical form of the disease occurs in the chicken older than three weeks of age, chickens do not display clinical signs of disease but experience reduction in overall performance, with high feed conversion ratios and slow growth rates. This is the more economically important form of the disease.

The clinical acute form of IBD also known as VVIBD usually occurs in the chicken from 3-6 weeks of age. It is caused by the hyper virulent strains of Infectious Bursal Disease Virus. The clinical disease has a sudden onset. The first symptom in infected chickens is the acute onset of depression. Birds are listless and may be reluctant to move with a tendency to sit. Clinical signs include fever, dehydration, trembling and ruffled feathers, whitish watery/mucoid diarrhea may be evident in flock with very sticky, litter and soiling of vent feathers, often followed by vent pecking. Affected flocks show this depression for 5-7 days. There is also poor feed conversion and deaths.

The mortality rate has a typical bell shaped curve, rising rapidly for the first two days. Four days after the onset of clinical signs, the mortality peaks and returns to normal within a week. The morbidity is variable and may approach 100%. The mortality pattern may range from 5% - 25% in broilers and 35% - 80% in layers, but the usual mortality rate is low.

The affected chicken experience transient immune-suppression. Secondary disease conditions, that is E-coli infection, Marek's disease, Gangrenous Dermatitis and Inclusion Body Hepatitis may increase in incidence and condemnation rates at slaughter may be elevated. Sick birds may not die if management is good and stress is kept to a minimum.

The clinical nature of IBD has been further complicated by the recognition of new variant strains. Variant strains induce damage to BF causing vaccine failure, even when the high and uniform antibody titres are present. Variant strains do not cause obvious clinical disease, but induce severe immune-suppression. The BF of affected chickens undergoes severe atrophy (lymphocyte depletion). The variants are not of a different serotype but are antigenically different enough to cause problems.

Another variant strain induces a different macroscopic pathology characterized by enlarged and flabby proventriculus, distension of intestine dermatitis, reduced body weight gain and immune-suppression.

Chickens infected with IBD virus shed the virus in their

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faeces. Virus shedding starts, 48 hours after infection and lasts for 14-16 days. Feed, water and poultry house litter become contaminated. Other chickens in the house become infected by ingesting the virus. The virus is also transmitted mechanically among the farms by people, equipments and vehicles, but also by wild birds, flies and other insects. IBDV does not appear to spread by air.

PM Lesions

In the clinical acute form of the disease the BF is the first internal organ to show lesions. This occurs within 24 hours of infection. During the initial stages of the disease the BF is swollen due to the inflammation. By day three it has increased in size and weight, appears edematous and hyperemic and has a gelatinous yellowish transudate covering the serosal surface.

By day four the BF has doubled in weight. The transudate disappears as the bursa returns to its normal size and becomes grey in colour and undergoing atrophy.

At day eight the bursa is usually one third of its original weight.

The Infected bursa always shows necrotic foci and petechial hemorrhages on the mucosal surface. Necrosis and depletion of lymphocytes also occurs in the secondary lymphoid organs including the spleen, hardier glands and cecal tonsils, although these organs are less severely affected than the BF. The spleen appears slightly enlarged with small grey foci dispersed uniformly on the surface. Hemorrhage may be present in the thigh and pectoral muscles, because the IBD virus interferes with the normal blood clotting mechanism. The kidneys may appear swollen and pale with an accumulation of crystalline urate in the tubules in birds that die or that is in advanced stages of the disease.

Preventive Measures

A comprehensive prevention strategy, includes the following components:

- An effective bio-security programme (in order to reduce environmental contamination)
- An effective breeder vaccination programme, (in order to give their progeny chicks, passive protection).
- An effective broiler and pullet vaccination programme in order to confer the progeny chicks with effective active immunity.

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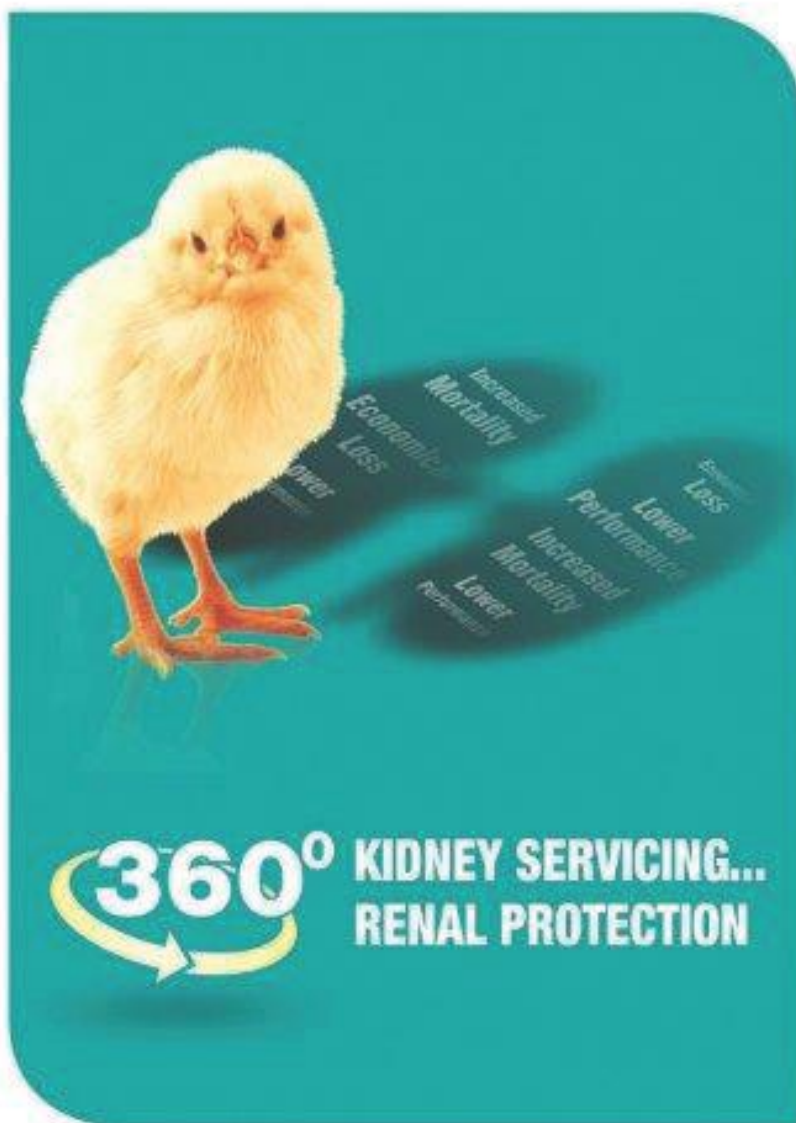


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Tips to Manage Poultry in winter

In winters when temperature goes down below 55°F, various problems like reduction in weight gain and egg production, reduction in water intake, reduction in fertility and hatchability, enhanced mortality, etc. occurs. Hence managing poultry in winters is very important concern for poultry farmers. Following tips can be practiced by the farmers for optimizing the poultry production in winters as well.

- House should be designed in a way that maximum sun light enters the shed during day time.
- Birds should be protected from chilled winds, for this gunny bags should be hanged at the places from where the cold air enters.



Use of gunny bags for prevention of cold air entering in shed



Poultry shed covered with polythene sheet

- Use of gunny bags for prevention of cold air entering in shed
- Poultry shed covered with polythene sheet
- Birds release a lot of moisture in their breath and droppings which adversely affects their health, if there is restricted ventilation it causes ammonia build up in the air which causes respiratory problems. So, they need plenty of fresh air circulating around the house.
- For better ventilation sliding windows are useful as they can be opened during day and closed during night.
- For better results, there should be arrangement of exhaust fans to remove impure air.
- Prior to chick being placed in house, the surface of floor should be covered with a bedding material called litter which should be of good quality made up of saw dust, shredded newspapers, grain husk, etc.
- The thickness of litter should be around 6 inches during winter. If litter management is proper, it will be felt quite warm when taken in hand.
- For maintaining the heat in the poultry shed it is necessary to install traditional Bukharis or heaters in the shed. 200W bulbs can also generate heat in modest way in small scale operations.
- Traditional Bukhari for heat generation in poultry house
- Poultry uses food for two main purposes i.e., as an energy source to maintain body temperature and to carry on normal physiological activities and as building material for development of bones, flesh, feather, egg, etc. Therefore,

adequate, balanced and healthy feed should be provided to the birds.

- As low temperature causes more feed intake and higher oxygen demand, provide adlib feed to the birds for rapid weight gain and egg production.
- To avoid wastage of feed by excess intake of the birds, provide fat rich diet to the birds in winters.
- In winter number of feeders should be increased as compared to summer. Feed should be available to the bird whole of the day.
- During winter season birds take less water so far maintenance of water in the body, it is necessary to give continuous supply of fresh water which can be taken by the bird.
- If water is cold enough, then it should be given to chicken after adding hot water to it, so that the water comes to normal temperature.
- Many of vaccines/ medicine/ antis tress vitamins are given to poultry through water. As water consumption of bird is reduced during winter season. Therefore, care should be taken that waterers are removed few hours prior to water medication and medicine/vaccine is given in less amount of water so that birds can consume total water and each bird get benefit of medicine/vaccine or other supplements.
- Ensure pest and rodent control in the poultry shed as they also seek warmer places for dwelling and poultry shed is most favourable place for them to reside.
- Do not empty the shed in winters as built up litter save heat in the shed. If in case you wish to remove litter, remove a part of it.
- Store feed in dry place so that it may not get in contact with moisture.
- Winter illnesses are rarely significant but can become problematic if left unattended.
- The standard procedures for treatment of illness include quarantining the bird and using a broad-spectrum antibiotic, such as Terramycin, Enrofloxacin, etc. in feed or water, depending on which type of antibiotic you have.
- Take care of the vaccination status of the bird and carry out necessary vaccinations as and when required.

If your birds fall sick, contact local veterinarian.

Source: Poultry Live India □



Traditional Bukhari for heat generation in poultry house

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How to Start Poultry Farming in India

Poultry is the method of raising various domestic birds like chicken, for their eggs or meat. This has been practiced in India for such a long time that it has become an indispensable part of the farming and agriculture system. Since the 1950s poultry farming in India has changed tremendously. From being an unorganized and non-scientific system it has transformed itself to a more systematic, planned, scientific, commercial and organized farming practice. From being a backyard farming practice it is now full-fledged techno-commercial industry. Globally, India ranks third in the world in egg production and fifth in the world in chicken meat production. Although the production is mainly achieved through commercial means, the rural poultry sector also contributes significantly to the Indian poultry industry. It is looked upon as a reliable economic and nutritional source.

Basic Requirement of Poultry Farming

For a successful poultry management the checklist includes proper site selection, site building, chalking the rearing plan, proper knowledge of using the equipment, procuring the various quality inputs from different resources, managing the day to day poultry affairs, constructing the houses and managing the timely marketing.

Choosing Poultry Farm Site

The farm site must be away from the chaos and hustle-bustle of the city. It should be calm and pollution free environment. The farm must have adequate, clean and fresh drinking water sources nearby. Also the site must be free of poultry enemies and predators like foxes and leopards. The site must be easily accessible from main roads. In other words, transportation must be easy and not very difficult. The local markets must also be easily accessible.



Housing for Poultry Farming

Poultry shelters are the next important factor after farm sites in poultry rearing. The shelters must be raised adequately to prevent the risk of flooding. It should be spacious enough to permit free movement and running of the birds. In addition the shelter must be adequately ventilated and protected from sunlight. It is advisable to construct the shelters in a south facing direction. In this way, the birds are not only

protected from the harsh sunlight but also permit circulation of fresh, clean air. There should be adequate drainage facilities in the shelter. Also if there is more than one shelter then the distance between two of them must be at least 50 feet. This would ensure proper ventilation and non-accumulation of ammonia inside the shelters. The entrances in the shelter must be fastened properly. Also there should be fencing around the shelter to secure the birds. The shelter design however depends on the breed of poultry, type of production, etc.

Feed

For commercial poultry production, good quality, highly nutritious food is a must. The rate of productivity in birds is very high. They very quickly convert their feed into food products. On a regular basis, they need about 38 nutrients in adequate amounts for their regular diet pattern. The feed can be given in different forms like crumbles, mash or pellets. Mash is the most economical, commonly used and easy to prepare feed. Pellets are prepared by subjecting the mash feed to heat treatment under pressure. As a result the pathogens in the feed are destroyed. This enables the birds to digest the feed and also minimize the wastage. Crumbles are the expensive form of feed wherein the pellets are broken down to granules. In addition to providing the birds with feed they must be given ample amount of clean and fresh drinking water.

Types of Poultry Farming in India

Broiler Poultry Farming

Broiler segment in poultry is one of the fastest growing segments in recent times. It is the tender, young meat of male or female chicken. It's weight ranges from 40 grams to 1.5 Kg and it can be maximum six weeks old. India produces 2.47 million metric tonnes of broiler making it the fifth largest broiler producer in the world. This growth is mainly due to the interposition of the corporate sector that threw emphasis on scientific rearing of broilers. Owing to the considerable growth, farmers have access to high quality chicks, professional guidance, medicines and vaccines, sophisticated equipment, etc.

Layer Poultry Farming

Layer poultry means raising birds specifically for egg-laying purposes. In other words, special hen species are reared for commercial egg production. They start laying eggs once they are 18 weeks old and go on laying eggs till they are 78 weeks of age. During this period they produce 1 Kg of eggs for every 2.25 Kg of food consumed. Globally India is the third largest producer of eggs in the world. As per statistics, the current egg production is far below the ICMR recommended 180 eggs per capita annually.

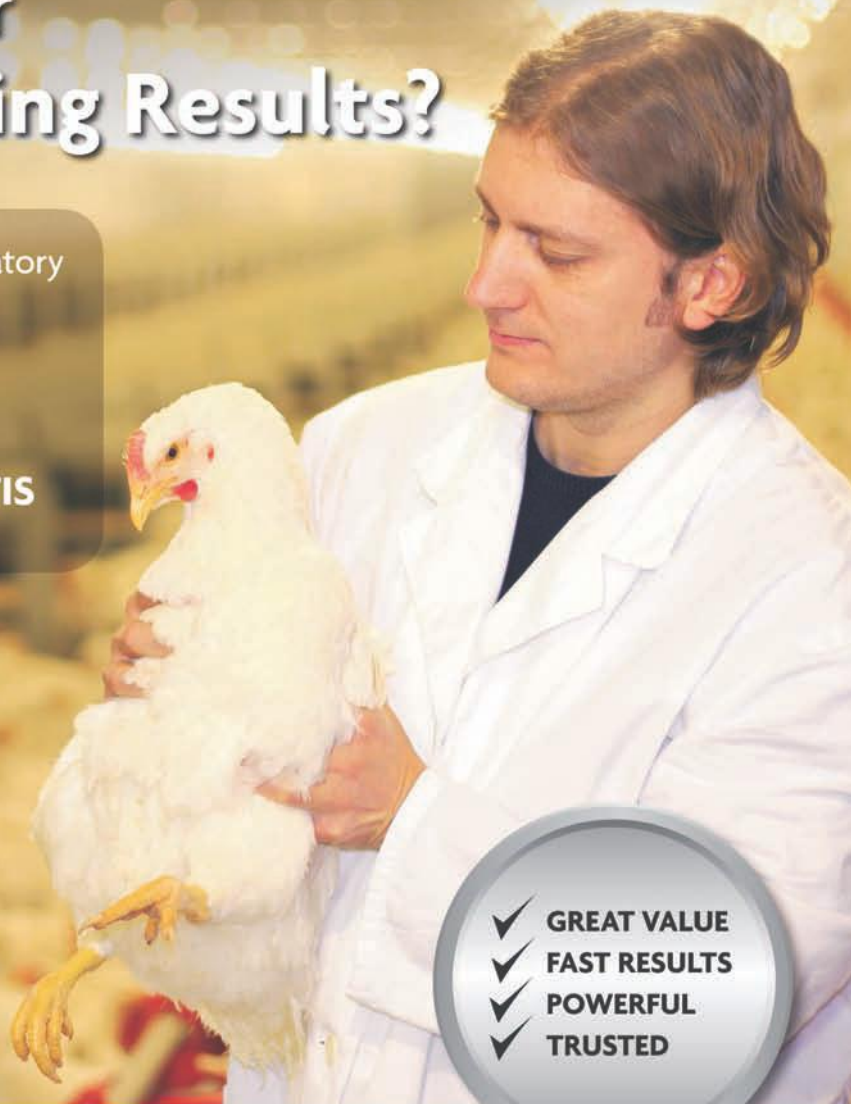
Country Chicken Farming

Country chicken or free range chicken is rearing poultry breeds indigenous to India. In other words, they are local breed of chicken found in a particular geographical location.

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India is the fifth largest chicken producer of which commercial poultry breeds are a major harvest. However country chicken also makes significant contribution. The main advantage of country chicken is that the birds are comparatively more resistant to infections and have a better survival rate. They adapt to new surroundings easily. They have a good egg production capacity and the input cost is negligible.



Disease Management in Poultry Farming

More than 60% of the total diseases and pathogens in the world originate from animals- wild or domestic. Zoonotic pathogens are transmitted to humans via food or through direct contact between humans and animals. Diseases are the main threat to poultry farming. Farmers face severe losses due to spread of various poultry diseases. One of the best ways to prevent development and spread of diseases is to take good care of the birds. The shelters must be cleaned regularly. The water and food containers must be washed regularly. Precautions must be taken to not mix contaminated food with regular food. The birds must be regularly checked for development of disease symptoms. Vaccination schedules must be properly followed. If any infection is detected then the diseased bird must be immediately separated from other healthy birds to check the spread of infection.

Profitability in Poultry Farming in India

Poultry farming in India is a profitable business owing to many reasons. One of the chief reasons is that unlike agriculture, this is not dependent on rain, sunlight or other weather factors. The investment required here is lower. Initially it can be started with a very small flock of birds and then built up progressively. Since it is not weather and geographical conditions dependent there is always a promise of yield and returns.

Conclusion

Poultry farming in India is good way to start agriculture since it require less space. The birds are capable of increasing the soil fertility which is an important factor for cultivation. In addition, the poultry waste is useful for organic agriculture and has demand in market.

Source: Poultry India □

Monthly Average Egg Prices all over India and Prevailing Prices at Various Production Centres (PC) and Consumption Centres (CC) - Source: NECC

For November 2018

NECC Prices

Name of the Zones	Month Average Price in Rs
Ahmedabad	459
Ajmer	422
Banglore (CC)	431
Chennai (CC)	442
Chittoor	435
Delhi (CC)	449
East Godavari	424
Hyderabad	417
Mumbai (CC)	470
Mysore	435
Nagapur	420
Namakkal	426
Pune	463
Punjab	420
Vijayawada	424
Vizag	428
West Godavari	424
Warangal	417

Prevailing Prices

Name of the Zones	Month Average Price in Rs
Allahabad (CC)	457
Barwala	424
Bhopal	445
Hospet	403
Indore	439
Jabalpur	443
Kanpur (CC)	457
Kolkata (CC)	464
Luknow (CC)	477
Raipur	441
Varanasi (CC)	478



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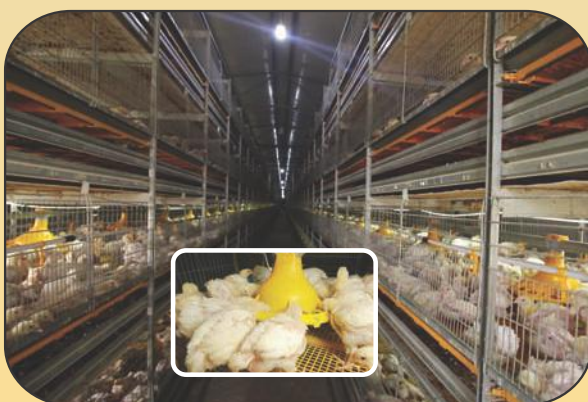
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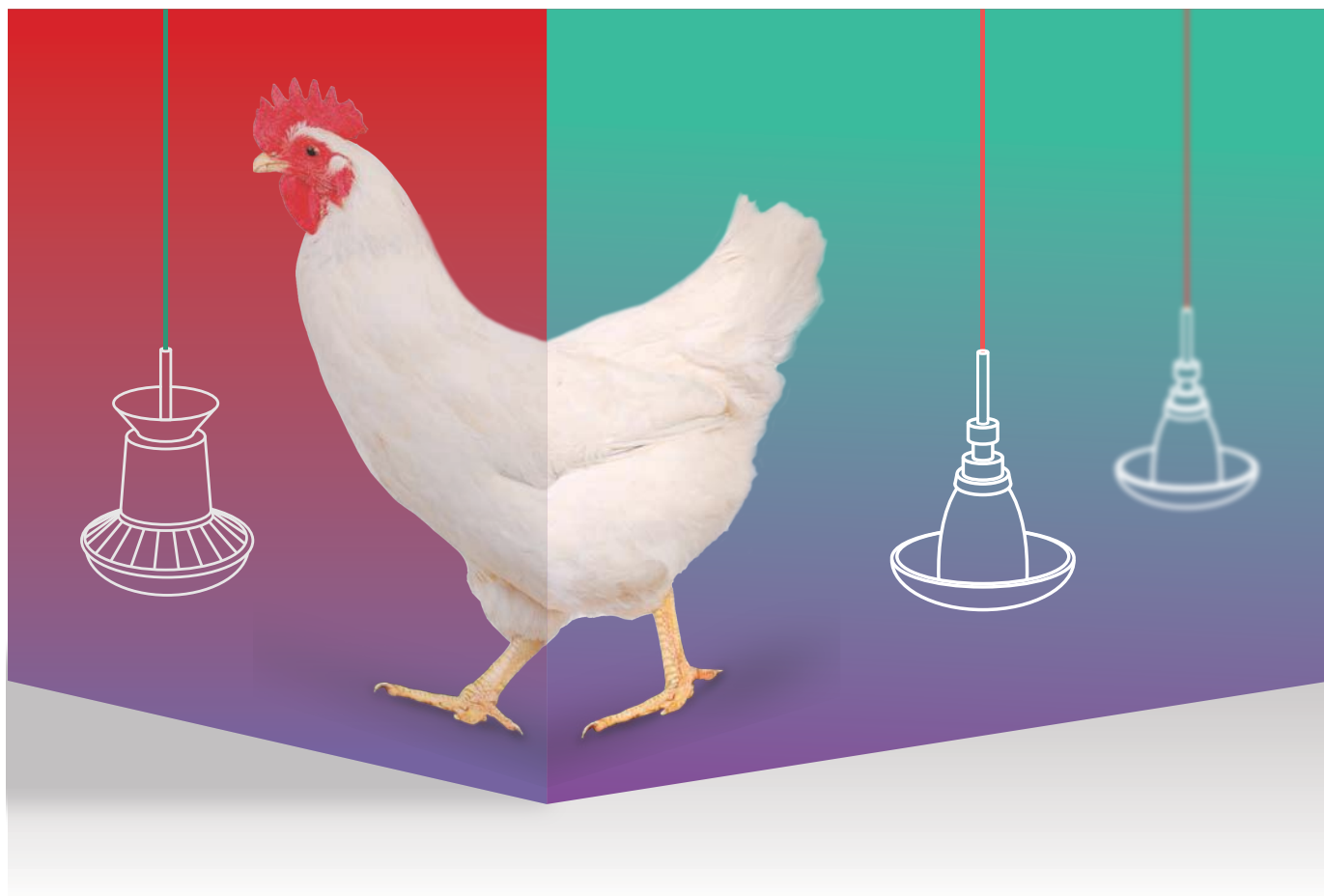
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