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July 2019

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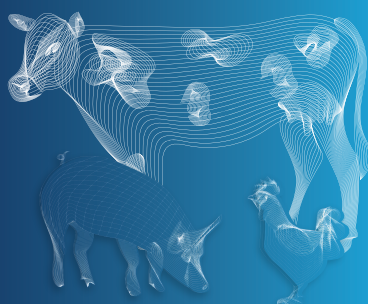
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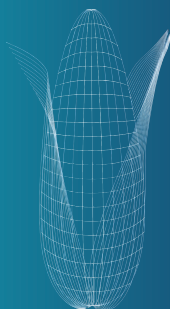
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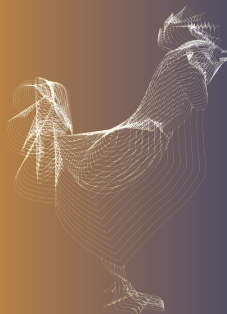
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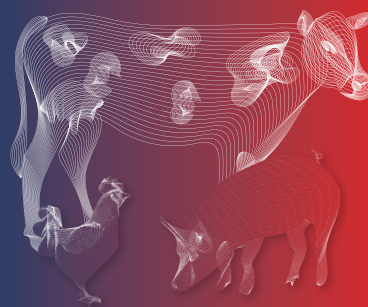
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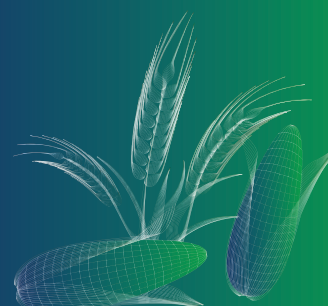
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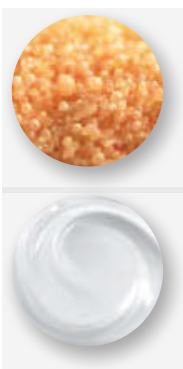
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- Editor



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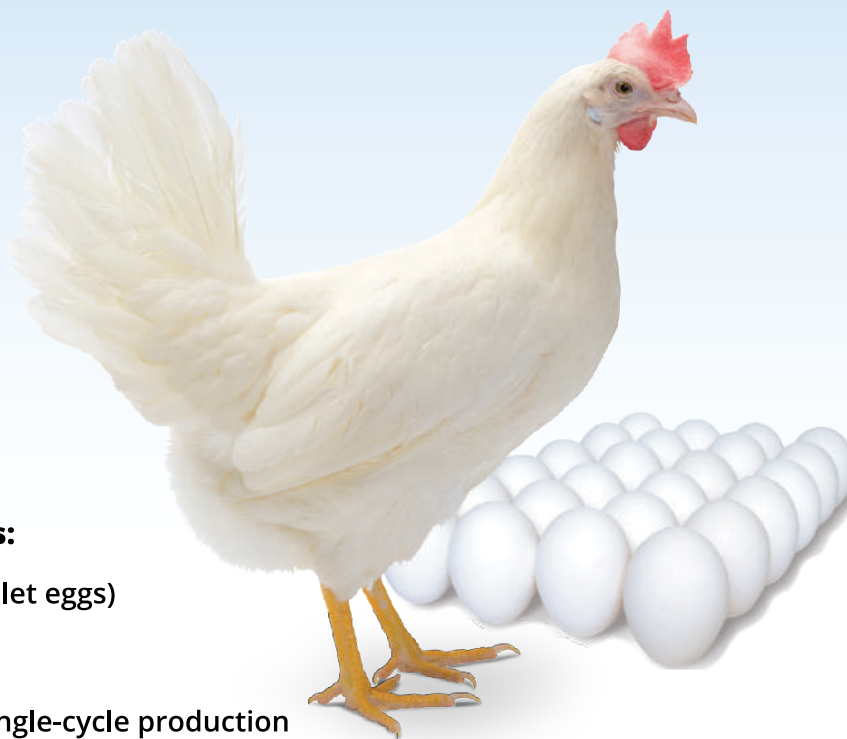
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The Veterinarian in my view !



Dear Readers,

The July 2019 issue of *Poultry Fortune* is in your hands.

India has about 3,000 Veterinarians serving the Rs 100,000 crores Indian poultry industry. There is significant progress

and development in poultry science worldwide like genetics, poultry breeding, selection of lines for different climatic and geographical conditions, breeding practices, nutrition, innovative biological and pharmaceutical products production for poultry health, biosecurity, advanced disease diagnostic services, feed and inputs analytical laboratory systems, farm management, productivity enhancement, housing systems and other aspects.

Although we have knowledgeable veterinarians and scientists, there is a need of augmenting knowledge, standards and reputation of many veterinarians. It is the individuals who bring good name to the position and to the institutions like Dr A.P.J. Abdul Kalam as the President of India, Dr Manmohan Singh as the Union Finance Minister and Mr Atal Bihari Vajpayee as the Parliamentarian in India's Parliament who were known for knowledge, honesty and serving the nation and they are known worldwide. Every veterinarian should work hard and try to become an example to others. In my view, a Veterinary Professional means, he or she should be knowledgeable in the respective subjects of poultry science, should be able to write and speak proper English language and communicate effectively with discipline and command respect in the industry / society. Some how, I could not see these features with many and I attribute it to the non-fulfillment of University Vice Chancellors. A platform was arranged recently at IB's "Academia & Industry Meet" held at Rajnandgaon, but it was not concluded sufficiently. At least, a good start was made and I appreciate the organisers. The VCs should discuss with the industry and intellectuals and come out with changes and programmes on how to make veterinary students the quality faculty and veterinarians / scientists in future and serve poultry industry.

Whatever comments I made here, I appeal to

the Veterinarians to take it sportively, work hard and make sure that you have identity and respect for your good work to poultry development in the country.

Veterinarians are an important lifeline of poultry industry, and the Universities should make them worthy. Most of the students at 12th standard come from regional languages as the medium of education. When they enter B.V.Sc or B.Sc (Poultry Science), the Universities should make proper English faculty arrangement at least in the first year of graduation, so that the students can develop good English vocabulary, understand the subjects well and use it in their career.

A Veterinarian should be proficient with spellings, meaning and definitions of at least 500 words in English language and such veterinarians will be in demand in any segment of poultry industry in India and worldwide. It's not difficult to achieve it. The students, junior and senior veterinarians and scientists should feel happy that they are in a Noble Profession and they should try to update their knowledge time to time, be humble, serve the society and lead a happy and prosperous life.

The Karnataka Poultry Farmers and Breeders Association has urged the Government of India to immediately drop the notification called 'Prevention of Cruelty to Animals (egg-laying hens) Rules 2019 as it would have an 'adverse impact' on the entire poultry sector as both the organised and unorganised poultry farmers would give up poultry farming in due course of time. The rules by the Ministry of Agriculture and Farmers Welfare are to take effect early 2020.

In the Article Section, article titled Water Hygiene – A Comparative Study on Acidifiers in Commercial Broilers by Venket M Shelke, Chandrasekar S and Saravanan Sankaran from Kemin Industries South Asia Pvt Ltd discussed about In Indian broiler farms, the common practice of managing water hygiene is using a water sanitizer along with a water acidifier. Acidifiers have two main mode of actions such as maintaining optimal intestinal pH for an efficient proteolytic activity of digestive enzyme and antimicrobial activity on intestinal pathogens to reduce subclinical infections.

M.A.Nazeer
Editor & Publisher
Poultry Fortune



Poultry Fortune

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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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ONE19 – The Hub of motivation, Inspiration and ONE meaningful Idea



Dr Mark Lyons and Bear Grylls during the opening plenary session at ONE: The Alltech Ideas Conference (ONE19).

[LEXINGTON, Kentucky] — Alltech recently held the world's largest idea conference, ONE: The Alltech Ideas Conference (ONE19), on May 19–21 in Lexington, Kentucky, the site of its global headquarters.

Over the 35 years that Alltech's annual international conference has been held, ONE has become known as the nexus of the global food and agribusiness industries, bringing together producers and industry experts from around the world to share insights and solutions for today's most pressing issues. As the conference theme suggested, ONE is intended to be a meeting place of people "united by the search for inspiration, motivation and one

meaningful idea."

ONE19 began on Sunday, May 19, when nearly 40 customers and staff from South Asia were treated to tours of Alltech facilities and headquarters, as well as some iconic Kentucky sites, including Keeneland racetrack and Taylor Made Farm, a highly successful local horse farm. The day concluded at the International Dinner at Keeneland, where leading account owners from across the globe were able to meet and dine with other attendees.

Monday, May 20 got off to a colourful start with the ONE Fun Run, an annual 5K race held at Lexington's historic Transylvania University. The morning plenary session followed soon after, with the opening remarks given by survivalist, television

personality, former British Special Forces serviceman and accomplished author Bear Grylls. Remarking that "life is an adventure that is best lived boldly," Grylls outlined the 4 F's, or the four things that have forged him into the success he is today: failure, fear, fire and faith.

The plenary session continued with a presentation from Alltech President and CEO Dr Mark Lyons, who shared his new vision for the company and invited the more than 3,500 ONE19 attendees to join with Alltech in "Working Together for a Planet of Plenty™".

The audience was also taken for an exhilarating ride with a light and dance performance from iLuminate.

Alltech then bestowed its highest honours to Bear Grylls and Dr Richard Murphy. The Alltech Medal of Excellence, a recognition of achievement and character, was awarded to Dr Murphy, the research director at the Alltech European Bioscience Centre in Dunboyne, Ireland. Murphy, who has worked with Alltech for nearly 25 years, was recognised for his pioneering work in the areas of organic trace element assimilation, microbial enzyme technology and the mitigation of antimicrobial resistance in livestock production. His research has been the catalyst for a revolution in animal nutrition. Murphy also spoke on the conference mainstage about the microbiome, how it functions and how we can better support it, which will have major implications for animal agriculture and for human health.

The Alltech Humanitarian Award, which is bestowed annually to someone of strong character who uses their platform to positively influence and inspire those around them, was awarded to Grylls. The BAFTA award-winning survival expert has completed numerous incredible feats during his life, both on and off the screen. Most notably, he became one of the youngest climbers ever to reach the summit of Mount Everest, and even more incredibly, he did so a mere 18 months after breaking his back in a parachuting accident. Grylls shares his



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survival experiences, grit and determination with the world on television shows like the Emmy Award-nominated “Man vs. Wild.”

Following the plenary session, attendees were able to attend various focus sessions about different species and businesses. Some of those sessions included “Building a finer flock” by DrSteve Collett; “Eggciting times ahead: Innovation in poultry production” by Colin Usher; “Make a house a home” by Brian Fairchild; “Food safety and the need for improved pathogen control” by John Kirkpatrick; and “Happy and healthy: Optimising ingredients for bird health” by Robert Beckstead.

Monday came to a close with Kentucky Night at the Alltech Arena at Kentucky Horse Park, where guests enjoyed the music of Abba.

Tuesday, May 22 started with more focus sessions, including “Dairy farms of the future” by Charles Crave; “Get tech savvy on your dairy” by Jefferey Bewley; and “Global milk dynamics” by TorstenHemme. Ms. Akshali Shah, senior vice president of strategy (sales and marketing) at Parag Milk Foods Ltd, presented about “Milk at your doorstep” and shared the success story behind their brand, “Pride of Cows,” which has been well-received on a global scale.

Some South Asian customers also participated in a Neogen workshop over lunch with Nick Adams, the global director of Alltech’s

Mycotoxin Management program.

The final ONE19 plenary session began with Ramez Naam, co-chair of energy and environment at Singularity University, who discussed the future of agriculture.

“The world is facing many sustainability challenges, including food insecurity, depleted water resources and natural disasters, like increased flooding and wildfires,” he said. “Additionally, as the middle class continues to grow, we will need to produce 60 to 80 percent more food, including more animal protein, by 2050 — and all with less water and land.”

Despite these seemingly insurmountable odds, Naam said he believes that the earth is actually on the path to becoming a Planet of Plenty™ and that agriculture will plan a critical role.

Following Naam was Chris Zook, a best-selling author and advisory partner at global management consulting firm Bain & Company, who discussed the critical role of simplicity in business and the importance of embracing the founder’s mentality.

The plenary session also included an award presentation featuring the bright young scientists participating in the Alltech Young Scientist (AYS) competition, the largest agri-science competition for graduate students in the world. Now in its fourteenth year, the AYS competition received submissions

from 120 universities in 40 countries. Deeksha Shetty, representing the University of Saskatchewan in Canada, was selected as the 2019 Alltech Young Scientist after presenting her research to a panel of international judges. Her winnings include US\$10,000, as well as career mentorship and networking opportunities with innovative scientists from around the world.

Alltech was also proud to introduce a new award at ONE19. In conjunction with the International Federation of Agricultural Journalists (IFAJ), the IFAJ-Alltech International Award for Leadership in Agricultural Journalism recognizes excellence and leadership exhibited by young journalists. As selected by international judges from Alltech and IFAJ, the recipient of the inaugural award was Denene Erasmus, an editor at Farmer’s Weekly, the largest English language agricultural publication in South Africa.

The closing plenary session also featured the announcement that Alltech and UK HealthCare at the University of Kentucky are forging a momentous partnership to support lifelong wellness. The newly created Lyons Family Life Foundation will honour the life and legacy of late Alltech founder Dr Pearse Lyons.

Speaking to the local and international press gathered for ONE19, Dr Mark Lyons and Dr Phillip Chang, chief medical officer at UK HealthCare, explained that

the collaboration will focus broadly on total wellness, empowering people to both live well and die well. The initiative was inspired by Dr Pearse Lyons’ lifelong endeavour to “make a difference.”

In his closing remarks, Dr Mark Lyons reiterated his new vision of “Working Together for a Planet of Plenty™”. Lyons noted that, 39 years ago, his father took the stage at the same conference and emphasised the importance of producing solutions that benefit the animal, the consumer and the environment.

With each passing year, ONE: The Alltech Ideas Conference proves to be the world’s best networking platform for agribusiness leaders from across the globe. Every year, the customers from South Asia who attend are able to experience Alltech’s innovative ideas, rooted in the prestigious heritage of Dr Pearse Lyons.

“ONE is all about vibrant business ideas, interaction with pioneers, planning for the future and exhilarating entertainment,” said Dr Aman Sayed, managing director of Alltech India and regional director for South Asia. “Being in the audience in the plenary sessions and focus sessions is always an unforgettable treat for our customers.”

Next year’s ONE: The Alltech Ideas Conference, which will be held on May 17–19, 2020, will celebrate Alltech’s 40th year in business.



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Nouriture by Anmol Feeds sets up state-of-the-art livestock feed unit in Jammu

Company claims to have added to the state's socio-economic growth

Jammu, 13th June 2019:

Changing lifestyles and rising per capita income in India has resulted in a shift in dietary habits. The increase in consumption of milk, meat and egg is leading to a growing demand for livestock feed. Due to the rising population, there is a need to increase production and productivity in animals and provide adequate nutrition to our country. The need for balanced nutrition for cattle, poultry, aqua and shrimp feed is thus essential to supplement the protein requirement of our country. With this understanding in mind, Anmol Feeds Pvt Ltd, one of the leading and fastest growing livestock feed brand from West Bengal, inaugurated its new production unit at Samba, in the outskirts of the Jammu industrial area. The event was attended by Mr Amit Kumar Saraogi, Managing Director, Anmol Feeds Pvt Ltd where a puja was organized before commencing operations. Anmol Feeds Pvt. Ltd. has an installed capacity of 400,000 Tons per annum annually across the country. The newly opened Jammu & Kashmir unit has an installed capacity of 70,000 Tons per annum. The factory will primarily produce poultry feed. The company also unveiled its plan to launch its products under the umbrella brand Nouriture and displayed the new look corporate logo and evolved brand imagery. Introduction of Nouriture will propel



Amit Kumar Saraogi, MD, Anmol Feeds Pvt Ltd addressing the media on the launch of livestock feed plant at Jammu. Saif Jaffar, Chief Marketing Officer, Anmol Feeds is also seen.

the company into future businesses of aqua and shrimp feed, cattle feed and consolidate their poultry business.

Speaking on the occasion, Mr Amit Saraogi, Managing Director, Anmol Feeds Pvt Ltd, said, "By opening our new facility in Jammu, we will be closer to our consumers in the J&K region and can better adapt our products to their needs

and preferences. We have witnessed strong northward growth in Jammu & Kashmir with respect to our poultry feed with significant demand coming from various districts. We are extremely glad to have started our operations here and there is a distinct possibility of expanding in the state. As a corporate we always work cohesively towards the development of social

infrastructure in the area, which may open up economic opportunities for future in the region. We are sure the local communities will benefit from the growth and development prospects of the region."

Livestock is emerging as an important sector in the economy of Jammu and Kashmir and plays a significant role in the socio-economic development of the state. Livestock forms an important constituent of the economy of our country in general and that of agricultural sector in particular. It provides employment to about 8.8 % of the population in India. India has vast livestock resources. Livestock sector contributes 4.11% to GDP and 25.6% of total



Amit Kumar Saraogi and Saif Jaffar unveiling the new product packaging facilities.

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Members of Anmol Feeds Pvt Ltd lighting the inauguration lamp at an event in Jammu.

output from Agriculture sector. This sector not only provides essential protein for nutritious human diet through milk, egg, meat, etc., but also provides gainful employment, particularly to small, marginal and landless labourers in rural areas. It also provides subsidiary occupation in rural and semi urban areas and for people living in drought prone, hilly, tribal and other backward areas where crop production on its own is not able to sustain them fully.

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LES ARGENTINS



Rajesh Kumar, General Manager, Anmol Feeds Pvt Ltd felicitating the dealers during the launch event

The livestock feed sector as a whole has abundant possibilities of creating large scale entrepreneurship in villages of Jammu and Kashmir. The company has invested INR 12-15 Cr. into developing the unit in the state.

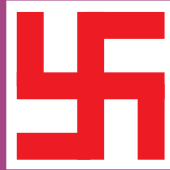
Anmol Feeds has been on a steady expansion path, it has strong market presence, in the Cattle and Aqua feeds across UP, Bihar, West Bengal, North East and Southern India, while its poultry feed vertical serves the North, Central, North Eastern parts of the country. The company has also strategically expanded beyond the Indian shores, to Bangladesh, Nepal and Bhutan. Anmol Feed Pvt Limited has also expanded in the shrimp business with their brand Latis Gold. Anmol Feeds is powered by a skilled support system and their high quality feed is best suited for Indian climatic conditions. With stringent quality control at all levels from raw materials to finished products, Anmol Feeds is known for its timely and faultless product delivery, providing innovative technical services, efficient after sales support, real time responsiveness to consumer feedback and most

importantly commitment to growth and prosperity of farming community has been the priority for the company.

About Anmol Feeds

Since their foray into the livestock feed industry nearly two decades back, Anmol Feeds Pvt. Ltd. has been focused on high quality livestock feed since the start of their journey, steadily expanding its production capabilities and helping farmers yield high returns. At present, Anmol Feeds has nine successfully running state-of-the-art superior manufacturing plants across six states- Uttar Pradesh, Bihar, West Bengal, Jammu & Kashmir, Jharkhand and Haryana. With a cumulative production capacity of 1300 MT per day.

A pioneer of pellet feed for Indian farmers, Anmol Feeds, has been catering to the livestock feed requirements of 19 states across India working with more than 50,000 farmer families and 1,000 employees. The company has become one of the leading names in poultry feed and has fast become an emerging name in cattle and aqua feed. As a brand, Anmol Feeds has undertaken measurable efforts to nourish India's livestock, poultry and fisheries and enable farmers to lead a life of prosperity. The company has also expanded beyond the Indian shores, to Bangladesh, Nepal and Bhutan. Timely and faultless product delivery, providing technical services, after sales support and responsiveness to consumer feedback is a priority for us.



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BIOMIN Announces Positive EFSA Opinion for D Digestarom DC as Zootechnical Additive for Poultry



On 11 June 2019, the European Food Safety Authority (EFSA) Panel on Additives and Products or Substances used in Animal Feed (FEEDAP) published a favorable Scientific Opinion on the safety and efficacy of Digestarom® DC in broilers, layers and minor avian species.

The Scientific Opinion noted that the feed additive “has a potential to increase the growth performance of chickens for fattening when incorporated into feed at a minimum application rate of 65 mg/kg complete feed; the conclusion can be extended to chickens reared for laying and extrapolated to minor poultry species reared up to the point of lay.”

“This represents an important step in achieving EU authorization of Digestarom® DC as a zootechnical feed additive,” commented Dr Antonia Tacconi, Global Product Manager Phytogenics at BIOMIN. “We always

appreciate the scientific and rigorous work of the FEEDAP Panel in reaching its conclusions,” she added.

“Considerable effort, expertise and dedication by our knowledgeable R&D teams at the BIOMIN Research Center and our top notch sales and technical teams in the field have made this achievement possible,” noted Dr Tacconi. “They ensure that BIOMIN consistently leverages scientific innovation to support our clients’ successes in real-world commercial settings. It also attests to the helpful role that phytogenics can play in food animal production throughout the globe.”

Performance boost

Supporting birds to achieve good gut performance means higher productivity and economic gains for producers. “What sets Digestarom® DC apart is the performance benefits, pelleting stability, ease of handling and a documented mode of action,” stated Dr Tacconi.

The triple-action formulation of Digestarom® DC incorporates the innovative Biomin® Duplex Capsule technology that ensures the plant-based active compounds are delivered where they are needed to be most effective. The three modules include: 1) promoting appetizing and

endogenous secretions, 2) gut microbiota modulation and 3) gut protection.

Global campaign continues

BIOMIN first introduced Digestarom® DC at VIV Asia in March 2017. In April 2018, BIOMIN submitted an EU dossier for Digestarom® DC as a zootechnical feed additive in broilers.

The firm introduced Digestarom® DC to

customers in Europe, the Middle East and Africa at EuroTier in November 2018.

“We look forward to the opportunity to further demonstrate the various ways in which phytogenic compounds and our extensive Digestarom® line can benefit feed and livestock producers based on their specific needs,” Dr Tacconi concluded.

KPFBA Urges Government to Drop Notification on Cages

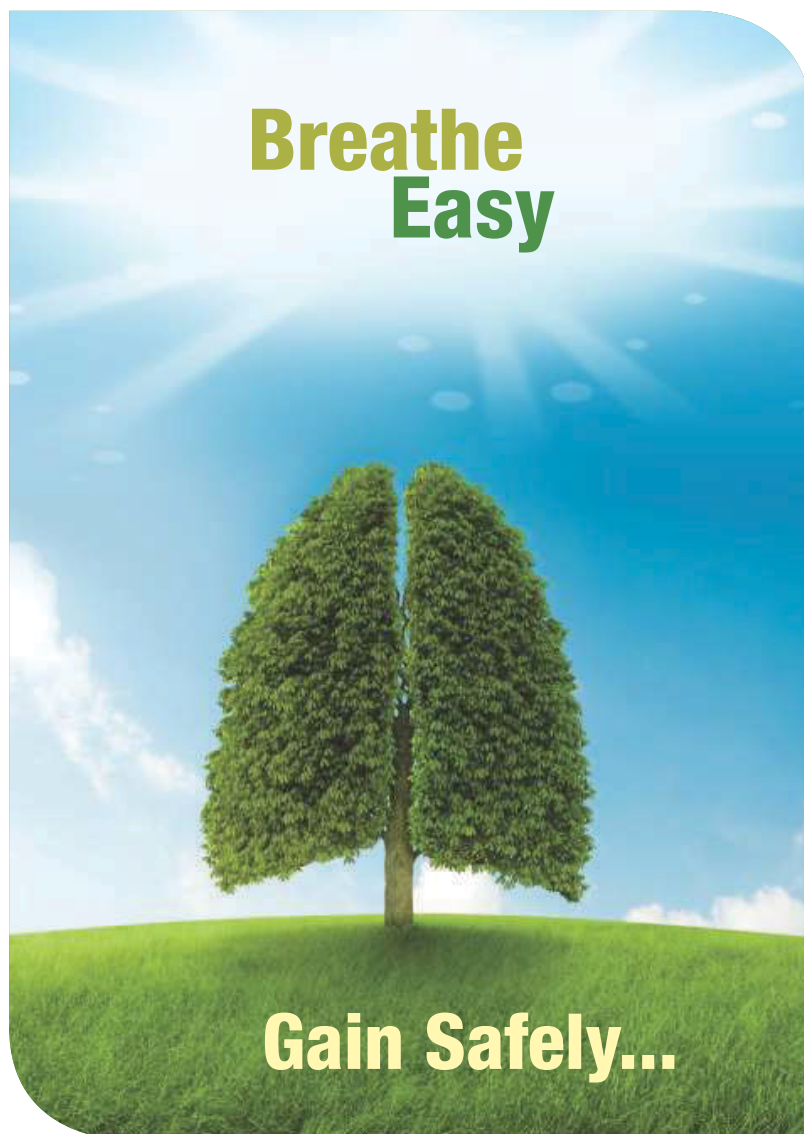
- Immediate switch-over to new systems will not be feasible for Poultry farmers
- Central Avian Research Institute also endorses view of Poultry farmers
- Poultry production to be hit, protein availability will reduce

Bangalore, 10 June 2019: The Karnataka Poultry Farmers and Breeders Association (KPFBA) has urged the Government of India to immediately drop the notification called ‘Prevention of Cruelty to Animals (egg-laying hens) Rules 2019 as it would have a ‘adverse impact’ on the entire poultry sector as both the organised and unorganised poultry farmers would end up giving up poultry farming, in due course of time.

The rules by the Ministry of Agriculture and Farmers Welfare are to take effect early 2020. As per the rules, the size of the cages for poultry should not be less than 550 sq cm per bird and 6-8 birds per cage; use of antibiotics

only for therapeutic use and under the supervision of a veterinarian; regular inspection of poultry farms by authorised personnel, who should follow proper bio-security protocols etc. The poultry sector has been given 5 years to switch over to new systems.

The KPFBA President, K.S.Akhilesh Babu said, “The entire poultry farming community is of the opinion that it will not at all be feasible to implement the notification.” The KPFBA has sought more time to switch over to new cage systems. This view has been endorsed by the Director of the Central Avian Research Institute of the Indian Council for Agricultural Research (ICAR), Dr. A.B.Mondal who in a letter >>



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Pre Union Budget 2019: Recommendations from Karnataka Poultry Farmers and Breeders Association

Poultry farmers seek 'Agriculture' status under Income Tax Act

Bangalore, 26 June 2019:

The Karnataka Poultry Farmers and Breeders Association (KPFBA) has shared its recommendations for the upcoming Union Budget 2019-20. With just a few days to go for the Union Budget, these suggestions are aimed at addressing the needs of the poultry sector. The recommendations have highlighted the requirements that will be beneficial for the Poultry Sector.

KPFBA has urged the Government of India to consider all poultry farming activities as 'Agriculture' under the Income Tax Act. Poultry sector is exposed to all types of natural vagaries like agricultural crops and is rural-based, giving employment mostly to unskilled and rural population, hence it should be brought under 'Agriculture' in the Income Tax Act such that poultry farmers can avail tax benefits.

KPFBA has made a representation to the Minister of Finance, Smt Nirmala Sitharaman on the need to incorporate poultry farming as 'agriculture', among other demands. While welcoming the objective of the government to 'Double Farmers Income by 2022', KPFBA President Mr. Akhilesh Babu said, "Poultry farming could

help in this regard as agriculture farmers could take up poultry as a means of subsidiary income, if the government provides incentives. Poultry will play a key role in inclusive growth of the rural economy and thereby help to achieve Government's ambitious plan of doubling farmers' income."

Other Recommendations from KPFBA

- The Government should restore section 80JJ of the Income Tax Act 1961 giving income tax exemption for the poultry sector; allow deduction under section 80JJAA for workers in poultry farms and not just for those employed in a factory; and to exclude tax deduction at source (TDS) for poultry rearing farmers. Presently, TDS of one / two per cent is made to those who contract farmers for poultry rearing.
- The major capital expenditure in the poultry sector goes for construction of poultry sheds which last for 7 – 8 years and poultry cages which last for 5 – 6 years. The government should allow higher depreciation as it presently does for 'purely temporary' sheds. As for cages, the Government should consider higher depreciation from the current 15%.

- The government should allow import of feed ingredients such as maize, corn and medicines required by the sector without any restrictions on quantity and at zero % duty. The KPFBA further urged the government to make available sufficient and low cost finance with subsidies to construct warehouses, cold storage facilities to store eggs and poultry meat products, which would help farmers avoid making distress sale and ensures them with year-long regular income.

- Under section 40A(3) any expenditure exceeding Rs10,000 made by way of cash is not allowable expenditure. As the poultry Sector is carried out only in rural areas, and most of the workforce is rural and unskilled, and repairs and maintenance work is carried in villages and payments in these cases are difficult to make through bank. It is requested to drop the applicability of this section to poultry Sector or at least for the payments made in rural areas.

Contn from Page 20

to the government has said there has to be 'relaxation of at least 15 years' for the farmers to switch over from old cages to new ones. He has cited that majority of the poultry farmers would have taken loans to install cages and asking them to switch over now would be further burdening them.

Mr. Akhilesh Babu further said, "The non-governmental organisations (NGOs) which have lobbied for the ban of cages have painted a very wrong picture of the poultry sector. Healthy birds mean healthy business for the poultry farmers and they have been continuously improving practices in farms to upkeep hygiene and other conditions. Bird losses for a farmer means loss of livelihood, hence the poultry farmer takes care of his or her poultry."

Poultry farming as per Indian climatic conditions Mr. Akhilesh Babu said, "Many poultry firms and

farmers from Europe come to India to study our farm systems. They find the practices here are 'very good' and some of which they plan to replicate back home." He added that "Research carried out in several countries had demonstrated that 'enriched cages do not have the potential to meet many of the welfare requirements of hens or address key welfare concerns, now or in the future'. The parameters recommended regarding space requirement, behavioural needs and other welfare concerns, are based on studies conducted in temperate countries such as European Union, which are not relevant to India. Further those countries are not production hubs; hence parameters of EU are irrelevant to the Indian climatic conditions. Currently, even the most advanced countries like USA are not following complete ban on cages."

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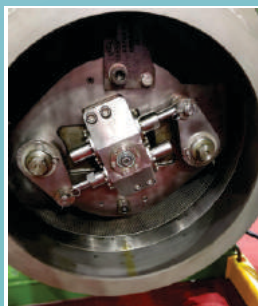


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Chicken Doctors Conclave by Vets in Poultry held at Goa

VIP has 700 Veterinarian Members Working in Poultry Industry

Pune: Vets In Poultry (VIP), the association of likeminded Veterinarians working in various segments of poultry industry like production, sales, marketing, processing, academics, research scientists, analysts etc organised its 3rd Conclave & 1st AGM in Goa on June 15, which was attended by 121 Veterinarians across India.

The AGM was started by welcome remarks by **Dr Santosh Ire, Secretary** of the Association. He shared with audience the exiting journey of VIP which started on 17 May 2014 with a small WhatsApp Group. Now it has grown in number having more than 700 plus veterinarians. After achieving this record benchmark, we felt the need to create registered, neutral and common platform to share knowledge, real time solutions to field challenges, anti-poultry propaganda and at the same time promotion of Chicken and Eggs. Now VIP is registered association with Government authorities having office in Pune. He also revealed to the audience that VIP has already marked presence on various social platforms such as Facebook, Instagram, Youtube and its own website which is helpful to fulfil the objectives of the Association. He stated that social media presence will not only help VIP to grow together and add value to each others' lives, and also will help to connect with



Dr Ajay Deshpande, President, VETS IN POULTRY addressing 3rd Conclave and first AGM in Goa on June 15.

poultry veterinarians on larger platform globally.

Dr Ajay Deshpande, President of the Association shared in his speech that VIP is elite group of technocrats in the industry which will work together towards common goal of promotion of Chicken and Eggs and will explore all the possibilities to add value at every key stakeholder of the industry. Every VIPian agreed to his views.

He mentioned that VIP would happily like to work with like minded various poultry associations and individuals across India and globally, where associations share common objectives for the industry.

The AGM was followed by technical seminars in which eminent speakers delivered interesting presentations on various aspects of poultry processing.

Dr Prashant Bhapkar delivered presentation on **"Processing - An Art & Need"**. He shared various key aspects of poultry processing. Statistics shared

by him on modern food chain and requirements was quite interesting.

Dr P. S. Mahesh, Director, Central Poultry Development Organisation & Training Institute, Hesaraghatta, Bangalore was the keynote speaker. He made a presentation on **"Marketing of Poultry Products: Journey So far & Way Forward"**. He shared evolution of modern food industry in India. Insight shared by him on changing consumer behaviour and how its going to affect poultry industry was quite interesting. He provoked a thought of entrepreneurship in the minds of audience with appropriate examples.

Dr Yadunandan delivered a presentation on **"Innovative Marketing Model"**. In his presentation, he expressed the need of promoting processed "Chicken & Eggs". He also revealed innovative marketing model with modern tools and techniques which can be adopted to promote chicken

effectively.

The participants enjoyed and appreciated the presentations.

The presentations were followed by **Technical Panel Discussion on Current Challenges & Solutions**. Expert panelists were **Prof Dr Ajit Ranade, Dr Ajay Deshpande, Dr P. S. Mahesh, Dr Yadunandan, Dr Bhapkar, Dr Jayaraman, Dr Gunaseharan and Dr Atul Latkar**.

Discussions primarily revolved around handling corn crisis, usage of alternative raw materials, balance nutrition, ND challenge & solutions and FSSAI approval for Feed Supplements & Additives. All the panelists gave satisfactory answers to all the questions by the participants.

The Q & A session was conducted in a unique way of mobile app where in all the questions submitted through mobile app by the audience were displayed on the screen.

VIP felicitated Guruvarya Prof **Dr Ajit Ranade** for his generous efforts and contribution on various aspects including handling very recent cage ban issue and being elevated as an "Associate Dean" of Prestigious "Mumbai Veterinary College". It was indeed a proud moment for all VIPians.

AGM and the event was concluded by Cruise Gala Dinner which was voluntarily contributed by Dr Ajay Deshpande and Dr V. R. Kulkarni. Participants carried very happy memories, lot of knowledge and certainly made strong bonding at the end of the conclave, informed a release from the Association.

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Sustainable Water use in Poultry Industry

Treated water reused for irrigation purposes in the desert



Mazzraty uses treated water to irrigate the desert land surrounding the poultry processing plant in Qatar

28 June 2019 : Sustainability is a subject that is on everybody's lips today. The poultry industry is making many efforts to tackle this issue and comes up with various solutions concerning energy saving, CO₂ footprint, food safety, traceability and water use. For responsible water use, Marel Poultry offers solid practical solutions. One clear example of this is the Mazzraty poultry processing plant in Qatar, equipped with a well-thought-out water management system. Chicken production has a naturally low carbon footprint and requires a limited amount of resources, such as fertiliser, land and water. Using 2,000 litres of water to produce one kilogram of chicken meat, poultry production needs a fairly modest amount of water. Just to compare, one kilogram of chocolate uses 17,000 litres of water.

Water isn't lost

However, water use doesn't mean that this water is lost. Recycling options are available to treat the water

and make it fit for renewed use. The poultry industry has elaborated solutions for this. Mazzraty in Qatar called in the help of Marel Water Treatment to set up today's most modern water treatment installation. This poultry facility is located in the desert, where nothing grows, so Mazzraty is highly aware of the importance of clean water in these circumstances.

Treatment

Water Treatment starts already in the poultry processing plant. All water used for transport, for cleaning and for the various stages of processing, is collected and drained to the water treatment facilities. In the first phase, the physical pretreatment takes out fat material and larger coarse parts. After that, the biological process takes over to decompose the pollution in a big basin and convert it to biological sludge and purified water.

Irrigation

In the direct surroundings of Mazzraty's poultry processing plant, four large green circles in the

middle of the yellow sand plain catch the eye. This is irrigated land, made fertile with the help of Mazzraty's treated water. Besides being used for truck washing, the purified water is excellently fit for artificial irrigation of areas that are otherwise dry land. Mazzraty manages to drive four centre pivot systems with this recycled water to irrigate four quarter sections (each 800 x 800 metres). The company grows mainly grass, which they can use in their feed mills.

Lowest impact

Mazzraty's facility has been designed to not waste or leave behind residual material and all activities aim at causing the lowest possible impact on the environment. The reuse of cleaned wastewater from the factory as irrigation water is part of Mazzraty's bigger environmental plan, which also involves a reduced CO₂ emission and production of their own chicken feed. In this way, Mazzraty demonstrates one of the most sustainable ways of working in the poultry industry.

Chicken Doctors Conclave by Vets in Poultry held at Goa

Contn from Page 24

Vets In Poultry has 700 plus strong poultry veterinarians and become the biggest poultry vets association within a span of four years. VIP is also now associated with CLFMA of India to achieve common goals of promoting chicken and eggs consumption and to develop poultry industry. We look forward to work together in handling current challenges of AGP and Cage Ban and many more other issues. We are also interested to work together with similar like minded Pan India associations to promote the welfare of poultry industry, said the office bearers of the Association.

Vets In Poultry – Office Bearers

Dr Ajay Deshpande
President
Dr Vinod Kulkarni
Vice President
Dr Santosh Ire
Secretary
Dr Prasad Kulkarni
Treasurer
Prof Dr Ajit Ranade
Technical Advisor

Committee Members

Dr Chandrakant Pathak
Executive Committee Member
Dr Sachin Patil
Executive Committee Member
Dr Jeevan Sonawane
Executive Committee Member
Dr G Gopal Reddy
Executive Committee Member
Dr Pankaj Tupatewar
Executive Committee Member
Dr Sujeet Kulkarni
Executive Committee Member

Advisory Members

Dr G. Ranjith Reddy
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Dr S. V. Ramarao
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Dr Prasanna Pedgaonkar
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Kemin Launches New Vision and Logo for the Future

Global ingredient manufacturer sets sights on sustainably transforming 80 percent of the world by 2042

DES MOINES, Iowa, U.S.

(June 16, 2019) – Today Kemin Industries, a global ingredient manufacturer, unveiled its new global vision and logo to align the company strategically for 2042 and beyond.

The new vision, “Kemin strives to sustainably transform the quality of life every day for 80 percent of the world with our products and services”, lays the groundwork for strategic growth and priorities for the company with operations on six continents and a portfolio of more than 500 specialty ingredients. Previously, Kemin reached 3.8 billion lives – more than half the world’s population – every day through its products and services for humans, animals and pets. This vision was set in 1998, with a target goal of 2019. Kemin achieved the milestone two years early.

By 2042, the world’s population will reach approximately 10 billion people. For Kemin to transform 80 percent of the world’s population – approximately 8 billion – people must encounter Kemin products five times each day. From sunrise to sunset, a person may have eggs for breakfast, feed their pet, wear jeans, take a supplement and purchase bakery items or meat at the market – all opportunities that include Kemin ingredients.

“When we created our previous vision 20 years

ago, it was ambitious and encompassed all aspects of our business. Since then, Kemin has grown ten-fold, and now the impact we can create is even greater,” said Dr. Chris Nelson, President and CEO, Kemin. “By using our scientific expertise at the molecular level and continuing to innovate, we have the ability to be

transformative on a global scale in a rapidly changing and growing marketplace. With a new vision to guide us, we are reenergized to reach more people with our products and services to truly transform the quality of life around the world.”

Along with this vision, the new Kemin logo reflects the company’s focus on future growth while respecting its history through a thoughtful evolution of the Kemin brand identity.

“Our previous logo was encased with a thick, red circle in the signature Kemin red. Now without a border, the new logo represents transparency and innovation,” said Haley Stomp, Senior Vice President – Worldwide Marketing, Kemin. “The stylized ‘K’ remains, paying homage to the two previous Kemin logos.

The red arch represents forward movement and calls attention to the ‘I’, emphasizing Kemin’s innovation. The ‘N’ behind the red arch represents the Nelson family who stand behind Kemin now, as they have since the company’s founding, and will continue to do so for generations to come.”



Established in 1961 by R.W. and Mary Nelson, Kemin’s primary focus was to develop innovative agricultural products. Today, Kemin remains privately owned-and-operated by the Nelson family and has expanded into the human and animal health and nutrition, aquaculture, pet food, nutraceutical, food technologies, crop technologies and textile industries. With its growth and diversification, Kemin has been able to reach more than half the world’s population by being the science inside countless products consumers interact with every day. Major Kemin Product Innovations:

- **Antioxidants:** Two of the first antioxidant products in the feed industry, Endox® and Rendox® preserve

freshness in animal feed. These innovative products launched Kemin into global agricultural markets. Decades later, Kemin created consumer food solutions, including EN-HANCE® and the FORTIUM® product line to assist with oxidation, shelf life and color preservation.

- **Antimicrobials:** To reduce the likelihood of harmful bacterial contamination in animal feed, human food and pet food, Kemin launched Sal CURB®, BactoCEASE® and other products to help prevent spoilage.

- **Mold Inhibitors:** Myco CURB®, a non-corrosive feed preservative, inhibits typical mold growth found in commercial grain, which also led to the creation of SHIELD® to prevent mold growth in tortilla products. Still a legacy product for Kemin, Myco CURB® remains the world’s most widely sold mold inhibitor.

- **Kemin Botanicals:**

- o **Marigolds:** Kemin pioneered the process of isolating and purifying antioxidant molecules from this flower. ORO GLO® adds marigold oleoresin to chicken feed to naturally enhance egg yolks’ yellow color. FloraGLO® Lutein is used in health supplements to support eye health and reduce the risk of age-related macular degeneration. FloraGLO® is the #1 doctor-recommended lutein brand and was the first introduced into the global marketplace.

- o **Rosemary:** Actives from this plant are used in FORTIUM®

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A solarium for hens? How to increase the vitamin D content of eggs

Many people suffer from a vitamin D deficiency. This can result in brittle bones and an increased risk of respiratory diseases

29 June 2019 : Chicken eggs are a natural source of vitamin D and one way to, at least partially, compensate for this deficiency. A team of nutritionists and agricultural scientists at Martin Luther University Halle-Wittenberg (MLU) has found a new way to further increase the vitamin D content of eggs: by exposing chickens to UV light. As the team writes in the scientific journal Poultry Science, the method can be put into practice in henhouses straight away. Vitamin D assumes many important functions in the human body. During the summer months, people are able to cover about 90 percent of their daily vitamin D requirements themselves since it forms naturally in the skin through exposure to sunlight which contains special bands of light in the UV spectrum. The remainder is ideally consumed through food, such as oily fish or chicken eggs. "However, lifestyle choices prevent many people from getting enough vitamin D. The problem increases even more in the winter months when there is a lack of sunshine," explains nutritionist Dr Julia Kühn from MLU. The researchers were therefore looking for a way to increase the amount of vitamin D in food, in this case in eggs. "The idea was to stimulate the natural

vitamin D production of chickens. Using UV lamps in the henhouses would increase the vitamin D content of the eggs," says Mr Kühn. In earlier studies, the researchers were able to prove the fundamental success of their approach when they illuminated the legs of the chickens with UV light. "However, the experiments were always conducted under ideal conditions. There was only one chicken per lamp. In chicken farms, there is a much higher stocking density than here, in other words: a lot more animals," Mr Kühn continues. The new study aimed to test the practical feasibility of the method and therefore was conducted on two chicken farms. Comparisons were made between two different chicken breeds, assorted lamps and different durations of light exposure per day. The researchers not only continuously analysed the vitamin D content of the newly laid eggs during the trial period, they also investigated the impact the additional light had on the animals. "Humans cannot see UV light, but chickens can. Therefore, light regimes are a critical aspect in chicken husbandry because light influences behaviour and laying activity," explains Professor Eberhard von Borell, an

expert in animal husbandry at MLU. His working group analysed the behaviour of the animals using video recordings. The researchers also inspected the chickens' plumage for injuries by other members in order to assess their potential for activity and aggression. The research team's idea worked: After only three weeks of UV light exposure for six hours per day, the vitamin D content of the eggs increased three to

four-fold. This value did not increase any further in the following weeks. Also, the additional UV light did not cause any obvious problems for the hens. They neither avoided the area around the lamps, nor did they act any differently. As a result, the researchers conclude that their method also works under practical conditions and that this could represent an important step towards supplying the population with vitamin D.

Kemin Launches New Vision and Logo for the Future

Contn from Page 28

R to protect against flavor and color loss in consumer food, and in NATUROX® to naturally keep pet food fresh.

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With the new vision, Kemin strives to sustainably transform the quality of life around the world. By forming a new vision and transformed logo, Kemin is focused on expanding its global reach to achieve this goal. By incorporating a triple-bottom-line approach into all aspects of the Kemin business, and with its expertise on how to nourish, protect and innovate on a global scale, the company is dedicated to fostering healthy people, a healthy planet and a healthy business.

"We believe the industries we serve and the science we stand behind offer endless opportunities to reduce our environmental impact and increase our contribution – all while continuing to serve our customers to transform the quality of life around the world," said Dr. Nelson. "With inspired molecular solutions, we are using science to provide answers to the world's challenges related to food, feed and health for humans and animals. We've turned our attention to ensuring that what we do at Kemin today creates a better tomorrow."



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Layer industry Expands well in 2017, 2018 in Bihar, Odisha, West Bengal and UP

Layer population in the 4 States expanded at 15 to 30 % to become 3.5 crore.

While annual Layer commercial chicks placement in India is 24 crore, the Broiler day old commercial chicks placement is estimated at 450 crore annually.

Pune: Layer industry expanded well in the past two years, 2017 and 2018 at the rate of 15 to 30 % in Bihar, Odisha, West Bengal and Uttar Pradesh states in the country, said Mr Deepak Khosla, General Manager, Marketing, Venky's India Pvt Ltd, a group company of Venkateshwara Hatcheries here.

Layer population in the four states grown up such as: Bihar has 50 lakh Layers; Odisha has 65 lakh Layers; West Bengal has one crore Layers and Uttar Pradesh has 1.5 crore layers. Layer industry has almost doubled in these four states in the recent three years, he stated. The reason for such development in these states is availability of land at reasonable cost, plenty of water and labour at low cost. Losses in agriculture farming is also an important reason for farmers shifting towards poultry farming, observed Mr Deepak Khosla, Incharge of poultry pharmaceutical and biological products division of Venkateshwara Hatcheries Group. It is interesting to note that once consuming states like Bihar, Odisha, West Bengal and Uttar Pradesh have now become Eggs producing states in the country. Bankura and Midnapore areas became hub for layer farming in West Bengal state.



Deepak Khosla

Andhra Pradesh, Telangana and Haryana states witnessed less expansion in the last two years.

While layer commercial chicks placement in the country is 24 crore annually, India is producing about 23 crore Eggs every day, very less number of table eggs go to egg powder plants, and only one percent of eggs produced go for exports from India that too from Namakkal in Tamil Nadu state.

Broiler chicks placement 450 crore annually. The annual broiler day old commercial chicks placement is estimated at 450 crore. With an average body weight of 2.2 kg per bird, Indian broiler sector is growing very fast in the recent years.

Rs 5,000 crore Nutrition and Healthcare products market. A very prominent and hardworking senior executive of Venkateshwara Hatcheries Group Mr Deepak Khosla said that poultry healthcare products market in India is growing rapidly.

India's Poultry Healthcare Products Business Market estimated at Rs 5,000 crores

Hyderabad: Poultry Fortune made a survey to know about the size of poultry healthcare products annual market in India and according to the sources, it has been estimated to be at Rs 5,000 crore. This segment of poultry industry in the country is growing well in the past one decade, due to which more people are coming into this segment with business ventures.

As per the discussion with various sections of poultry industry in India, it has been estimated that the below poultry healthcare companies dealing with medicines, vaccines, feed supplements and additives, disinfectant products etc came under top 20 poultry healthcare and nutrition companies with annual business turnover of Rs 50 crore to Rs 1200 crore with needed sales and technical services network besides dealers & distributors in the country.

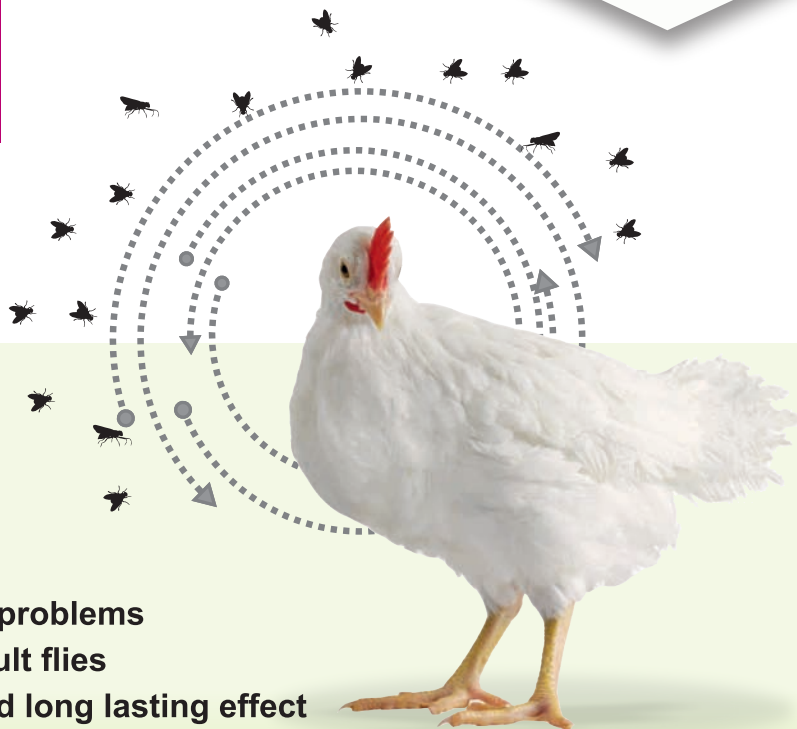
We appeal to the companies who are not in the below list of top 20 companies, may inform us their business turnover volumes with the sales and services network along with dealership network in the country, so that we can update ourselves and publish those figures. This is only a beginning of providing innovative reports, hence Poultry Fortune request

all to understand and cooperate – Editor

Top 20 Poultry Healthcare Companies in India

1. Venkateshwara Hatcheries Group - Rs 1200 cr (Ventri, Venky's & B.V. Bio Corp)
2. Zoetis India Ltd - Rs 400 cr
3. Cargill (Provimi Animal Nutrition India) - Rs 350 cr
4. Kemin Industries South Asia - Rs 300 cr
5. Zydus Animal Health - Rs 200 – 250 cr
6. Vetoquinol India Animal Health - Rs 250 cr
7. Elanco (Novartis) - Rs 250 cr
8. MSD Animal Health - Rs 200 cr
9. Indian Herbs Specialities - Rs 200 cr
10. DSM Nutritional Products India - Rs 175 cr
11. Boehringer & Merial - Rs 150 cr
12. Hester Pharmaceuticals - Rs 150 cr
13. Piramal - Rs 100 – 150 cr
14. Virbac Animal Health India - Rs 110 cr
15. Natural Remedies - Rs 100 cr
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Coffee with PETER

Interview with Mr Peter Saey,
Zone Director, Asia and Oceania



Peter Saey, Zone Director Asia and Oceania, HIPRA

INTRODUCTION

HIPRA is a multinational veterinary company dedicated to the research, production and marketing of products for prevention in Animal Health.

HIPRA's history spans more than half a century and do currently occupy one of the top positions amongst pharmaceutical companies producing Biologicals for the veterinary worldwide.

At HIPRA we are convinced that the future lies in prevention. In fact, R&D is the core of our knowledge. Currently, 16% of HIPRA staff and 10% of annual turnover are dedicated to R&D and Regulatory Affairs. There is a single objective to all of this: to generate and apply the latest scientific advances in the development of innovative solutions that provide differential advantages. We are specialists in developing innovative preventive solutions that make it possible to identify existing threats on any poultry or livestock farm before they occur, in such a way that we can act to prevent them or minimize their effects. We have a broad range of highly innovative Biological products, an advanced diagnostic service and our own line of Diagnostic kits.

The company is carrying out a steady and solid process of international expansion and has its own branches in 38 countries and two strategically located production plants, one in Europe (Spain) and another in South America (Brazil). Together with a worldwide distribution network, HIPRA's products are available to customers in more than 100 countries across the five continents. The company's future strategy is clearly expressed in its vision: to be the reference in prevention for Animal Health. HIPRA has a great potential for growth and the most products launched in recent years. And this line will continue in the coming years. This enables us to continue our international expansion, while always maintaining the independence that we are characterized by and the entire dedication to the world of animal health and serving our customers.

HIPRA, A True Reference in prevention for Animal Health

QUESTION: Could you please tell us about HIPRA's history, current status and company's vision?

Peter Saey: Vocation of leadership. That is what has always marked the activity of HIPRA: a veterinary pharmaceutical company dedicated to the research, production and marketing of solutions for Animal Health. We develop vaccines with high added value, by applying the latest scientific developments.

Our history spans more than half a century.

Currently, when you look at Biologicals, HIPRA occupies one of the top positions amongst pharmaceutical companies for the veterinary industry worldwide. It is the combination of experience, advanced technology and a team that is fully dedicated to developing innovative products that provides differential advantages to our customers. Besides vaccines HIPRA has been building for over 15 years on a international network of high end diagnostic services as well. In customer surveys, this is widely acknowledged as another differential factor of paramount importance. Also we are the only Animal Health Laboratory which has its own line of diagnostic kits: CIVTEST. These reagents for veterinary diagnostics have been developed by our R&D

Department in collaboration with numerous leading laboratories.

Our future strategy is clearly outlined in our vision: To become the reference in prevention for animal health by offering innovative biological and pharmaceutical products, diagnostic kits and advanced diagnostic services. We feel both convinced and proud about that vision. That's why we have been promoting it in such a clear way for many years now.

QUESTION: In the last decade, HIPRA has become more and more specialized in developing biological products. Please explain to us, why has such a strong commitment been made in this field?

Peter: At HIPRA, we are convinced that the key to ensuring animal health lies in prevention, the more so at a time like the present in which the industry is undergoing major changes. We see that the market still relies on treatment as the first option for disease control. However, HIPRA is fully committed to promoting the pathologies that affect our farms worldwide. We are convinced that the use of vaccines is both a more economic and effective option in the battle against animal diseases. Very important, this is essential

for reducing the amount of antibiotics in the food chain, thus, decreasing potential problems related to resistance.

QUESTION: You mentioned that HIPRA products possess a differential high added value. What exactly does this differential value mean?

Peter: We know the criteria according to which veterinarians make their choice when deciding on the right vaccine. Our products provide the Animal Health professionals not only with the commitment that will protect against diseases but more importantly an efficacy that will eventually bring a return in profitability to the farmer.

We control all levels of the product creation process (from initial product research to its manufacture in our production plant and to its final marketing). This gives us the flexibility and knowledge to be constantly innovating, designing and developing new products that contain the differential value we seek.

Talking about HIPRA INDIA, we managed to register five vaccines for the poultry industry in a first phase. There are two vaccines for Newcastle disease another for Gumboro disease. One for Coryza and one against Salmonella in breeder and layer. However, this is no more than the beginning. Currently we have 12 more vaccines in the regulatory pipeline for India, for both poultry but also cattle. Some of those vaccines will be ready in less than

a year from now. One of the expected to be ready early ones is a high-end coccidiosis vaccine for breeders and layers, which will be on offer along with its dedicated Hipraspray device, also developed by HIPRA, offering the possibility to the farmer to control and store all relevant vaccination data in a very easy way.

QUESTION: In quantitative terms, what role does R&D play in the HIPRA business model?

Peter: Research and Development is the core of our knowledge. Currently, 16% of HIPRA staff and 10% of annual turnover are dedicated to R&D and Regulatory Affairs. If you compare these numbers to those of other players in this industry, you will find that HIPRA's focus on R&D is higher than the common standard.

QUESTION: Looking into the future, what new challenges are expected in the short and long term?

ANSWER: HIPRA is facing the future with confidence because we have the experience and knowledge needed to meet the future challenges of our industry. In particular we are carrying out a steady and solid process of international expansion. We currently have our own branches in 38 countries and soon there will be new ones directly providing our products and services to customers. We also have two strategically located production plants, one in Europe (Spain) and another

in South America (Brazil). Together with a worldwide distribution network, we make our products available to customers in more than 100 countries across five continents.

Our future strategy is clearly expressed in our vision: To be the reference in prevention for animal health. From my point of view, this is particularly well thought out in an environment like today's, in which the creation of large companies resulting from mergers and acquisitions among multinational pharmaceutical companies is increasingly common. In an industry where the business is based on mid-to-long term projects. HIPRA remains as a highly value alternative for customers and distributors for now and the future.

HIPRA has a great potential for growth. The establishment of new subsidiaries and the launch of new and innovative vaccines have enhanced the rapid growth of the company. HIPRA will be the company with the largest number of new vaccines launched on the market and plans to continue investing in vaccines and diagnostic tools while expanding its activity in both devices and traceability. HIPRA has a clear desire for independence as a stand-alone company, exclusively dedicated to the world of animal health.

QUESTION: What is the current situation of HIPRA INDIA and what is its future?

Peter: Our commitment with India is for the long-term. First, we will dedicate time and resources to register any novel vaccine that offers a potential solution for the Indian market. But it also goes the other way round: being India one of the biggest global players in livestock, we will take the specific needs of its industry in account when taking decisions on future product development.

On the other hand, likewise we do in other areas in the world, we won't just be offering products only. As explained before, our diagnostic service philosophy is a basic pillar in our strategy. That will have to be brought to India as well. So are the medical devices. Our diagnostic kits and our Hipra University education programmes, just to name some.

We want to learn from the Indian AH industry and contributes to make it better.

Last but not least, people are at the very centre in our company. A premium product taking care of by a not so excellent team will never reach its full potential. Therefore, we take care of people and only search for the best professionals in every market. In this sense, India is not any different than what HIPRA has been doing for many years. Excellence, Optimism and Credibility, these are the three basic values we look for in every individual, regardless her or his role in our organization.

HIPRA Launch Events in India



Peter Saey lighting the lamp to mark launch of HIPRA products in India. Dr Shyam Vane is seen helping him in lighting the lamp.

HIPRA Launch Event

HIPRA organized its first company launch event at India's largest poultry hub in the city of Hyderabad on 28th May, 2019 at Hotel Novotel. The event was initiated with the press conference in the afternoon. The press conference had in its panel Mr Peter



Dr Shyam Vane

Saey, Zone Director Asia & Oceania, Ms Panicha Thanahiranchai, Regional Manager, Asia & Oceania. Dr Shyam Vane, Business Manager, HIPRA India and Mr D. S. Subramaniam,

Distributor, HIPRA India. Dr Shyam Vane, Business Manager, HIPRA India addressed the gathering and welcomed the press reporters representing various national News Channel and Poultry Journals. Later he invited Mr Peter Saey, Zone Director Asia & Oceania to initiate the press meet. Following this, Mr Peter Saey, Zone Director Asia & Oceania, had given a corporate presentation on HIPRA. He informed the guests regarding company's history, vision, mission and future goals. He also described about its aim to be the reference in prevention for animal health by ensuring the best quality vaccines for poultry both in terms of efficacy and even safety. Mr Peter Saey, Zone Director, even briefed about the recent activities of the HIPRA in the poultry industry worldwide.

Post the press conference the launch event was conducted in the evening which was attended by delegates from the poultry industry of Andhra Pradesh, Telangana and also from other parts of India. The event was attended by layer and breeder farmers, integrators and renowned



Dr Shyong Weh Ong

poultry consultants from the field of poultry industry. The event commenced with the welcome address by Dr Shyam Vane, Business Manager in which he introduced the HIPRA

team and invited Mr Peter Saey, Zone Director, Asia & Oceania and Ms Panicha Thanahiranchai, Regional Manager, Asia & Oceania, to start the occasion with the inauguration of HIPRA to announce the initiation of its technocommercial operations in India. After the inauguration, Mr Peter Saey, Zone Director, enlightened the delegates with a corporate presentation on HIPRA giving an insight on the company strategies, briefing about its range of products and services including its future plans, the facilities it has worldwide and its team. Explaining about the company strategies he threw light on HIPRA's vision to be the reference in prevention for animal health. Mr Peter Saey, Zone Director, even described about its global positioning giving an idea about the vaccines and diagnostic kits HIPRA had developed till date. The audience were informed about the 4 technological solutions which HIPRA offers through smart vaccination which is a state-of-the-art vaccination technique for the hatchery with specific precision mechanisms and has HIPRA link Software for the traceability of synchronized vaccination. Mr Peter Saey, Zone Director, even elaborated about HIPRA's own diagnostic service called Diagnos in 9 different regions. The importance of the continuing educational programme called HIPRA University which the company offers in the field of disease prevention intended for veterinarians was very well described by him. At the end, Mr Peter Saey, Zone Director,

concluded his presentation by thanking the entire HIPRA team along with the distributors and requested them for extending their support in future for establishing HIPRA in the India Poultry Industry. It was followed by detailed and comprehensive presentations on HIPRAviar CLON Live cloned vaccine against Newcastle disease, HIPRAviar CLON/IB H120 – Live combined vaccine against Newcastle disease



Dr Kakoli Ahmed

and Infectious bronchitis by subject matter expert Dr Shyong Weh Ong, Regional Technical and Marketing Specialist, Asia Oceania from Malaysia. He apprised the delegates about the advantages of cloned vaccines of HIPRA. He Stressed upon the advantages HIPRAviar Clon which can be administered to all types of birds providing long lasting immunity without manifestation of secondary reactions. Dr Shyong Weh Ong shared more ideas on HIPRAviar CLON with his vast field experience in HIPRA. He highlighted on efficacy and safety of HIPRAviar CLON against Newcastle disease by sharing valuable information based on the various published field trial reports conducted across various countries. It was interesting to know how

HIPRAviar CLON is beneficial to prevent all genotypes of Newcastle. The interaction of the HIPRA technical team with the poultry experts in each of the areas were very informative and useful. He also presented on Coripravac, a trivalent inactivated vaccine with oil adjuvant against infectious Coryza containing inactivated Avibacterium paragallinarum (serovars A. B. C).

Dr Kakoli Ahmed, Technical and Marketing Manager, HIPRA India presented on HIPRAgumboro CH/80. Live cloned vaccine against infectious Bursal disease and also Avisan Secure killed vaccine against Salmonellosis. She emphasized about the benefits of using HIPRAgumboro CH/80 against Gumboro disease. While presenting on Avisan Secure, she mentioned that in view of major food and animal feed safety concerns, HIPRA has taken key initiatives to provide an effective and safe vaccine against Salmonella enteritidis

and S. typhimurium. It is well proven in published scientific trials that HIPRA products are highly efficacious, safe, for profitable and sustainable poultry production. Vaccination with Avisan Secure will allow the producer to optimize the microbiological quality of table eggs and prevent Salmonella enteritidis and S. typhimurium which are the most common sources



of food poisoning through poultry products. At the end of the technical presentations Dr Shyam Vane, Business Manager, thanked the gathering for their active participation in the launch event. After the first launch in

Hyderabad similar regional launch events were conducted in other parts of India as well in series to spread the awareness of HIPRA's entry in the Indian poultry market and its unique products. The regional launch were organised at Coimbatore on 30th May and at Namakkal on 31st May and with this the first phase of company launch concluded. During this phase, Dr Shyam Vane, Business Manager, delivered the corporate presentation at Coimbatore and Namakkal giving a clear picture of HIPRA as multinational biological company and its quality vaccines to the delegates present followed by the technical presentations by Dr Shyong Weh Ong and Dr Kakoli Ahmed. Dr Shyam Vane, Business Manager, at the end of the technical sessions thanked all the audience for their active participation in the launch events. The events concluded with a good note followed by networking dinner and group photography.



A view of participants in HIPRA launch meet



D.S. Subramaniam interacting with participants.

Dr Shyam Vane, Business Manager had extended his special thanks to each and every HIPRA distributor and the key Account Managers individually for their active participation and cooperation in organizing the events at each place making it a success. He once again welcomed them all to the HIPRA India team. Our team of key Account Manager have – Mr Vikash Kumar (North Region). Mr Sourav P Das (West Region). Dr V Palani Kumar

(Tamil Nadu and Karnataka Region). Mr Manikyala Rao Andey (Andhra Pradesh and Telangana) and Mr Dibyendu Pal (East Region). The distributors for HIPRA India are: Mr Tara Subramaniam, Tara enterprises, Mr Sugumar Gopi. Hindusthan Animal Care, Mr Mohan Sridevi, (Sri Sara Groups, Gokul Traders). Dr Atul Deshmukh, (H. R. Multiples). Mr Pintu Das, (Das Drug Centre) and Mr Manjit Singh Kooka, Astra Marketing.

M P Dr Ranjith Reddy keeps up his promise



Dr G. Ranjith Reddy, MP, with Giriraj Singh, Union Minister for Animal Husbandry, Dairying & Fisheries, GOI.

The Member of Parliament Dr G. Ranjith Reddy along with members of All India Poultry Breeders Association met three ministers of Animal Husbandry at Krishnabhavan in New Delhi on 3 July 2019 and discussed on various poultry policies.

Dr Ranjith reddy has specially emphasised on today's maize crisis and making availability of Wheat and Rice from Govt of India exclusively for poultry sector. Dr Ranjith who promised during his election campaign of doing his best to resolve the issues of poultry industry in the country is living upto his promise.



HIPRA team members during their poultry products launch meet in Hyderabad. Peter, Shyam Vane, Dr Kakoli Ahmed, Dr Shyong Wejh Ong with their team members.



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

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

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8. Best Manager in Production in Poultry Award
9. Best Marketing Man in Poultry Award
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11. Best Poultry Equipment & Automation Award
12. Best Poultry Healthcare Products Manufacturer Award
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17. Best Executive with Long Service Award
18. Best CEO in Poultry Industry Award
19. Life Time Achievement Award

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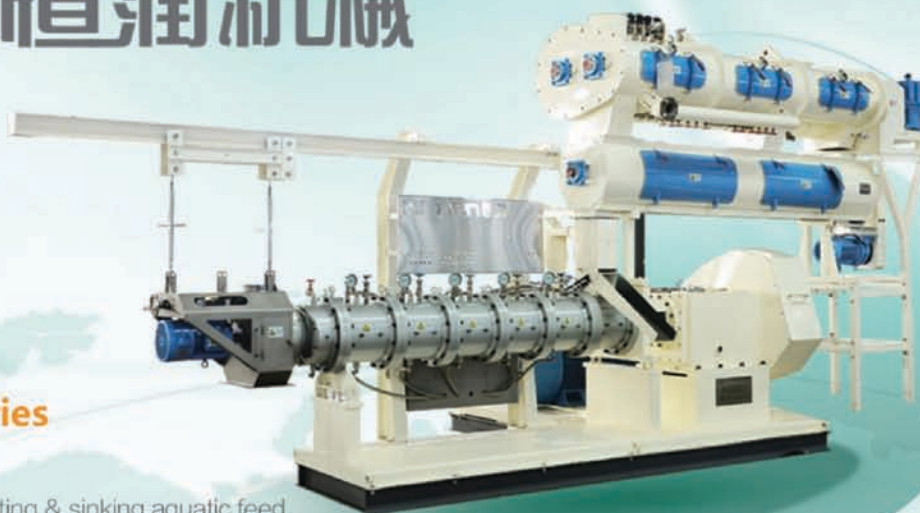
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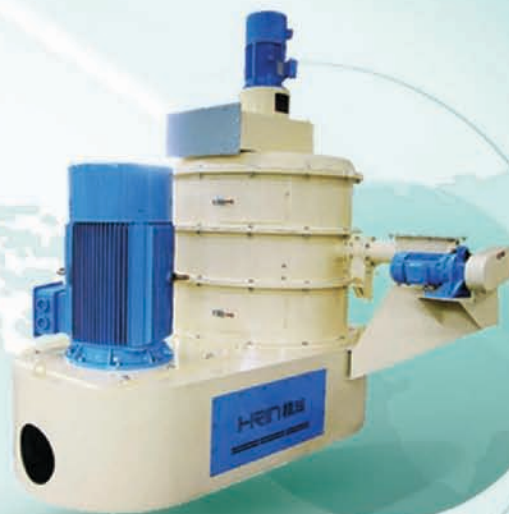
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Water Hygiene – A Comparative Study on Acidifiers in Commercial Broilers

Venket M Shelke, Chandrasekar S and Saravanan Sankaran

Kemin Industries South Asia Pvt td

INTRODUCTION

Water is an essential and indispensable nutrient involved in all the metabolic processes of living organism. In poultry, providing water at high-quality standards with pH of 6.5 would ensure superior growth performance with a low risk of coliform infections. Water quality in broiler production would play a pivotal role in reducing mortality and improving production performance. In Indian broiler farms, the common practice of managing water hygiene is using a water sanitizer along with a water acidifier. Acidifiers have two main mode of action such as maintaining optimal intestinal pH for an efficient proteolytic activity of digestive enzyme and antimicrobial activity on intestinal pathogens to reduce subclinical infections.

Currently, many methods are being employed for water sanitation through the addition of quaternary ammonium compounds, organic acids and chlorine compounds. Kemin's Acid LAC™ W Conc. liquid is a synergistic blend of organic acids and anti-microbial compound that play a dual role of water acidification and water sanitation. In the present study, a comparative evaluation was done on Kemin's solution for improving the water hygiene and the combination group of organic acid blend (used as water acidifier) and sodium dichloroisocyanurate (NaDCC, used as water sanitizer).

TRIAL DESIGN

A commercial 40-days trial with a total capacity of 24,449 (Cobb-430) broiler birds was conducted in Western part of India. The birds were divided into two groups and reared in deep rice husk litter system.

The first group was treated with the combination of water acidifier and NaDCC from different competitors, and second group with Acid LAC™ W Conc. liquid. The trial details and dosage levels for water treatment are given in Table-1. Both the groups were housed separately and maintained on pre-starter, starter and finisher diets as per standard ration and, drinking water was provided ad libitum throughout the trial period. Performance parameters were recorded, and economic benefits were calculated at the end of trial.

Table 1: Details of treatment groups and dosage levels

GROUPS	DOSAGE LEVEL	NUMBER OF BIRDS
Acidifier + NaDCC	Acidifier at 600ml/1000litre + NaDCC at 10gm/1000litre of drinking water	13,698
Acid LAC™ W Conc. Liquid	250 ml/1000 liter of drinking water	10,751

RESULTS

1. LIVABILITY PERCENTAGE

At 40th day of trial, Acid LAC™ W Conc. Liquid showed 5.82% higher livability over Acidifier with NaDCC group.

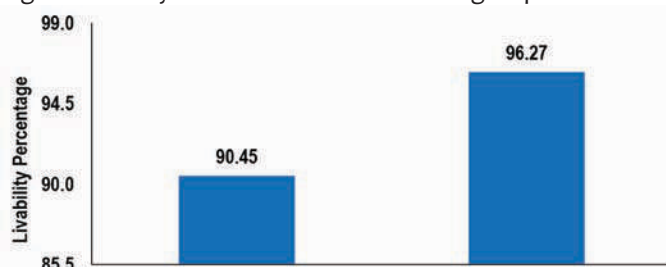


Figure-1: Livability percentage of birds at the end of 40 days trial period.

2. WEEKLY WEIGHT GAIN

The mean weekly body weight gain (gm) of birds treated with Acidifier & NaDCC against Acid LAC™ W Conc. Liquid from 1st week to 6th weeks of age showed higher weight gain of 115gm in Acid LAC™ W Conc. Liquid over Acidifier with NaDCC group.

3. FEED CONVERSION RATIO (FCR)

Acid LAC™ W Conc. Liquid had 6-points better FCR over the combination of Acidifier with NaDCC group.

4. EUROPEAN EFFICIENCY FACTOR (EEF)

Acid LAC™ W Conc. Liquid showed 47-points higher EEF than Acidifier with NaDCC group.

DISCUSSION

Several studies done by Kemin reported that Acid LAC™ W Conc. Liquid had positive effect on body weight gain and FCR in broilers. Also, it was reported that the synergistic effect of organic acids blend reduced the water pH and, microbial load in crop and proventriculus of birds.

Highlight Points

- In Indian broiler farms, the common practice of managing water hygiene is using a water sanitizer along with a water acidifier.
- Acidifiers have two main mode of action such as maintaining optimal intestinal pH for an efficient proteolytic activity of digestive enzyme and antimicrobial activity on intestinal pathogens to reduce subclinical infections.
- Kemin's Acid LAC™ W Conc. liquid is a synergistic blend of organic acids and anti-microbial compound that play a dual role of water acidification and water sanitation.
- Water treatment with Kemin's Acid LAC™ W Conc. Liquid enhance the broiler performance and livability with better economic returns.



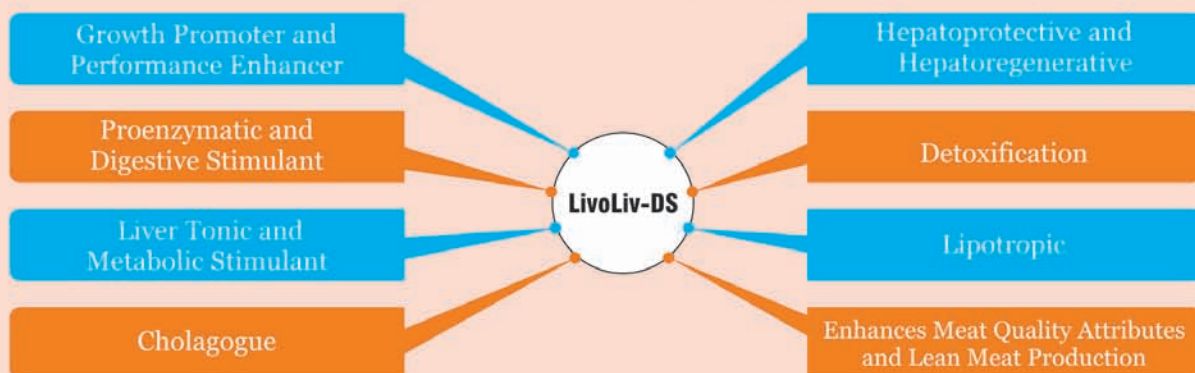
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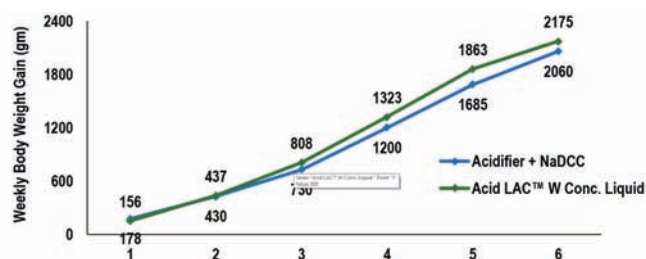


Figure-2: Weekly weight gain of treatment groups at the end of trial.

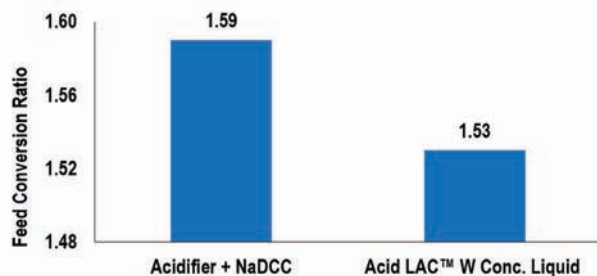


Figure-3: Feed conversion ratio (FCR) of treatment groups at the end of trial.

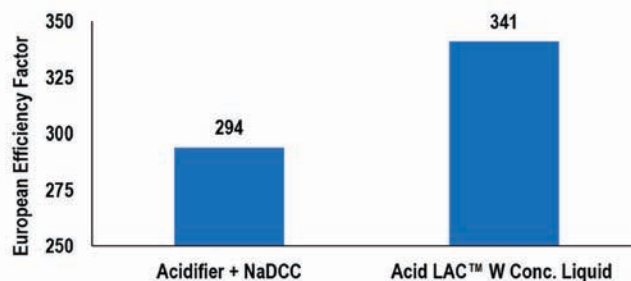


Figure-4: European efficiency factor (EEF) of treatment groups at the end of trial.

CONCLUSION

Water sanitation with Acid LAC™ W Conc. Liquid improved the performance of broilers with an economical savings of ₹ 3 per kg live weight production cost and an extra income of ₹ 4,64,973 for one million broiler birds over the combination of normal Acidifier with NaDCC. Thus, water treatment with Kemin's Acid LAC™ W Conc. Liquid enhance the broiler performance and livability with better economic returns.

Seaweed supplementation in poultry diet

Bornalee Handique, Ph.D scholar, ICAR-Indian Veterinary Research Institute, Izatnagar, UP-243122, India.

Introduction

Feed is the major component of total costs of poultry venture as 80% of the total expenditure is on procurement of feed. Moreover there is scarcity of feed and feeds are not utilized properly. The use of antibiotic based growth promoters is presently facing serious problem and has raised global concern as some reports revealed their ill effects among which are development of microbial resistance to the products and their potential harmful effects on human health. Moreover, antibiotics lead to drug resistance in bacteria and drug residues in meat. These short comings lead to search for alternative feed resources that eliminate these threats. Marine macroalgae or seaweeds are the example of this type of feed resources. Seaweeds are such unconventional feed ingredients, which are available in sufficient amount in coastal areas. Seaweeds are classified according to their pigmentation into brown algae (Phaeophyceae), red algae (Rhodophyceae) and green algae (Chlorophyceae). Seaweeds are rich in non-starch polysaccharides, minerals and vitamins. Many species of macro-algae have anti-bacterial, anti-viral, antioxidant and anti-inflammatory properties that improve animal health and function. Red and brown seaweeds have prebiotic properties that alter metabolic activity of beneficial microbiota and reduce the prevalence of pathogenic bacteria. Seaweeds have been used in poultry to improve animal immune status, to decrease microbial load in digestive tract and for their beneficial effect on quality of poultry meat and eggs.

Nutritive value of seaweed for poultry

To produce seaweed meal for use in animal feed, seaweeds are collected, dried and milled. Because much of the protein and carbohydrates in seaweed are not digestible in non-ruminants, the nutritional value of seaweed for poultry is as a source of minerals and vitamins. The minerals in seaweed meal include potassium, phosphorus, magnesium, calcium, sodium, chlorine, and sulfur as well as the trace elements (elements required in trace amounts) zinc, cobalt, chromium, molybdenum, nickel, tin, vanadium, fluorine, and iodine. The mineral content of some seaweed represents 30 percent of the dry matter weight. The vitamins in seaweed meal include ascorbic acid, tocopherols, and some B vitamins.

Seaweed meal can be added to poultry diets in a ratio of up to 5 to 15 percent of the diet depending on the species of seaweed and the species and age of the animal. One use of seaweed in the diet is as a pellet binder including seaweed as up to 3 percent of the diet improves the hardness of the pellet.

Effect of seaweeds in growth performance of broilers

Green seaweed *Enteromorpha prolifera* fed to broilers at inclusion rates ranging from 2% to 4% provided best nutrient availability and high apparent metabolizable energy, which may be attributed to a high level of amylase in the duodenum. It had a positive effect on feed intake, feed conversion ratio and average daily gain. Inclusion of *Ulva lactuca* at 3% dietary level in broilers (12–33 day-old) had no effect on feed



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intake, body weight gain, feed conversion ratio and nutrient retention, while its inclusion at levels higher than 10% resulted in lower feed intake and reduced growth rate in 3 week-old broilers and cockerels. Supplementation of brown seaweeds (*Ascophyllum nodosum*) in broiler diet increased growth performance.

Effects of seaweed on carcass quality

Inclusion of seaweed in broiler diet reduce abdominal and subcutaneous fat thickness thus improving breast meat quality. Inclusion of *Sargassum* enhanced polyunsaturated fatty acids and n-3 fatty acids and overall improve the meat quality. Inclusion of *Undaria pinnatifida* upto 4% in broiler diets were shown to alleviate the negative impact of induced acute phase response (the decrease or increase in the concentration of certain plasma proteins in response to inflammation) notably by reducing protein breakdown.

Effect of seaweed on egg quality

Brown seaweed *Sargassum* species from the Red Sea shore fed to laying hens during 20–30 weeks at 1–12% dietary level had no deleterious effect on body weight, egg weight, egg production, feed conversion ratio and egg quality. *Sargassum dentifolium* fed raw, boiled or autoclaved at levels of 3% or 6% was beneficial to egg quality. It decreased yolk cholesterol, triglycerides and n-6 fatty acids and increased carotene and lutein plus zeaxanthin contents. Boiling improved high density lipoprotein, a desirable trait for human health. Green seaweed *Epiactis prolifera* included at 1–3% resulted in improved egg production and quality, it increased weight, shell thickness and yolk colour and reduced cholesterol in yolk. It also resulted in a lower *E. coli* load in faeces suggesting better animal health.

Effect of seaweed on immune status, antioxidant activity and health

Calcified seaweeds are a valuable alternative source of calcium for broilers as availability of organic calcium is higher than that of inorganic calcium from mineral sources such

Highlight Points

Feed is the major component of total costs of poultry venture as it accounts more than 70% involved in poultry production. But there is shortage of feeds to feed the present poultry population. To overcome the shortage of feeds non-conventional feed resources can be used at a limited level. Aquatic plants are the example of this type of feed resources. Seaweeds are available in sufficient amount in coastal areas even during draught period. Seaweeds are rich in nutrients like minerals and vitamins. Many species of macro-algae have anti-bacterial, anti-viral, antioxidant, anti-inflammatory and immune properties that improve animal health and function. Red and brown seaweeds have prebiotic properties that alter metabolic activity of beneficial microbiota and reduce the prevalence of pathogenic bacteria. Hence, seaweed supplementation in poultry improves performance, carcass quality and immune status of the birds and help to combat stress due to their antioxidant properties.

as limestone. While high dietary concentrations of calcium from limestone decrease phosphorus digestibility. The lower concentrations made possible by calcified seaweeds result in better bone health and reduced leg weakness and lameness. Bioactive compounds (fucoidans, carotinoids, flavonoids) present in seaweed has antioxidant activity which help to combat stress of birds.

Conclusion

At present poultry farming is the most dynamic, fastest expanding segment in animal husbandry sector and profitable meat producing industry in the country. Feed cost and availability of quality and quantity of feed is the major problem to feed the

poultry and increase production of poultry. Marine macroalgae or seaweed has anti inflammatory, antiviral, prebiotic activity and improve health of the birds. Therefore inclusion of seaweed in poultry diet is an alternative feed resources to increase production and to meet the demand of feeds to feed the poultry.

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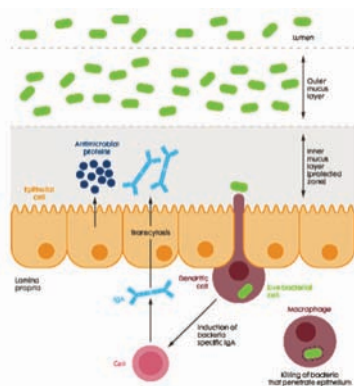
Management of Poultry Feed and Water Hygiene

Dr Swamy Haladi, Feed Additives Manager & Dr. Sabiha Kadari,

Technical Manager, Trouw Nutrition India

In today's scenario of intensive poultry farming, the birds are exposed to various stressors during its production cycle to reap the genetic potential of the bird to the maximum extent possible. Under these situations bird's gut health can be compromised to a larger extent if not taken care of. Healthy gut comprises of a diverse and well-balanced microbiota, good gut wall integrity (as shown in Fig. 1) and immunity which all heavily influence the digestive efficacy of the gut and the subsequent bird's overall production efficiency. The various factors that can influence the gut health are hygiene of feed, water, environment and hatchery, vertical transmission, disease carriers and vectors etc. Of these, the factors that are well within the control of poultry producers are hygiene of feed and water.

Fig 1: Integrity of gut:



Source: Internal

approach needs to be designed and followed with respect to quality control of feed.

a. Raw material quality control

Stringent quality control measures should be in place with respect to acceptance of raw materials received at the feed mill. With South-West monsoon striking in, the raw material moisture is ought to go up either due to the high moisture possibility at harvest or during transit of the raw materials. The raw material moisture seen nowadays is in the tune of 14-18%. High moisture content can pose problems of fungal contamination and further production of mycotoxins

I. Feed Hygiene Management:

Feed, as usual, stays to be the highest contributor for poultry production costs to the tune of 70-75%. With sky rocketing prices of Maize, this number should be somewhere around 80% in the current situation. A well-defined strategic

in grains and bacterial and fungal contamination in protein sources. Quicker and reliable analytical technologies/methods need to be followed for having a detailed nutrient and toxin profile of the raw material in receipt.

b. Raw material storage

A good raw material can turn out to be a not so good one, if not stored effectively. Optimal storage is very much critical, more so true, when the raw material moisture is on the higher end. Sufficient care should be taken with respect to apt ventilation in the storage area, use of wooden pallets, spacing between the bags and the bags from the wall, stacking of bags etc.

If the raw materials are not stored properly, specifically the grains with high moisture, it may lead to fungal growth with eventual production of mycotoxins (aflatoxins and ochratoxins – storage mycotoxins). The inventory of raw materials with high fat content like rice polish, full fat soya, corn gluten meal should not be more than 15 days, owing to the rancidity of fat. The oil tanks/cans/containers once opened should be added with an effective antioxidant to prevent oxidation, during storage.

In addition, with respect to storage of raw materials in silo, if sufficient steps not taken, silo can turn as a bane rather than a boon – spoiling the quality of huge lot of raw materials that are stored within it. There should be sufficient airflow maintained within the silos, to prevent excessive heat buildup with associated fungal sporulation and growth.

c. Feed mill management

Routine feed mill audits have to be carried out as an approach to improve feed mill efficiency. All the machinery of feed mill should be flushed with a good acidifier as a part of feed mill

hygiene program, to take care of any fungal/bacterial contamination that would have occurred in the machinery.

d. Usage of feed additive concepts

Organic acid concepts when used in a proper way are proven to work effectively in management of feed hygiene. Various concepts have been used for prevention of mold, bacteria etc. in feed. Certain organic acid combinations work to improve the gut health of poultry that might have been affected

Highlight Points

- **Healthy gut comprises of a diverse and well-balanced microbiota, good wall integrity and immunity.**
- **Hygiene of feed and water are important in influencing the gut health.**
- **Feed hygiene management requires raw material quality control, raw material storage, feed mill management, use of right feed additive concepts, controlling feed storage and logistics and feed management at farm.**
- **Water hygiene management requires quality control of water, management of pipelines and waterers, and inclusion on water additives.**



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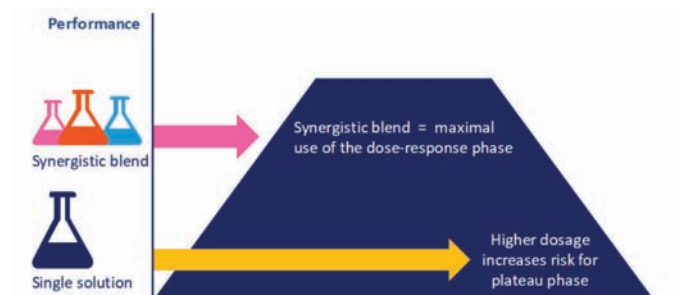
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due to poor feed hygiene – due to its poor management at farm/feed mill. The type of organic acids, the form in which it is included, their pKa, stability etc. play a crucial role in determining the efficacy of organic acid concept. It is always judicious to use a blend of organic acids than a single organic acid, to have synergistic and broad spectrum action, as shown in Fig. 2.

Fig 2: Benefits of synergistic organic acids blend over single organic acid



Source: Internal

e. Feed storage and logistics

Measures similar to that adopted for raw material storage need to be followed for storage of feed at feed mill as well. Similarly, it is always better if the feed is transferred to farms in clean trucks and with transit time of not more than 2 to 3 days, to avoid probable microbial exposure and harsh external environmental conditions, respectively.

f. Feed management at farm

Fresh feed should always be provided to birds. Similarly, the feeder should be cleaned on a daily basis to prevent microbial growth. The feeder height should be optimal to prevent contamination of feed with fecal matter. Additionally, feed spillage, needs to be equally avoided with proper feed management practices, which can serve as an invite to the pests and rodents further threatening feed hygiene.

II. Management of Water:

An equally important factor that contributes to maintaining the hygiene of poultry is Water. Poultry producers do not spend much money (as compared to feed) on the water quality that is been offered to poultry. It has been neglected by many. Nevertheless, it is the most critical inputs of poultry production, without which the bird's feed intake, feed digestion, absorption or any of the metabolic activities would not be taking place inside the bird's body. The various factors to be considered in the management of water hygiene are as detailed below,

A. Quality control of water:

Water has been to be regularly checked once in three months, and when there is a change in season, in an authenticated laboratory for pH, hardness, microbiology, TDS, ORP and specific inorganic matter. With the onset of monsoon – the rain, will invariably increase the ground water table content, but it also washes along with it various unwanted sediments/residues of inorganic matter, sewage waste etc. Therefore, in the rainy season, extra care should be taken with respect to enhancing the water quality.

b. Management of pipelines & waterers:

The pipelines need to be flushed adequately between the flocks with a good acidifier to take care of any biofilm that has been developed during the process of flock grow out. Biofilm is conglomeration of bacterial growth, that effectively reduce both the quality and quantity of water that is been offered to birds, as shown in Fig. 3. If not adequately treated, biofilms can produce a dangerous threat with respect to water hygiene, causing microbial contamination of water, which is supposedly been, treated to take care of the microbes (but does not happen so because of the biofilms).

Fig. 3: Biofilms clogging the pipeline



Source: Internal

The waterers and canisters should be regularly cleaned and adequate height need to be maintained for waterers, to avoid any external contamination. Fresh water should always be provided to birds. Additionally, the water tanks need to be regularly cleaned as well in weekly or biweekly intervals. They should be covered properly, to avoid any rain water contamination.

c. Inclusion of water additives:

Acidification of water to a pH of 5.5 is necessary, if good water quality is to be guaranteed. Sanitizers will not work efficiently or may not work at all if the water pH is above 6.0. The chlorine based sanitizers will be effective only if the pH of water is acidic as shown in Table 1 below.

Table 1: Correlation between water pH and chlorine

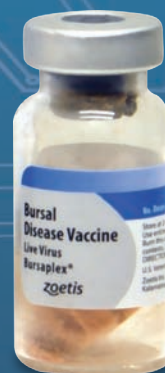
pH	% Hypochlorous acid (rapidly effective)	% Hypochlorite (slow activity)
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Good quality water cum gut acting organic acids need to be added in water, to promote hygiene of water as well gut. The additives/concepts thus included, should be the ones that are capable of providing a stable water quality throughout the day.

III. Role of laboratory

An in-house laboratory is best option for analysis of feed ingredients and water. Otherwise, a third party animal nutrition laboratory that is capable of providing apt and prompt assay results needs to be identified. The right quantity of sample needs to be drawn for physical and chemical analysis. Adequate sampling of ingredients is crucial for mycotoxin analysis, wherein 90% of the errors in toxin assay arise from improper sampling. The sample drawn should be representative of the lot and should be carried out using a proper sampling instrument, and should be collected and sent in a sealable container or zip-lock plastic pouches. For water samples, the water needs to be collected in sterile vials/bottles and should be packed sufficiently (in dry ice if distance is longer), so as to reach the laboratory within 24 hours, if a microbiological analysis is intended. The quality control laboratory should be very quick enough in providing reliable assay results.

Of late, there are various innovative technologies that can be used at the farm level (bringing the lab to the sample rather than other way round), for providing a real-time, rapid and accurate analysis of nutrient profile of feed ingredients and water quality. The poultry producer need to be prudent enough to adopt these technologies for enabling a quicker decision process.

To conclude, the management of feed and water hygiene is very critical in controlling the overall poultry performance. With changing mindset of human consumer, who is now looking for a safe produce (meat/egg), in his plate, and to enable the farm to fork concept, a safe poultry production need to be ensured. This can be possible by adopting the various holistic steps detailed above for maintaining the hygiene of feed and water. The challenges would vary from farm to farm, and hence the solutions need to be customized as per the prevailing conditions.

Trouw Nutrition is committed to assist poultry producers with their range of gut health programs and solutions that are to be included through feed and/or water, according to the need of the customer.

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- Cost effective formulation

Composition:

Each gram contains :

Vitamin E : 100 mg

Selenium : 1 mg

Zinc, Biotin, Ocimum sanctum extract, Aloe Barbadensis Miller, Ascorbic Acid and Inert Carrier

Dose (Water) :

Chicks/Layers : 5 gm/200 Birds

Broilers/Breeders : 5 gm/50 Birds

Acidulate

(Feed & Water)

An Outright Package to Pathogenic Microbes

- **Universal Acidifier** for Feed and Water
- **Three variant** for each category
- **Proven result in Vitro and Vivo** - Commercial farm trials and Lab trials are very positive and encouraging for the domain
- **Unique formulation** - SCFA, MCFA, EO, Allicin Extract and Other enhancers
- **Highest Acid** content for domain
- **Rapid and Sustainable** action against pathogenic microbes
- Work as **Antibacterial, Anti-fungal and Antiviral**.
- **Maintain Gut Health** and prevent adherence and colonisation of pathogenic organisms
- **Stimulate** digestive and Immune systems
- Provides **Prolonged Protection** from pathogenic microbes

Dose:
Feed: 0.5-2 Kg/MT
Water: 1ml/4-10 ml



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