

Poultry Fortune

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June 2019

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No butter for the chicken farmer

Novel Delivery System of Probiotic in Newly Hatched DOC

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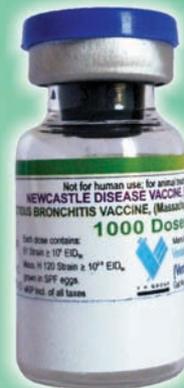
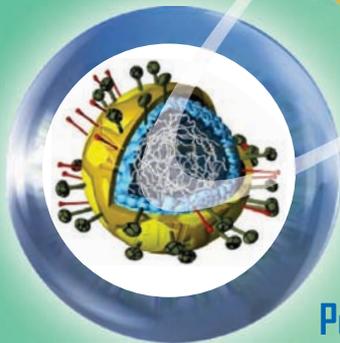
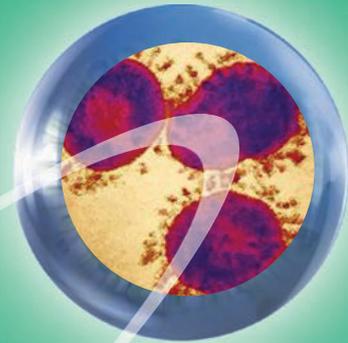
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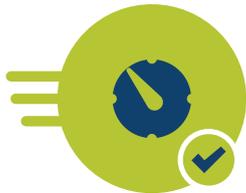
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M. A. Nazeer

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- Editor



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From the Editor...

Create Awareness among Members in Parliament on the Nutrition Value of Eggs and Chicken



Dear Readers,
The June 2019 issue of *Poultry Fortune* is in your hands. I got surprised seeing the results of Assembly and Parliament / Lok Sabha Elections 2019. The kind of majority

seats the people of Andhra Pradesh gave to YSRCP and the people of the country to BJP was beyond to the expectations of experts on the subject. The nation appreciated CBI Joint Director Mr Lakshminarayana when he arrested Mr Y.S. Jaganmohan Reddy and others who involved in multi scams involving huge money, but the same CBI top officer-turned- politician was defeated in the present elections from Visakhapatnam constituency.

When will we change and become matured citizens and voters like America and Europe where the people carefully think and elect correct people to rule the government and the country without corruption, and with regional and religious harmony.



I am happy to congratulate our “Shahrukh Khan” from Indian poultry industry Dr G. Ranjith Reddy, President, Poultry Breeders Association of Telangana, CMD of S R Group and the one

among top 10 poultry companies in India got elected as the Member of Parliament from Chevella constituency, near Hyderabad. We also congratulate other stakeholders of poultry who got elected in the recent elections.

I am sure, Dr Ranjith will create awareness to the Members in the Parliament on the nutrition value of eggs and chicken meat for human health and get government support for the promotion of poultry sector in the country.

In the News section, you may find news about India has signed a Memorandum of Understanding with Japan's largest egg

producer, ISE Foods, in a bid to improve the quality of eggs, waste management and disease diagnosis in poultry farms across the country. With two poultry farms, ISE Foods will soon commence its operations in India. One unit will be established in Gujarat's Surat city, while a larger unit with a production capacity of 1.2 million strong-chicken farm eggs will be set up in Telangana's Siddipet. The ISE's egg production process, almost fully automated, is considered most hygienic in the world. The chickens are completely antibiotic-free and the eggs are transported from the farms to the factories within 24 hours. Globally, ISE's chickens lay about 20 million eggs a day and the company has been in business for over 100 years and has major operations in the US, China and ASEAN countries. Soon, ISE Foods is going to bring its protein-packed offerings to India's billion-plus consumers.

Laboratorios Hipra, S. A., Spain launched five vaccines for poultry in India at a function held in Hyderabad on 28 May 2019 for ND, IBD, Coryza and Salmonella . The family owned HIPRA is a multinational veterinary company dedicated to the research, production and marketing of products for prevention in Animal Health. Currently, 16% of HIPRA staff and 10% of its annual turnover are dedicated to R&D and Regulatory Affairs.

Poultry production is under constant threat due to the effects of mycotoxins in feed. This threat becomes multifold in current scenario when the industry is facing paucity of good quality maize. Also, the coming monsoon is bound to aggravate the problems as the mycotoxin challenge is bound to increase in the days ahead. Thus, to enhance the awareness of customers towards the threat of mycotoxicosis, EW Nutrition organized a series of technical seminars. In the seminars mycotoxins related aspects and the associated losses in poultry production were highlighted.

Despite being one of the world's largest producers, we lack a coherent poultry policy, amidst the distracting din of elections, several important developments in the economy are getting far less bandwidth than they should.

M.A.Nazeer
Editor & Publisher
Poultry Fortune



Poultry Fortune

Our Mission

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

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

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

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

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

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Biomin Accelerates Growth with New Office Space In India

To enable and accelerate growth in India, global animal nutrition firm BIOMIN has moved to a new office space in Chennai, which will facilitate in extending excellent professional services and customer support.

Innovative animal nutrition company BIOMIN recently moved to a new and spacious office in Chennai in India. The new office space, which also includes a pre-screening lab facility will accommodate the growing workforce, especially since the company is expanding its presence in India.

BIOMIN Asia-Pacific Regional Director Edward Manchester, BIOMIN India Managing Director Sujit Kulkarni, BIOMIN India Office Administration Manager Nanda Kumar and an array of employees celebrated the opening with a ribbon-cutting ceremony on May 4.

This was followed by lighting the traditional oil lamp by Lab Support Specialist Pavithra Ramalingam, Data Analyst Jeyabalaji Durairaj and others, as per the Indian custom.

"The new office space is very much part of our expansion and we look forward to continuing growth at an even faster rate," Edward Manchester said and pointed out that BIOMIN believes in growing together with the employees and investing in them.

According to him, the decision to move to a new and spacious office was necessitated due to the growing workforce in office supporting the business, which in turn is a testimony to the increasing presence of BIOMIN in India.

The office is positioned in the prime location in Chennai, the capital city of Tamil Nadu. It is located less than a kilometer from Chennai Trade Centre, an important landmark in the city.

Sujit Kulkarni in his comments said that it is a proud moment for all on this special day. "The bottom line for our growth in India is our strong team of people and it is amazing to see how quickly we are growing," he said and added that the new office will provide the employees an even more comfortable working environment.

Office Administration Manager Nanda Kumar informed that the new office space is not only attractive but also highly functional. "This creates a wonderful working environment for all of us and encourages collaboration and innovation, which is an important part of BIOMIN culture," he said.

To facilitate learning and development and to promote the habit of reading, a library has been established within the office with a small collection of books. "The collection

ranges from technical & management books, magazines, journals, and self-development books," BIOMIN India Technical & Marketing Director Rajan Seralathan, who took the initiative to set up this library said.

The BIOMIN library was inaugurated on the same day. According to him, more

collections will be added gradually and steps will be taken to send books to field sales personnel for their reading and reference if required.

The new office has a full-fledged conference room facility, amenities, and parking facility for the benefit of employees and visitors.

India signs MoU with Japan's ISE Foods to improve poultry farms

India has signed a Memorandum of Understanding with Japan's largest egg producer, ISE Foods, in a bid to improve the quality of eggs, waste management and disease diagnosis in poultry farms across the country.

With two poultry farms, ISE Foods will soon commence its operations in India. One unit will be established in Gujarat's Surat city, while a larger unit with a production capacity of 1.2 million strong-chicken farm eggs will be set up in Telangana's Siddipet.

The ISE's egg production process, almost fully automated, is considered most hygienic in the world. The chickens are completely antibiotic-free and the eggs are transported from the farms to the factories within 24 hours.

Globally, ISE's chickens lay about 20 million eggs a day and the company has been in business for over 100 years and has major operations in the US, China and ASEAN countries.

Soon, ISE Foods is going to bring its protein-packed

offerings to India's billion-plus consumers.

"At this factory, about a million eggs are produced per day. We estimate to produce two million in the future. This factory alone has about 1.5 per cent egg production rate of Japan" said Hiromi Komatsuzaki, an official from ISE Foods.

The company also conducts "ISE integration System" which manages the production of feed, poultry farming, egg collection, packing, and delivery production to control quality.

It also uses the environment-friendly system against odour measurement by using "deodorant", "chip wood", and "sulfur".

"Poultry manure from poultry house is transported to this vertical compost. They become fertilizer" that reach farm through the process of fermentation and pelletizing. And the deodorant system is also fully installed in consideration of the environment," Komatsuzaki added.



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Alltech and the Lyons family announce establishment of new foundation with UK HealthCare

dedicated to personal wellness. No matter where he was in the world or how much sleep he had the previous night, he rose before the sun to run, often outpacing much younger

Bengaluru: Beneath the bright lights of Rupp Arena at ONE: The Alltech Ideas Conference, Alltech and UK HealthCare at the University of Kentucky announced a momentous partnership to support lifelong wellness. The Lyons Family Life Foundation will honor the life and legacy of late Alltech founder Dr Pearse Lyons.

Speaking to local and international press gathered for ONE: The Alltech Ideas Conference (ONE19), Dr Mark Lyons, president and CEO of Alltech and son of Dr Pearse 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 endeavor to "make a difference."

When Dr Pearse Lyons passed away in March 2018, his final days were spent in the care of UK HealthCare. During that time, the Lyons family developed a close relationship with the hospital's team, including Dr Chang.

The experience of Dr Lyons' hospitalization left a significant impact on the Lyons family. In the months that followed, they stayed in contact with Dr Chang and began seeking opportunities for Alltech and UK to work together in ways that could improve patient care and wellness.



The Lyons Family Life Foundation will advance initiatives, including lifelong wellness, that reflect the passions of the late Dr Pearse Lyons

"When you lose someone you love, you have a choice to make," said Dr Mark Lyons. "You can become consumed by grief, or you can channel your energy into your loved one's legacy, advancing the impact of their life."

"The collaboration with the foundation and UK HealthCare is an affirmation of the commitment to excellence and innovation the two institutions share," said Dr Chang. "As I began to know the family, it was striking to me how similar our values are. We have the opportunity to build upon these foundational values to take patient safety and advocacy to the next level, making a national and global impact."

An important component of this initiative will be empowering effective communication, a gift

possessed by Dr Pearse Lyons, who understood the value of making complicated science simple.

"Strong, clear communication between caregivers and patients and their families is so important," said Dr Mark Lyons. "We see an opportunity to use this foundation to improve the clarity of that communication, from doctor to patient and family, and from one institution of care to another."

The foundation's initiatives will reflect Dr Pearse Lyons' passion for new technology, music therapy and lifelong health. In his final days, several musician friends sang and played music at Dr Lyons' bedside, bringing peace and creating cherished memories for his family.

Dr Pearse Lyons was also

Alltech colleagues.

He was passionate about advancing research in human health studies, which were showing promise for the application of the company's animal health products to major challenges, including gut and brain health within humans. Alltech's partnership with the University of Kentucky Sanders-Brown Center on Aging began with Dr Pearse Lyons and the center's then-director Dr William Markesbery initiating a study to minimize the effects of the aging process on the brain. When Dr Pearse Lyons passed away, his family made the decision to donate his brain to the Sanders-Brown Center on Aging to support the continuation of this important work.



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“Alltech and the Sanders-Brown Center on Aging share a vision in which brain health and the eradication of diseases like Alzheimer’s can be accomplished on a global scale,” said Dr Gregory Jicha, current director of the Sanders-Brown Center on Aging. “Through our longstanding collaborative scientific exploration, this shared vision is moving closer to reality with each day that passes.”

The long history of collaboration between Alltech and the University of Kentucky also extends to music, nutrition and education. In 2012, Alltech committed to a five-year strategic research alliance with UK for work within agriculture, pharmacy and medicine. Alltech also awarded a \$40,000 fellowship to a UK doctoral student, Anne Koontz, who is now a research scientist for the company. Alltech also had a nutrition-focused research alliance with the University of Kentucky at the Coldstream Research Campus.

“Pearse Lyons was a global entrepreneur and philanthropist whose generosity shaped communities across our nation and world, but nowhere does the light of his legacy shine brighter than in this community and throughout the University of Kentucky,” said UK President Eli Capilouto. “His philanthropy has helped highlight Lexington on the global stage, and he has supported artists and students in pursuit of their passions and extraordinary

talents. We are honored to play a role in continuing his legacy of compassion and innovation as a partner in the Lyons Family Life Foundation.”

Additionally, Alltech has supported the growth of the University of Kentucky Opera Theatre. Since 2006, more than 150 students have received over \$1.3 million in cash prizes and over \$5.6 million in scholarships and assistantships through the Alltech Vocal Scholarship Competition. Every December, the local community in Lexington is treated to free holiday concerts showcasing the musical talents cultivated through this shared partnership.

Dr Pearse Lyons had a close relationship with many members of UK’s team, including John Calipari, head coach of the men’s basketball team, and Dr Everett McCorvey, director of University of Kentucky Opera Theatre. Both men shared Dr Pearse Lyons’ passion for creating opportunities for young people and joined him on visits to the Haitian primary schools supported by Alltech’s Sustainable Haiti Project.

“What we are doing today is establishing a framework that will enable us to advance the ideas that we believe could have the greatest potential impact on others,” said Dr Mark Lyons. “We can think of no better partner than UK, a place where my father found so many friends who share our values and our vision for impact.”



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EW Nutrition generates mycotoxin awareness through series of technical seminars



Dr Shirish Nigam

Poultry production is under constant threat due to the effects of mycotoxins in feed. This threat becomes multifold in current scenario when the industry is facing paucity of good quality maize. Also, the coming monsoon is bound to aggravate the problems as the mycotoxin challenge is bound to increase in the days ahead.

Thus, to enhance the awareness of customers towards the threat of mycotoxicosis, EW Nutrition organized a series of technical seminars. In these seminars' mycotoxins related aspects and the associated losses in poultry production were highlighted. EW Nutrition talked on global perspectives and novel solutions to combat the challenge and mitigate the risks to prevent the farm losses.

Series of seminars were



A view of participants

conducted in 5 different places consecutively traversing the geography of the sub-continent. It was kick started from Dhaka followed by Coimbatore, Kathmandu, Chandigarh and concluded in Bangalore. The back to back program also addressed the regional challenges of various geographical locations which was resolved by the technical team of EW Nutrition. The program in Kathmandu and Dhaka were organized in closed coordination and support from the esteemed channel partners.

Key speakers came from Germany and brought



EW Nutrition SA team

the global perspective for tackling the mycotoxin challenges. The key note speaker, Dr Claudio Campanelli, Product Manager, EW Nutrition GmbH discussed about various aspects of toxins

and toxin infestation in raw material. He spoke about various factors which can lead to the increase in toxin levels in feed and the various mode of actions through which the toxins can lead to problems creating production losses. He emphasized the usage of Masterrisk tool, a true companion of the poultry farmers. With help of this tool, farmers can gauge risk associated with mycotoxins present in the feed. Also, the system guides regarding the inclusion rate of toxin binders which are adequate to mitigate the risk present due to synergistic or additive action of the toxins

present in the feed or raw material.

Klass Kruger, Team Lead Product Management, EW Nutrition GmbH highlighted the vision and mission of the organization. He elaborated that EW Nutrition is

pivotal in the areas of Antibiotic reduction, Toxin Risk management and Early Chick Nutrition. Moreover, the focus of the organization to mitigate the risk of AMR through novel



feed additives was also shared with the group.

Dr Shirish Nigam, Managing Director, EW Nutrition SA reiterated the organization's commitment to be a reliable partner in progress with the customer. Dr Shirish emphasized that EW Nutrition stands for quality products and has proven as a trusted partner to help achieve the farm profitability. He highlighted the importance of services offered by EW Nutrition like Routine Technical Services in Field, Audit of farm, hatchery audits, disease diagnosis, Mycotoxin risk assessment at the farm gate level.

The local problems and challenges were touched upon by Dr Kowsigaraj, Head, Technical Services, EW Nutrition SA. The queries related to farm problems and outbreak management were raised which were well addressed by the technical team. >>





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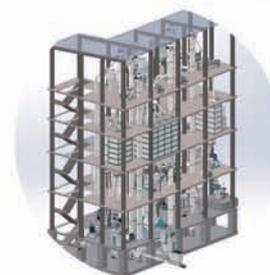
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IVPI celebrates World Veterinary Day

Dr S.S.Pattabhirama received Poultry Veterinarian of the Year 2019 Award

Bengaluru: Institute of Veterinarians of Poultry Industry (IVPI) organised



Prof Devegowda, President, IVPI,

World Veterinary Day in a grand manner at Bangalore with the theme of “Value of Vaccination”

Contn from page -18

Mr Kingshuk Chakraborty, DGM, International Business and Mr Dilip Kumar, RSM, thanked distinguished guests for taking time to grace the occasion.

EW Nutrition also celebrated **World Veterinary Day** with key veterinarians at Coimbatore on April 27 during the program and acknowledge the efforts and contribution of veterinarians in poultry industry.

The efforts of EW Nutrition were appreciated by the stakeholders of poultry industry for organizing the series. They showed keen interest for usage of technology-based tool master risk for protection and safeguarding of farm profits from mycotoxin challenges and acknowledged the effectiveness of the valuable tool.

In the opening remarks, President, IVPI, Prof Devegowda said, Vaccinating backyard poultry is essential to control diseases like RD and insisted poultry vets to educate the value of vaccination to them.

He invited all association members, KPFB members and dignitaries present on the occasion. About 200 delegates participated in the event.

Dr Mohan Kumar Shettar, the MC of the event invited and introduced the speakers.

Dr Prakash Baira Reddy, Veterinary Microbiologist working as Deputy General Manager- Technical Support, Ventri Biologicals, having over 15 years of experience in Vaccine Research Institutes and Biological Industry was the first speaker. Dr Prakash



Reddy spoke on evolution of New Castle Disease Virus genotype and novel approaches to control it.

Dr R G Shashidhara, PhD in Nutritional Immunology from University of Maryland and Technical Manager at Zoetis India narrated **Mycoplasma control in poultry through vaccination.**

Dr Christophe Cazaban graduated from the French Veterinary University of Lyon in 1993. He completed his education with specific



Dr S.S.Pattabhirama, CEO, Al-Arif Poultry Co received “Poultry Veterinarian of the Year 2019” Award from IVPI initiated in the fond memory of Late Dr Aravind Bhat. IVPI office bearers and others are seen in the photo

training on virology, immunology and avian pathology in Lyon and Maisons-Alfort (Paris) Universities. Dr Christophe has more than 25 years’ experience in poultry biologicals. He joined CEVA Santé Animale in 2012 and presently working as Global Veterinary Services Manager



Dr G. Gopal Reddy, VP, IVPI

– Knowledge Manager. Poultry Biologicals. He elaborated on **recent trends in Vaccines and vaccination technology.** He highlighted advantages of an in vivo vaccination

During this occasion, IVPI felicitated Dr S.S.Pattabhirama with “**Poultry Veterinarian of the Year 2019**”, the Award Initiated in the Fond Memory of Late Dr Aravind Bhat. Dr Pattabhirama started his services as Poultry Nutritionist at Komarla feeds, Miraj and worked for more than



A view of participants



Dr Manjunatha B.P

15 years, later worked as General Manager at Life Line Feeds India Pvt Ltd and presently, working as CEO at Al Arif Poultry Company with the responsibility for Production & Administration.

Dr Gopal Reddy read the citation.

KPFB President Mr Akhilesh Babu and Mrs Arvind Bhat participated in felicitating apart from IVPI office bearers.

IVPI has a practice of recognizing the contribution of Poultry Veterinarian with Dr Arvind Bhat memorial award on the occasion of WVD and life time achievement award for senior poultry veterinarian during Annual Scientific program (ASP) on August 14 every year.

Dr Manjunatha B.P presented Vote of thanks.

The event concluded with good note followed by networking dinner.

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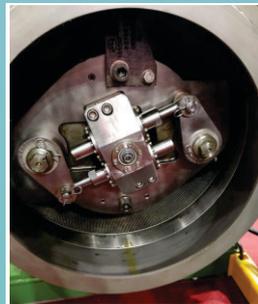


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Indian Herbs Conducts Technical Seminar at Raipur on 'Phytogetic Feed Supplements for Sustainable and Profitable Poultry Farming'



Balaram Bhattacharya giving corporate presentation

INDIAN HERBS, the pioneer & global market leader and No.1 Company in Herbal Animal Health Care Products Industry since 1951, conducted a Technical Seminar, at Raipur on its unique range of herbal poultry products recently. This technical seminar is in series to spread the awareness about herbal poultry feed supplements which are the best alternatives of synthetic products and are helpful to reduce the production cost of feed for better profitability.

The technical seminar was conducted in a highly professional manner by our marketing and technical team led by Mr Balaram Bhattacharya, Exec. Vice President (Mktg. & Sales), Dr Shivi Maini, DGM (Technical), Mr Shailesh Rashinkar, Zonal Manager (West Zone) and Mr Gyanchand Shukla (Area Manager) Raipur. The Seminar was attended by the important Poultry

Farmers and Feed Millers. Dr V. Ramasubba Reddy, Retd. Professor & Head, Hyderabad was the Chief Guest of the Seminar.

The Technical seminar commenced with the welcome address of Mr Shailesh Rashinkar (Zonal Manager). He greeted all the guests.

Mr Balaram Bhattacharya, Executive VP (Marketing &



Dr Shivi Maini giving product presentation

Sales) had given corporate presentation on INDIAN HERBS. He informed the participants about the activities being undertaken at R&D Centre of INDIAN HERBS for ensuring best quality and result oriented herbal poultry products and the various achievements of INDIAN HERBS during its long journey since 1951.

Dr V. Ramasubba Reddy gave a detailed and comprehensive presentation on fundamentals of poultry management and practices. He apprised the participants about the quality of air



Dr V. Ramasubba Reddy giving Technical Presentation

and water management and other solutions for broiler and layer farming management which are essential to optimize production and maximizing returns on investment. He elaborated the importance and benefits of alternate and natural feed additives in optimizing feed efficiency, nutrient utilization and for sustainable and profitable poultry farming.

Dr Shivi Maini, DGM (Technical) in her address to audience emphasized about the benefits of supplementing Phytogetic Feed Supplements (PFS)



**A view of participants
A view of participants**

for sustainable poultry production and improving farm profitability. She mentioned that in view of major food and feed safety concerns, Research & Development Centre of Indian Herbs has taken key initiatives to validate efficacy of 'PFS' following latest research techniques and in collaboration with renowned foreign universities. It is well proven in scientific trials that Indian Herbs Phytogetic Feed Supplements (PFS) such as BioCholine, Herbiotic FS, Herbal C, E-Sel Power, LivoLiv-DS, Animunin, MagaCal, ProLibid etc. are natural, safe, highly efficacious, environmental friendly solutions for sustainable and profitable poultry production.

The participants had taken keen interest in the presentation and they appreciated the efforts of INDIAN HERBS for undertaking in-depth research based on latest techniques of molecular biology, gene microarray and metagenomics.

Mr Gyachand Shukla, Area Manager, thanked all the participants for their active participation in the seminar.



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No butter for the chicken farmer

Despite being one of the world's largest producers, we lack a coherent poultry policy

Amidst the distracting din of elections, several important developments in the economy are getting far less bandwidth than they should.

A ratings downgrade of Anil Ambani group financial arms has sent shivers down the market's spine, with all Anil Ambani stocks being hammered and the spectre of another debt crisis a la IL&FS is looming. The Supreme Court set aside the forced merger of Financial Technologies and MCX, which is going to reopen the Jignesh Shah-MCX can of worms once again.

NSE, India's biggest stock exchange, was fined ₹1,000 crore in the 'co-location' case. And automobile sales are sliding, signalling a sharp slowdown in demand. Oh, and GST collections hit a new high in April, finally indicating that the new system may be over the hump.

All of these deserve much more attention from policymakers and the government (we still have a government, even if it is focussed at the moment only on getting re-elected) than they are getting at the moment, but I would like to focus on a development which didn't even make the news in most papers (except this one!).

Last week, the government allowed a Brazilian meat processor JBS, the world's largest meat seller with a turnover last year of over ₹3.2-lakh crore, to sell processed chicken pieces — primarily leg pieces, of which Indians are

inordinately fond of, and quarters.

Coming on top of India losing its protracted battle at the World Trade Organisation over the import of frozen chicken legs from the US last year, this is bad news for India's booming poultry sector, one of the world's largest. And the impact has been immediate. Frozen chicken imports in the April 2018-January 2019 period surged to over 136 tonnes, from a mere 100 kg in the same period a year prior!

Although processed meat, such as chicken legs or sausages still attract 100 per cent import duty, the cost of production for scale players in the global meat industry is so low that, even with 100 per cent duty, the landed cost is 20-30 per cent cheaper than the production cost in India.

A few hundred tonnes of imports is not going to dent the Indian poultry market, currently the world's third largest, by much, one could argue.

Major producer India's broiler meat production was a whopping 4.2 million tonnes (carcass weight) in 2017, and egg production crossed 88 billion, the world's second largest.

The sector as a whole (which includes eggs and layer production) is the fastest growing amongst the gamut of India's agri-industries, clocking annual growth rates of 7-8 per cent.

But the thing is, big disruptions tend to start small. And although nearly 70 per cent of India's poultry production is in the organised sector,

with vertically integrated processes, their sizes tend to pale in comparison with global players. US meat producer Tyson, for instance, had 2017 revenues of over \$40 billion, making it one of the world's largest companies in any sector. And in case you thought that chicken farming was, well, chickenfeed, consider this: Tyson alone slaughtered a staggering 1.8 billion chickens in 2017, while India's total chicken population is estimated at around 2.5 billion!

Global players enjoy significant advantages which even the organised producer in India does not, leave alone the small or backyard farmer, who accounts for about a third of the market.

The biggest, of course, is the low cost of feed, which accounts for between 60 and 70 per cent of the production cost of a bird. Brazilian or American birds are fed on cheaper genetically modified maize and soya, which are banned in India.

Both maize and soya, being agricultural crops, suffer from the same vagaries of weather and prices which afflict other grain crops in India. Maize prices have been hardening over the past six months and have risen nearly 50 per cent during the period, while broiler prices have increased only by around 40 per cent. Producers are unable to pass on the full cost increases, fearing a demand drop.

Infrastructure woes

The lack of infrastructure only compounds their woes. There is a massive shortage of infrastructure for value

addition such as processing, warehousing, cold storage and refrigerated supply chains. This means that about 94 per cent of the market is still for raw meat, which limits the upside for the poultry producer. Lack of cold chains, and the fact that both eggs and birds are highly perishable, sensitive to even small fluctuations in the weather, means that the holding capacity of producers is very limited.

Large fluctuations in soya meal and maize prices also mean that they are unable to predict pricing with certainty and are at the mercy of the distributors. Add frequent outbreaks of disease and you have a picture that is uncertain at the best of times for the producer.

Of course, lack of proper regulation and control has led to some terrible practices in the business, which threatens the entire ecosystem.

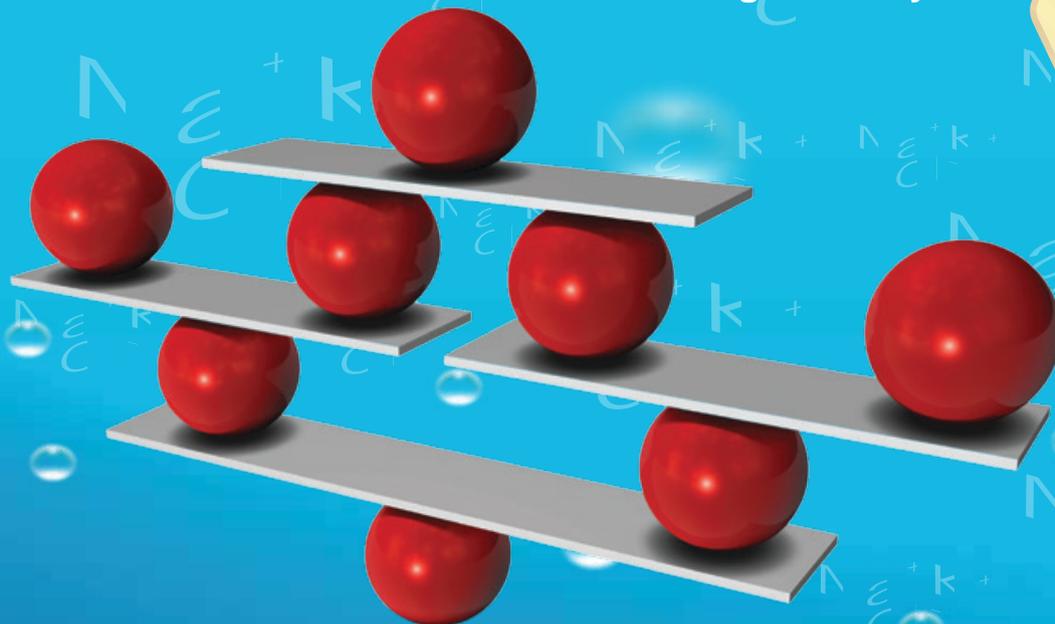
Foremost is the rampant overuse of antibiotics and even growth hormones to speed up weight gain. An investigation by *The Hindu* (A game of chicken: how India's poultry farms are spawning global superbugs; January 31, 2018) showed how the uncontrolled use of a 'last hope' antibiotic, colistin, is leading to a worldwide rise in drug resistant superbugs.

All this points to the urgent need for a coherent, national policy for India's poultry sector. From funding to infrastructure development to phytosanitary control and supervision, we urgently need to put in place systems which can help sustain and develop the industry to meet global competition. Otherwise, we will all be eating Brazilian butter chicken.

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Poultry farmers in India lose more due to diseases

Speakers at CLFMA Seminar at Nashik advise on what to do and what not to do in farming for long run benefits



S. V. Bhave

Nashik: CLFMA of India organised its third seminar of the year on poultry in Nashik, Maharashtra on 17 May 2019 on 'Recent Trends in Poultry Feed Formulation, Welfare & Health'.

The seminar was addressed by prominent stakeholders of the industry in Nashik



Dr S. V. Rama Rao

on poultry development in Maharashtra state.

Mr S.V. Bhave, Chairman, CLFMA of India said that Nashik has become a prominent belt for poultry production and the feed standards. He asked the stakeholders of the industry to become CLFMA members.

surveillance to identify new and variant pathogens, he stated.

Dr S. V. Rama Rao, Principal Scientist, DPR, Hyderabad, spoke on Economic Poultry Feeding and advised the farmers and nutritionists to improve feed digestibility well by using enzymes, probiotics etc.

Welfare Scenario in India. He opined that use of growth promoters in farming should be prohibited as it will harm the interest of the industry in long run.

Poultry Fortune adds:

Give up something to gain something

Dr Prakash Babu, Chief Geneticist, Venkateshwara Research & Breeding Farms Pvt Ltd, later talking to Poultry Fortune Editor said that farmers and management experts should not allow to damage the professional image



Uddhav Ahire

area

Mr Uddhav Ahire, Chairman, Anand Agro Group and Mr Shrikrishna Gangurde, Proprietor, Avey Broilers



Shrikrishna Gangurde

Dr Vijay Makhija, Managing Committee member of CLFMA moderated the seminar.

Dr K. S. Prajapati, Former Professor and Head, Department of Pathology, College of Veterinary Science & AHAAU, in his presentation said that in India poultry farmers lose more due to diseases. He also spoke on probable reasons for vaccine failure in the farms.

We need nationwide disease

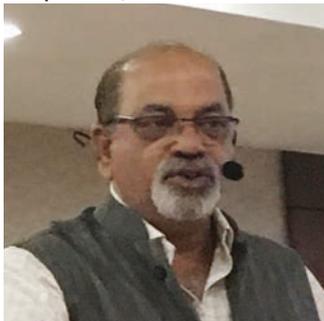


S.V. Bhave addressing the seminar at Nashik

Avoid usage of growth promoters in farming

Prof Ajit S Ranade, Associated Dean, Bombay Veterinary College, and University Head, Department of Poultry Science, Maharashtra Animal & Fisheries Sciences University addressed on 'Situation Update – Poultry

of the industry and its products. We should work with certain ethics. We should give up something to gain something. Birds transporting vehicles should be cleaned every day, said the renowned scientist adding that, 'birds should be allowed to have comfort in cages system'.



Prof Ajit S Ranade



Dr Santosh Ire, Prof Ajit S Ranade and S.V. Bhave at CLFMA Seminar at Nashik



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HIPRA Launches Poultry Vaccines in India

A video was shown about HIPRA, its production and R & D facilities as well as various products manufactured by the company. While 83 per cent

Hyderabad: Laboratorios Hipra, S. A., Spain launched five vaccines for poultry in India at a function held in Hyderabad on 28 May 2019.

The five vaccines include

1. ND Clon Live
2. IB D Clon Live
3. ND Clon + IB H120 Live
4. Coryza Killed
5. Killed Vaccine for Salmonella Enteritidis + Salmonella typhimurium combine vaccine.

Also supplies Pharmaceuticals, Diagnostic kits

HIPRA has a number of Pharmaceuticals that meet every need, including injectable and oral products, pre-mixes and hormones besides diagnostic kits like



Peter Saey

the CIVTEST line has been developed by HIPRA's R&D Department to offer to veterinary professionals highly reliable diagnostics.

Mr Peter Saey, Zone Director, Asia & Oceania, Laboratorios Hipra, S. A., Spain said, the family owned HIPRA is a multinational veterinary company dedicated to the research, production and



Peter Saey, Zone Director, Asia & Oceania, Laboratorios HIPRA, addressing press conference in Hyderabad on May 28 2019. Ms Panicha Thanahiranchi, Dr Shyam Vane & D.S.S Subramaniam on the dias.

marketing of products for prevention in Animal Health. Our history spans more than half a century and do currently occupy one of the top positions amongst pharmaceutical companies producing Biologicals for the veterinary industry worldwide, he stated.

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



Dr Kakoli Ahmed

and apply the latest scientific advances in the development of innovative solutions that provide differential advantages, he said.

According to Mr Peter, HIPRA are the 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.

Founded in 1954 and started production and marketing of vaccines in 1973, HIPRA came into international market in 1990. The company has GMP approved state – of – the – art production centers together with the most advanced technologies.

of products manufactured by HIPRA are of vaccines,



Dr Shyam Vane

16 per cent pharmaceuticals and about one per cent other products.

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



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D.S.S. Subramaniam (Brazil). Together with a worldwide distribution network, HIPRA's products are available to customers in more than 100 countries across the five continents. The values on which HIPRA was founded and works are Excellence, Credibility and Optimism, he added. HIPRA University offers high quality training programmes in strategic areas of interest for professionals. HIPRA has targeted to reach USD 350 Millions turnover in the current calendar year of 2019.

Network in India

HIPRA has seven distributors and dealers all over India with Tara Enterprises, Hyderabad as the main distributor. The company has a team

of nine members dealing with marketing, sales and technical services with Dr Shyam Vane, Business Manager – India, Hipra India Pvt Ltd as the head of the operations in India.

Ms Panicha Thanahiranchai, Regional Manager, Asia Pacific, Hipra Animal Health (Thailand) Co. Ltd also spoke on the occasion.

Dr Shyam Vane, Business Manager – India, Hipra India Pvt Ltd in his welcome address said that the company's future strategy is clearly expressed in its vision to be the reference in prevention of animal



Ong Shyong Wey

Health with different products. With over four decades of experience in poultry biological products manufacturing, HIPRA



Dr Shyam Vane, Head Indian Operations of HIPRA addressing the media at Hyderabad, as D.S.S. Subramaniam looks on

launched its vaccine products in India.

Mr Dutta Siva Subramaniam, Chief Executive, Tara Enterprises said that with the introduction of HIPRA Vaccines and other products, Indian poultry farmers have got an opportunity to get their choice of products and services to increase their productivity and profitability.

Mr Ong Shyong Wey, Regional Technical & Marketing Specialist – Poultry, Asia & Oceania, Hipra India Pvt Ltd, said that their products,

programmes and devices are supported by their highly qualified experts who provide technical advice to veterinarians worldwide. The company supplied 3 billion doses of Hipragumboro CH80 vaccines globally in 2018.

Dr Kakoli Ahmed, Technical & Marketing Manager, Hipra India Pvt Ltd, in her presentation on Prime protection against Infection Bursal Diseases said that IBD is prevalent in all over the world and it is hard and difficult to destroy this disease. One should be careful and ensure correct vaccination to the chicks. The company sold 200 million doses of Coripravac vaccine in the world in 2018. The global sales of Avisan Secure vaccines in 2018 was 85 million doses, she informed.

Hipra dealers Mr P.S. Mohan of Sri Sara Groups, Namakkal; Mr Gopi Sugumar of Hindusthan Animal Care Pvt Ltd, Palladam, dealers from Chandigarh, Key Account Managers of Hipra India Dr V. Palani Kumar and Mr Sourav Das, poultry consultants, veterinarians and farmers were also present.



HIPRA team during its vaccines launch programme in Hyderabad on May28



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Cyclone Fani led to massive loss of poultry in Odisha: Official

Officials in the state fisheries and animal resources development department said at least 4.2 million birds, mostly broiler chickens, were killed, while more than 6000 livestock were killed by Cyclone Fani.

For poultry farmer Dwarika Narayan Gadanayak, whose broiler chicken farm located right next to a busy road, once housed more than 3000 birds in Madhipur village of Puri's Pipili block, the struggle for survival may have only just begun.

The 40-something farmer had started his poultry business by mortgaging his wife's jewellery six years ago. But when the winds of Cyclone Fani tore through the poultry farm, shredding its asbestos roof on the morning of May 3, Gadanayak could do little to save the birds. "The winds were too much for the birds. They were battered against the roof and wall and just fell to the ground from the shock. I am completely ruined," said Gadanayak, who, along with other poultry farmers, last week buried the bird carcasses next to his farmland.

As Odisha cleans up the damage wrought by Cyclone Fani, the scale of the devastation is now coming into focus and victims like poultry farmers who usually attract less attention in disasters like this, are in the spotlight this time. Officials in the state fisheries and animal resources development department said at least 4.2 million birds, mostly broiler chickens, were killed, while more than 6000 livestock were killed by Cyclone Fani. More than 2 million chickens perished



Other poultry farmers in the region are worried that the cyclone may have dealt a deadlier blow than expected, as many of them had borrowed from banks to take up poultry farming.

in Puri district alone, the ground zero of the cyclone, they added.

"Cyclone Fani may have caused the biggest-ever death of poultry in any disaster in Odisha. We are still evaluating the extent of the loss. The poultry industry has suffered loss of more than Rs 200 crore with the broiler (chicken meat) industry accounting for a loss of over Rs 170 crore," said Vishal Gagan, secretary of fisheries and animal resources development department. The 1999 super cyclone had killed about 1.9 million birds, while about 1.72 lakh died in the 2013 Cyclone Phailin.

Officials said that the final death toll of the poultry won't be known for several days, as the state government was more focused on assessing the damages to residential houses, a priority in view of

the impending monsoons.

Other poultry farmers in the region are worried that the cyclone may have dealt a deadlier blow than expected, as many of them had borrowed from banks to take up poultry farming. Nutan Behera's poultry unit in Dhanipur was also destroyed, with all 3000 birds owned by him dying instantly. "They were killed when entire walls and roofs of sheds came crashing down on them. I also lost 80 sacks of poultry feed as they were rendered soggy. I have been pushed back by 15 years," said Behera.

The state government last week announced a maximum compensation of Rs 5000 per each poultry farm, but farmers say it's 'scanty'.

"Almost all of Puri's poultry farms have been destroyed. Encouraged by

the agriculture policy of the state, many unemployed youth in Puri district had taken up poultry farming. How can Rs 5000 cover their losses? What is worse is that none of the poultry farms were insured," said Puri district Poultry Farmers'

Association president, Ashok Kumar Pradhan.

Officials said the problem of compensating farmers who lose their livestock to natural disasters was a major headache, as the amount of Rs 5000 was set by the National Disaster Response Force (NDRF) guidelines long ago. "We are trying to impress upon the Centre to revise the amount and even took up the matter during the meeting with the inter-ministerial team's visit to Odisha," said Vishal Gagan.

Poultry farmer Gadanayak has other worries too, since even the paddy and vegetables he grew on a field near his farm were wrecked in the cyclone. "Unless I get a helping hand, I don't know how I can sustain myself," Gadanayak says.

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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.

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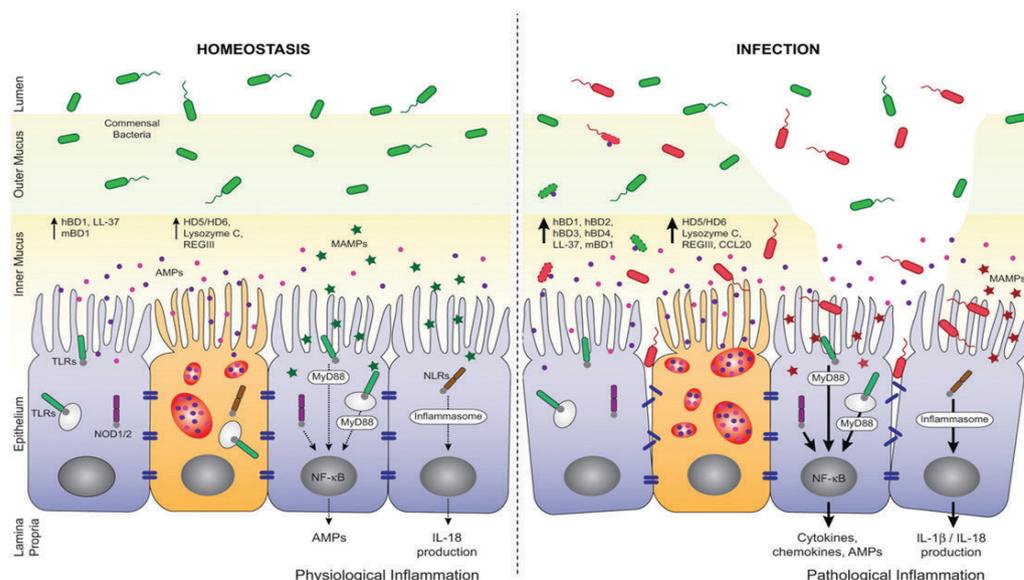
EW Nutrition

Dietary supplementation of probiotics, prebiotics and synbiotics has been implemented in poultry to counteract the negative effects of heat stress. Use of multistrain zero day spray based probiotic can help in overcoming heat stress. The gut of newly hatched chick is completely sterile and gets exposed to bacteria as soon as it hatches, this may expose young chick to infections and diseases during transportation, hatchery and contact with litter in the farm.

A major portion of immunity of a bird comes from its gut (GALT), it contributes almost 70% of body's immunity. So programming the gut with beneficial bacteria plays a very major role in early chick nutrition.

EW Nutrition brings an innovative approach, Progressiv® HatchPro to take care of bird's immunity in first few weeks post hatch. It is a multi-strain probiotic that can be sprayed on day old chicks as small red spots. It contains the best possible combination of 6 strains of beneficial bacteria. It is bright red in colour which attracts the chick towards itself. The bird start pecking each other's body & uptake the gel droplets of this probiotic. The uptake is so fast the droplets are clear from the chick's body within 10 minutes after spray. or the efficient delivery of this gel based probiotic on newly hatched chicks a hand held applicator has been developed in coordination with an IITian. It is a battery operated sprayer, easy to handle & light weighted. It weighs approximately 6-7 Kgs & has a button which can be pressed for standardized and uniform spray.

The Probiotic has to be administered within 4-6 hours of hatching, so that before it catches any infection we can programme its gut and



prepare it for further challenges including heat stress.

Probiotics are capable of improving:

- Physiological conditions
- Intestinal morphology and structure
- Immune system
- Performance
- Wellbeing of heat-stressed poultry

Probiotics and intestinal morphology of heat-stressed poultry:

- Probiotics may reverse the impaired villus-crypt structure of heat-stressed birds.
- Probiotics can control the excessive release of proinflammatory agents that can cause intestinal tissue injuries and increase the permeability of the intestine.
- Administration of probiotics mixture (*B. licheniformis*, *B. subtilis* and *L. plantarum*) increased intestinal mucosal permeability of heat-stressed chickens.
- Probiotics and immunity of heat-stressed poultry

• Probiotics have been reported to be useful to improve the immune system of birds subjected to heat stress

• As heat stress is a challenging phase for the birds, hence its Microbiota has to be maintained to make it competent for

Highlight Points

1. Probiotics & its importance in Early chick nutrition
2. 70% immunity comes from the gut
3. EW launches its novel delivery system of probiotics on zero day old chicks
4. It is a battery operated, handy sprayer weighs only 6-7 kgs

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USAGE

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- For improving libido as well as volume, viscosity and quality of semen for optimum fertility and hatchability.
- For optimising sperm count/concentration along with improvement in percentage of normal, live and active sperms and sperm motility.

FEED MIXING RATE

(Per 100 Birds)

| | | |
|-----------|---|---------|
| Cockerels | : | 25-30 g |
| Adults | : | 50-60 g |

To be given once daily regularly or for 10 - 15 days every month.

PRESENTATION : 500 g & 5 kg



ProLibid PFS
 organic selenium complex +
 organic zinc complex + organic
 copper complex + natural
 vitamin C + natural vitamin E
 + essential fatty acids +
 herbal constituents



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COMBATING
 HEAT & OXIDATIVE STRESS



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- Highly stable at pelletization temperature
- More bioavailable
- Sustained and self replicating activity

Usage of HERBAL C

- ✓ To meet higher physiological requirement of vitamin C during first two weeks in chicks, during summer and other stressful conditions in poultry.
- ✓ To improve FCR and weight gain in broilers, egg production and shell quality in layers.
- ✓ To prevent stress induced depletion of vitamin C and to overcome the ill effects of heat stress.
- ✓ Improves survivability during stress conditions.
- ✓ To optimize and maintain immune-competence.
- ✓ To maintain fertility and hatchability at optimum levels in breeders.
- ✓ To optimize bioavailability of dietary calcium, iron and other minerals.
- ✓ Optimizes meat quality attributes during summer stress.

Feed inclusion rate :

100 gm of **Herbal C** can be used in place of 100 gm synthetic Vitamin C with higher stability and better activity.

Water inclusion rate :

Broilers & Layers : 10 ml per 100 birds or as advised by the poultry consultant. Double quantity is recommended for breeders.

Presentation :

Powder : 1 Kg, 5 Kg & 25 Kg
Liquid : 1 Ltr & 5 Ltr

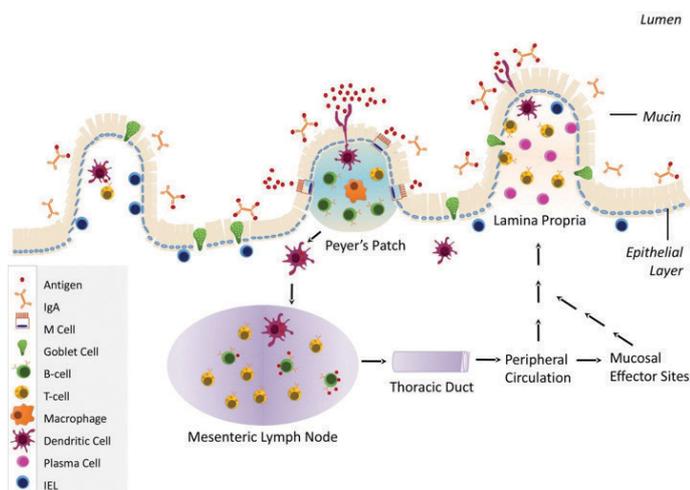


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these challenges.

- Inclusion of probiotics preferably a spray based multistrain probiotic given at zero day itself like HatchPro along with the hydrating supplements like water melon during transportation can reduce heat stress & hence help in reducing early chick mortality by complementary effect.
- Antibiotic treatments can be followed by some water based probiotic to overcome the loss of beneficial bacteria after antibiotic treatment products like WaterPro which is a multi-strain probiotic can help in compensating the loss.

Impacts of heat stress on intestinal morphology:

- Impairs intestinal morphology and barrier integrity of chickens, leading to impaired digestive and absorptive capacity and increased permeability to toxins.
- Diversion of blood flows from internal organs to peripheral circulation (in order to dissipate heat)



Impacts of heat stress on physiology and immune system:

- Changes the metabolic status and equilibrium in birds, leading to health problems and high mortality rate.
- Decreases blood Na, K and partial pressure of carbon dioxide (pCO₂), which may disturb acid-base balance and cause respiratory alkalosis
- Compromises immune functions hence increase the susceptibility of birds to infections, increasing the mortality and morbidity
- Impacts of heat stress on performance

- The deleterious effects of heat stress on the growth performance of broilers and also decreases egg production in layers.

Nutritional adjustments to reduce heat stress:

Reduce the Heat increment: Heat increment can be decreased by reducing carbohydrate content in feed. For this density of feed can be increased, by using oils as energy source.

Including Vitamins like C & E: Adding vitamin C in water or including it in feed can help bird in overcoming heat stress fast. Vitamin E improves immunity & thus help bird in overcoming extreme heat stress.

Respiratory coolant or relaxant: Use of respiratory coolants like Grippozon 285 in drinking water or as spray can relieve



the bird from heat stress giving a cooling & relaxing effect. HatchPro can be used in Heat stress for better results & improving performance of the bird. The combination of bacteria present in it can help the chick to establish a **healthy gut flora** before getting in contact with farm and litter. This results in an increased early performance, active colonization of the gut leads to a stable gut flora and results in **better weight gain, higher uniformity and less mortality & thus better profitability** for the customers even in heat stress condition.

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Tools for Mycotoxin Analysis

Avinash Bhat, Sabiha Kadari and Swamy Haladi

Trouw Nutrition India Private Limited, Hyderabad India

Mycotoxins, pesticides and antibiotic residues are a major safety concern for human and livestock food supplies. Whereas mycotoxins are from natural origin, produced by certain moulds (fungi), the others are man-made, mycotoxin management is therefore more complicated. The contamination of food by mycotoxins depends on various factors like environment, stress, geographical location, storage, host species etc. Mycotoxins appear in food chain because of fungal infection of crops both before and after harvest. Several hundred different mycotoxins have been identified, but most common health safety concerns are attributed to aflatoxins, ochratoxins, fumonisins, zearalenone, trichothecens like deoxynivalenol, T₂/HT₂ toxin and patulin. Elimination of mycotoxin contamination of food supplies is difficult, hence exposure to mycotoxins should be minimum to protect ourselves and livestock.

Determination of mycotoxin levels in various food, feed and feed ingredients is a challenging exercise because of the problems associated with sampling of heterogeneously distributed compounds and the fact that the analytical methods need to have low limits of detection generally in range of mg/kg (ppm) or µg/kg (ppb) depending upon the mycotoxin being analyzed. Analysis at the very low level of detection and quantification requires a very high specificity to avoid analytical interferences and uncertainties. A sustained international effort is being made in order to develop and improve the methods for detecting and quantifying the mycotoxins.

In developing a reliable, specific and sensitive method for mycotoxin analysis one should give much attention to matrix effect. In analytical chemistry, the matrix effect is the combined effect of all components of the sample other than analyte of interest exerted on the quantification of analyte (mycotoxin in this case). If a specific component can be identified as causing an effect then this is referred to as interference. The matrix effect can be observed as a loss in response or increase in response and hence under estimation or overestimation of the mycotoxin. Therefore, the matrix effect will detrimentally affect the accuracy, precision and sensitivity of the analytical method. Various techniques have been described to overcome the matrix effect. The matrix effect is very important for mycotoxin analysis because mycotoxins themselves are of diverse chemical entities; they are being analyzed from various and diverse sample matrices.

Current tools

The methods employed for the mycotoxin analysis mostly fall into the general categories of either chromatographic methods or immunological methods. All these analytical methods require solvent extraction of the mycotoxin from the matrix. For chromatographic analysis, the next step involves extract cleanup followed by concentration. Another component of the complexity in mycotoxin analysis is the varied chemical and structural properties of mycotoxins. This makes the requirement of developing specific method

for individual mycotoxin. However, this challenge has been successfully overcome by the use of expensive and sophisticated mass spectrometric methods. Hence, when selecting a method for mycotoxin analysis one should consider the purpose for which the results are needed; the matrix to be analyzed; the detection limit required and the availability of expertise and infrastructure.

Over the years various tools and methods have been developed to detect and estimate the mycotoxin levels (Table 1). For survey and control of mycotoxin levels and implementation of mycotoxin regulations in developed countries, several official analytical methods have been validated by AOAC international and the European committee of standardization (CEN). Most of the modern official methods are based on high performance liquid chromatography (HPLC) with various detectors. These methods recommend the use of immuno affinity columns (IACs) for sample matrix cleanup prior to HPLC analysis. Recent advances made in liquid chromatography mass spectrometry (LC MS) have enabled the analytical chemists to achieve very high specificity and sensitivity in mycotoxin analysis. The technique also enabled to simultaneous analysis of multi mycotoxins in a single analytical run. However these official methods are very expensive, require sophisticated laboratory environment with trained and skilled laboratory personnel.

In addition to the official methods, rapid screening methods have been developed for situations where quick decisions are required, such as at feed mills, silos and granaries. Most of these rapid methods are based on immunological methods. They include quantitative enzyme linked immunosorbent assay (ELISA), immunofluorometric methods, lateral flow immuno assay (LFIA) devices and range of qualitative tests that give yes / no result for contamination above or below the set control level. Apart from immunological methods, traditional qualitative / semi quantitative thin layer chromatography (TLC) methods are also being used for the analysis. Sophisticated, quantitative high performance thin layer chromatography (HPTLC) methods are also being used in mycotoxin analysis. TLC has an advantage of testing several samples simultaneously.

Future tools

In recent days, antibody or aptamer based sensors have attracted more and more attention because of their advantages of high sensitivity and specificity, high throughput, portability and reusability. These sensors are of different formats like thin films, microfluid devices, micro arrays, and lateral flow devices (LFD). Among them LFDs could be most successful and are simple to use. Interfacing with measuring devices is easy. Several sensing strategies are being applied. The sensors are mainly of two types, i.e. optical sensors and electrochemical sensors. These upcoming novel technologies are still in nascent state and are fast evolving.



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Table 1. Comparison between different analytical methods for mycotoxin analysis

| Method | Advantages | Disadvantages |
|--|--|---|
| Simple TLC without sample clean-up | Simple, Inexpensive, Multiple sample analysis in single run, Can be used as rapid screening method | Lab facility required, Poor Sensitivity, Poor precision, Qualitative only, Quantitation possible only if coupled to densitometer |
| HPTLC with Sample clean-up | Good Selectivity, Sensitivity, Quantitative, Rapid, Multiple sample analysis in single run, Can be used as screening method. | Expensive, Lab facility required, Expertise required, May require chemical derivatization. |
| HPLC | Good, Selectivity, Sensitivity, Quantitative, Automatic analysis possible, Official methods are available | Expensive, lab facility required, Expertise required, Sample clean-up required, Chemical derivatization may require, May require a new method for each type of matrix. |
| GC (Gas Chromatography) | Simultaneous quantitative analysis of multiple mycotoxins in single run possible, Selective and Sensitive. | Expensive, lab facility required, Expertise required, Sample clean-up required, Chemical derivation is required, Sample matrix may have impact on method development, Controlling the derivation efficiency is crucial. |
| LC-MS | Highly sensitive and specific, Simultaneous high throughput quantitative analysis of multiple mycotoxins possible, Official methods are available, Capability to generate structural information, Use of same method for multiple matrices, Minimize the matrix effect by matrix matched calibration or isotopically labeled internal standards. | Very Expensive, Specialized lab facility required, Expertise required, May require sample clean-up, Matrix effect should be addressed properly. |
| ELISA | Convenient and sensitive for detection, Ease of operation, Rapid multiple sample screening, Simultaneous screening of limited multiple mycotoxins is possible, Low use of organic solvents, Simple sample preparation | Require laboratory facility, Poor specificity, Cross reactivity with related structural compounds, possible false positive / negative results, Matrix effect should be addressed. |
| LFIA | Convenient and sensitive, similar to ELISA, Ease of operation, rapid, Simple sample preparation, Lab independent, Does not require high skill. | Poor specificity, Not for High throughput, Cross reactivity with related compounds, possible false positive / negative, Matrix effect should be addressed. |
| Spectral analysis technology (FTIR, NIR, FT Raman) | Qualitative and quantitative, Possible to get the structural information of the mycotoxin from the complex matrix in situ. | Expensive, Involves very complex analytical interpretation of spectra. Spectral overlapping may result in difficulty in interpretation, Limited Quantitative ability. |
| Microchip or thin film based sensors | Highly sensitive and high specificity, rapid detection and quantification, Multi mycotoxin analysis, Cost effective, Lab independent. | The technology is futuristic, Still in research stage but fast evolving |



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Requirement for quick,regular and cost effective analysis

Measuring mycotoxin levels in feed batches of feed mills, and raw material processing plants can be a meticulous and expensive process, with a long wait and distant laboratories involved. By that stage, the final feed may already have been manufactured or even fed to the animals. What is needed is speed, efficiency and preferably low analytical cost. Hence the requirement of rapid Mycotoxin detection systems. If we look into current rapid detection systems, LFIA devices are the most prominent devices. They are portable, easy to handle, do not require expertise to handle, can be used in, out of laboratory environment, as a tool for quick decision making on quality of raw material.

Table 2. Mycotoxin analysis time and cost comparison

| | Mycomaster | ELISA | HPLC | LC-MS |
|----------------------------|-----------------------|--|------------------------|------------------------|
| Delivery time for the test | 15-20 minutes at site | 2-4 days at remote lab 2-4 h. at site lab | 4-6 days at remote lab | 4-6 days at remote lab |
| Indicative cost per test | 20-25% | About 50% | 100% | About 250% |

Mycotoxin contamination levels are difficult to predict and fluctuate significantly from season to season, from one year to next and between batches, due to difference in harvesting conditions, the origin of raw materials and the conditions in which these raw materials are stored. The ability to perform rapid analysis on-site at any chosen time without the need for a laboratory is a real benefit. It enables feed millers and integrators to have a practical risk management system that they can control and operate themselves. This eventually enables the feed millers and integrators to quickly assess the mycotoxin levels and allow them to adequately treat the feed to guarantee high quality for the end users.

Mycomaster enables to rapidly determine the mycotoxin contaminants

The complete mycomaster kit consists of two boxes and can be easily transported and operated at any preferred location. The system offers a rapid method for quantifying six most common mycotoxins: aflatoxin (AFLA), deoxynivalenol (DON), zearlenone (ZEA), ochratoxin (OCHRA), fumonisin (FUM) and T2-HT2 toxin (T2-HT2) from feed and raw materials and aflatoxin M (AFLA M) from milk.

The average time needed to quantify a mycotoxin is approximately 15 - 20 minutes, of which first 10 minutes are spent on sample preparation (sampling, grinding, extraction, centrifugation, filtration and final dilution). Special laboratory skills are not required to perform the analysis. Easy to follow flow chart for the analysis is provided in the kit. Final analysis is read on Mycomaster reader, which will take about 5 to 10 minutes depending on the type of mycotoxin. The final sample dilution is quantitatively loaded on the mycotoxin strip (separate strip for each type of mycotoxin) which is inserted to the activated Mycomaster reader slot. The result is displayed on the Mycomaster screen in ppb.

Reliability of Mycomaster

The Mycomaster is developed to analyze various types of raw materials and feed forms. Calibrations are developed on more than 40 different sample matrices. This will help in minimizing

One such technology that has been standardized and validated by Trouw Nutrition is – Mycomaster. Mycomaster is a rapid, cost effective and easy to use mycotoxin detection system, which can be operated outside the laboratory. The system works on principle of quantitative LFIA technique. **Mycomaster** offers an accurate yet easy to use alternative as it enables feed millers and integrators to analyze the mycotoxin levels within matter of minutes at the site itself. Since no laboratory facilities are required, the costs are also only 20-25% of the average price for conventional HPLC testing. Table 2 outlines approximate cost and time requirement for the analysis using different methods.

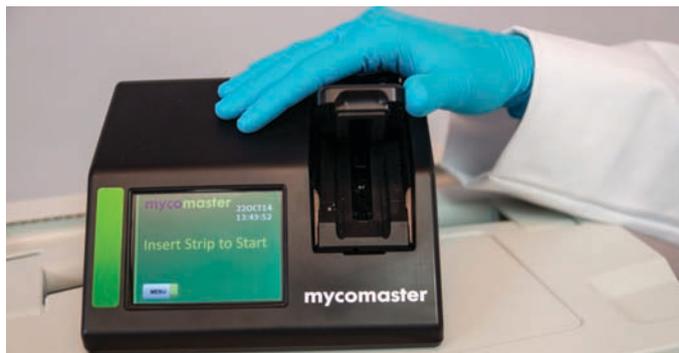
the anomaly in analysis due to matrix effect. Robustness and reliability of Mycomaster has been evaluated by setting up ring test. The results from different analytical methods including LFIA (Mycomaster) were evaluated for their performances. The results of Mycomaster are comparable to that of ELISA results.

Mycomaster as comprehensive risk management system

Quantification of mycotoxin level at specific point and time is only the first step in risk management. It is also crucial to be able to interpret and act on the result obtained. The feed millers or integrators can interpret their results by connecting the Mycomaster reader device to the secured online customer database. The online portal enables the customer to create their own risk management report. The database also can provide insight into local and global mycotoxin pattern at a given point of time. All of this information helps user to decide what mycotoxin control or preventive measures to be taken and type and quantity of mycotoxin control product to be added to their final feed.

This makes Mycomaster an effective rapid, cost effective and comprehensive mycotoxin analysis and risk management tool for feed millers and integrators.

Please get in touch with your local Trouw representative for more information on Mycomaster.



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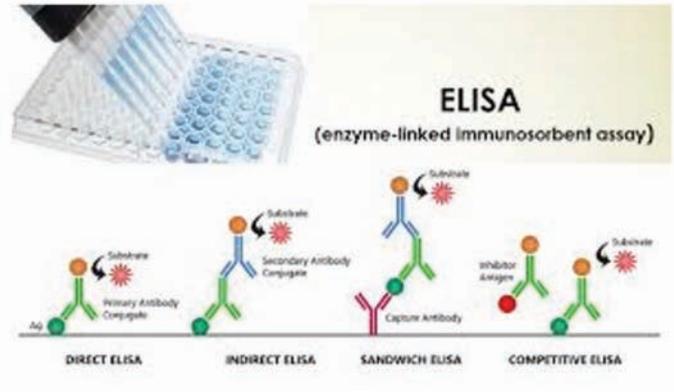


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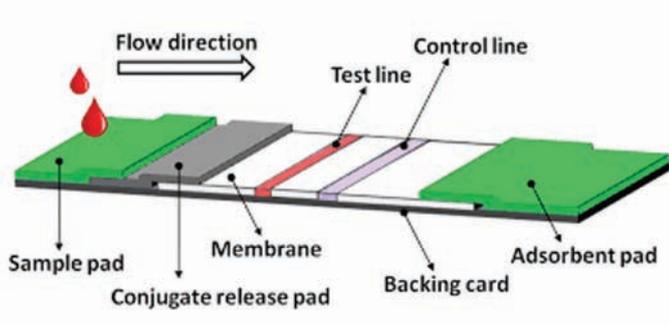
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Mycotoxin LFIA strips



ELISA



LFIA



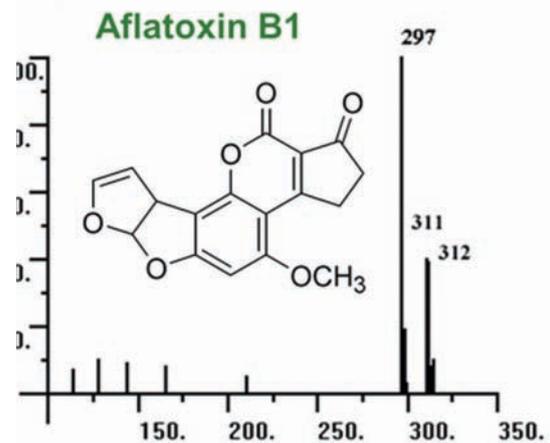
LC-MS system



HPTLC System



TLC of Aflatoxins



Mass spectra of aflatoxin B1 with molecular structure

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At IPPE 2019, we met with a lot of up and coming innovators in the tech industry, but LIVEgg stood out for its desire to improve performance - starting in the hatchery.

Ryan Johnson



Alon Blum, CEO of LIVEgg

Mr Alon Blum, CEO of LIVEgg, was born in Israel where he has a wife and three children. With a background in industrial and management engineering, he has been in the poultry industry for 10 years. Before coming to LIVEgg, he worked in large

poultry operations in Nigeria where he managed breeders, hatcheries and rearing houses. He also represented a number of satellite companies working in feed additives and vaccines and equipment for the poultry industry.

Bringing all this experience back home, he joined LIVEgg, an Israel-based bio-tech company founded in 2015 by Baram Group, a leading Israeli broiler breeding, semi-integration and bio-medical engineering firm.

CrystalEgg: A hatchery that responds to what the embryo needs

Already on the market, CrystalEgg is a technology which seeks to improve not only the quantity, but the quality of chicks that leave hatcheries.

“The problem is that once you put the eggs inside the incubators, we’re only able to observe the environment



CrystalEgg monitors eggs to check which are fertile and infertile, which are alive or dead and, if there is a mortality, at what time the mortality occurred

around the egg – the humidity and temperature - but nothing inside the of it,” explains Mr Alon.

“So CrystalEgg is actually monitoring the embryos’ development stage and gives a very clear observation about that.”

What CrystalEgg does, Mr Alon explains, is monitors eggs to check which are fertile and infertile, which are alive or dead and, if there is a mortality, at what time the mortality occurred. With this information, hatcheries can give feedback to breeders about such issues as early mortality or fertility drop – an issue which is normally referred to the breeder level rather than the hatchery.

This early feedback is in contrast to the 21-day cycle, at the end of which a problem is observed but the hatchery may not be aware as to what that problem actually is, so they do another cycle. “Now, we’re already one and a half months later and only then, if you have a very good staff, will they tell the breeding manager that they have a problem.

“With CrystalEgg, after 7 days the system will send an alert by itself to the poultry manager,” explains Mr Alon.

Another issue the CrystalEgg system seeks to resolve is uncertainty around actual hatch numbers. By the seventh day of the cycle, Mr Alon says that CrystalEgg is able to accurately predict exactly how many chicks will hatch, so that hatcheries can more effectively and efficiently plan their sales and logistics, such as if there is more than one hatchery and they need to combine trucks and transportation to meet demand.

“After seven days, [the hatcher] knows how many chicks there will be and still has two weeks to plan everything.

“Then at the upper level, we monitor the development of the embryos, and we know how to connect between the environmental conditions and the development of the embryo inside the eggs,” Mr Alon goes on.

In so doing the incubation conditions can be perfected according to what the embryos need, which leads to better optimisation of the incubation process. One of the main advantages to this is that the hatch window is made shorter, so more chicks result from the same amount of eggs - and with better quality and uniformity to boot, owing to conditions which respond to the specific needs of the embryos in the hatchery.

The question of cost is raised, but owing to CrystalEgg’s processing capabilities, only 400 of 60,000 eggs, for example, need be placed into the smart tray systems which, according to Mr Alon, yields an accuracy of 99.5 percent.

“Our vision is to connect our system to the hatcheries’ controllers, so that the embryos will manage the hatch

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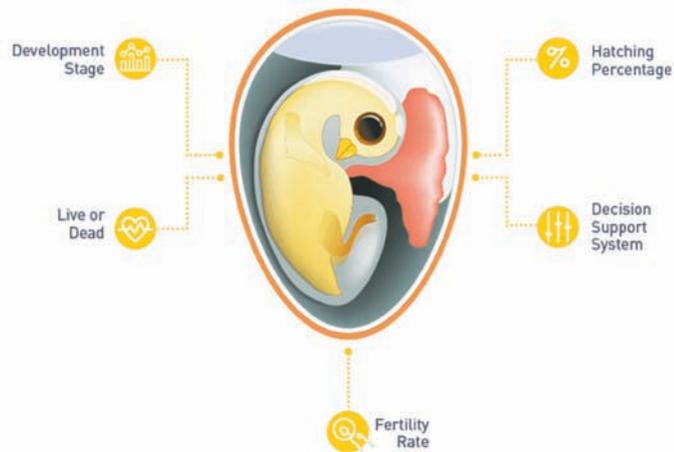


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protocol, rather than using fixed protocols; then you will have a completely automated hatchery.”

Mr Alon explains that their CrystalEgg technology has already been installed in several places around the globe.



LivEgg's mission to end male-chick culling

Another product which is in the final stages of development is LivEgg's in-ovo sexing technology, ChickMale Saver.

It's claim-to-fame is that it is non-invasive. "We are using the same technology [as CrystalEgg], but we are doing in-ovo sexing. It will be ready for sales in early 2020. It will actually work like a candling machine. It will not be on the trays like this," Alon gestures towards the CrystalEgg trays, "it will be on a candling machine that, instead of taking out only the infertile eggs, it will separate between male and female embryos.

"Depending on the segment, if we are talking about layers, it will take out the eggs. If it's a broiler or breeder, it will just separate between them so each one of them will hatch differently. We can even combine between the two products later, because if we separate between male and female, by using the CrystalEgg, we develop a way for us to give each of them a different protocol of incubation."

What sets ChickMale Saver apart from other breakout technologies is that it identifies sex without getting anything inside the egg and the test itself doesn't cost anything. "Once you have the system, you have the test" unlike polymerase chain reaction (PCR) tests which cost money, explains Mr Alon.

Why it matters

The other benefit to LIVEgg sexing technology is that it's efficient. Compared to the PCR method which is limited in number of eggs per hour, ChickMale Saver can reach about 50,000 eggs per hour.

Their in-ovo sexing technology uses algorithms combined with machine learning methods. Once it identifies whether it's a male or female egg, it will be exactly like a normal candling machine, says Mr Alon.

"The egg will come, there will be some kind of device that will look at the egg, will check out those parameters using our technology, and analyse it very quickly. We are talking about an analysis that will take about 5 seconds, and then continue.

"And when it continues, since we know whether it's male or

female, vacuum arms will come and take only the male eggs, and as I said before, either throw them away, or separate between the female and male."

Such technology has big implications for the industry, not only in terms of driving efficiencies but in terms of animal welfare – as today about 5 billion male chicks are being culled on the day of hatch. The big integrators investing in animal welfare understand it is not only something that consumers care about, but that it's important too.

"Eggs are sexed at about the seventh day," explains Mr Alon. "We do it earlier than 10 days at least because there is not much development of the embryo, so you can just take out the eggs without harm."

This technology also benefits the broiler industry, Alon adds, since growing the males and females in different houses appears to be more efficient for the industry and for farmers. In fact, the breeders benefit as well, since the males and females need to be sexed and separated, and in-ovo sexing can go a long way to making that process more efficient, he says.



LIVEgg's smart egg trays

Big data for a big industry

The last product in LIVEgg's portfolio is that of data solutions and insight. Seeking to share their knowledge, they aim to provide insight by means of a system which uses proprietary algorithms connected to the global industry to help users make better, data-driven decisions based on an understanding of trends in the industry.

If an organisation wants to make money, it will need to be even more efficient, and today, this is the only way to do it. To manage data, to combine all kinds of system together, sort it, analyse it and present it in a way that will really make the management of the operation efficient and to have insights with which one can make decisions.

"We're developing our data management all the time with many companies. We optimise it and give solutions for all kinds of data management needs.

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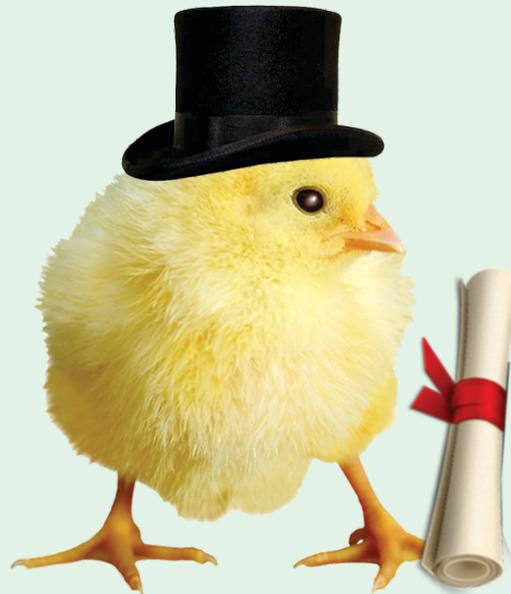
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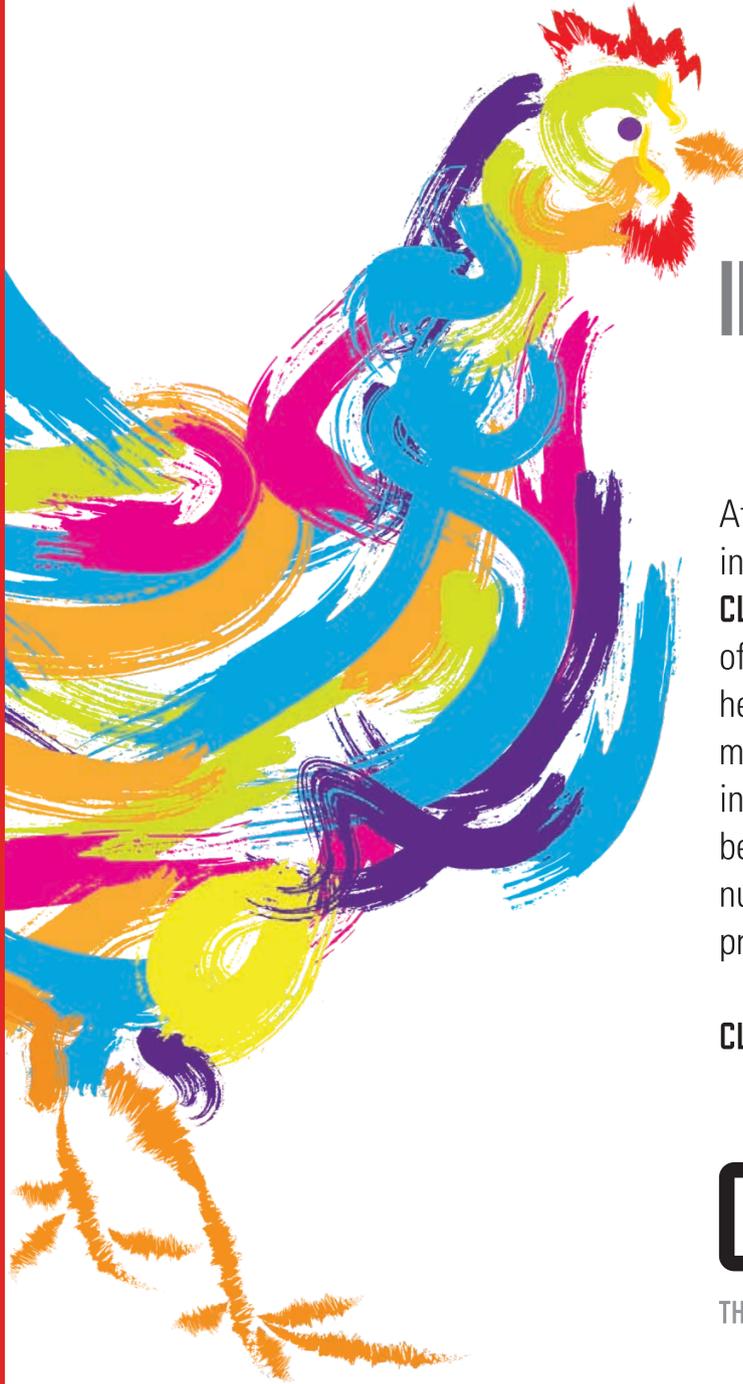
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