

# Poultry Fortune

Estd. 1991

Annual Subscription: Rs 600

Foreign \$100

RNI Regn. No. 72452/99

September 2019

Inside...

**Editorial:** Egg business in Kashmir comes to a standstill



INFAH holds its 8th AGM at Mumbai



**Skylark aims at Expanding its Broiler Integration; Spreading its Bovans, Hubbard operations in India**

Jagbir Singh Dhull

**Srinivasa Farms gets Rs 130 crores equity from IFC, Plans Rs 300 crores expansion**



IVPI holds Annual Scientific Program 2019

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



**22-23-24 October 2019**

CIDCO Exhibition & Convention Center,  
Vashi, Mumbai, India

International Exhibition and Conference on Poultry Sector to update Knowledge and for Better Business Opportunities



**Gain Knowledge on Latest Advancements in Poultry from Masters**



Contact for Stalls:

T: +91 40 2330 3989 +91 70329 19554  
E: nrs.iipe@gmail.com, W: www.poultryfortune.com

## ProPhorce™ SR

Unrivalled butyric acid power

### Driving gut health and performance

ProPhorce™ SR is the next generation of butyric acid products. It has more 'horse power' than coated butyric acid products, thanks to the esterifying technology.

ProPhorce™ SR:

- delivers butyric acid precisely when and where it's needed
- is odorless, stable and easy-to-handle

Road tested:

- increase daily weight gain
- improve FCR and gut health

[www.perstorp.com/ProPhorce-SR](http://www.perstorp.com/ProPhorce-SR)







天地  
TINDER

Turn-key Project Expert

# Tinder

We only concentrate on feed mill machinery



**TDSF70**  
**Series Hammer Mill**



**Guangzhou Tinder Industry Co., Ltd.**  
Add: Beixing Industrial Park,  
Huadu District, Guangzhou, China  
Tel: (+86) 20-8679 5688  
Fax: (+86) 20-8679 5680  
E-mail: [sales@tinderchina.com](mailto:sales@tinderchina.com)  
Web: [www.tinderchina.com](http://www.tinderchina.com)

Country Manager of India  
**M. A. Nadeem**  
Add: 8-1-398/PM/200, Burj Al-Aziz, Paramount Hills,  
Hyderabad, India.  
Mob: 88868 63828  
E-mail: [nadeem@tinderchina.com](mailto:nadeem@tinderchina.com)

# Avian Infectious Bronchitis Vaccine, Live

35  
YEARS

DEDICATED  
SERVICE  
TO

POULTRY  
HEALTH

- Provides specificity to IB control
- Prevents consequent Respiratory Disease Complex
- Provides protection against infectious Gout.
- Protects egg quality in Layers

## Winning Solutions



**VENTRI BIOLOGICALS**

(Vaccine Division of VHPL)

'Venkateshwara House', S. No. 114/A/2, Pune Sinhadag Road, Pune 411030. Tel.: +91-9021151180, Fax: +91-20-24251060 / 24251077.



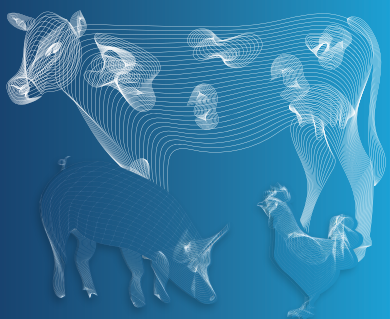
Email: [ventri.biologicals@venkys.com](mailto:ventri.biologicals@venkys.com)

[www.venkys.com](http://www.venkys.com)

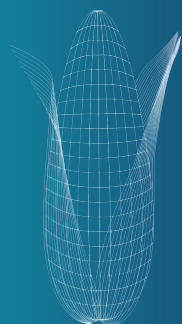
September 2019 ● POULTRY FORTUNE ● 3

## Your Complete Solution Provider

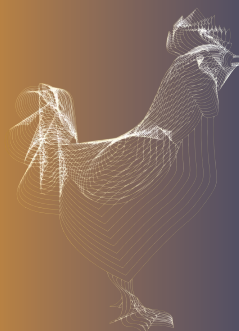
**Antimicrobial  
Resistance**



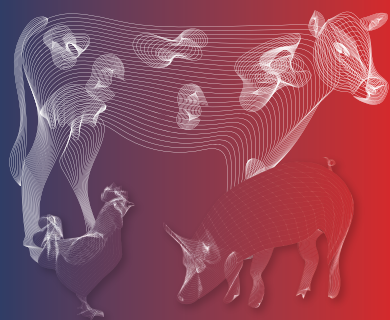
**Poultry  
Gut Health**



**Mycotoxin  
Risk  
Management**



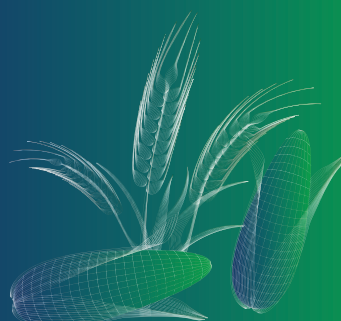
**Trace Mineral  
Nutrition**



**Feed  
Safety**



**Salmonella  
Control**



**Trouw Nutrition India Pvt. Ltd.,**  
1st Floor, Plot No. 16, Jayabheri Enclave, Gachibowli  
Serilingampally, Hyderabad - 500032 Telangana.

T: +91 40 2988 0258  
E: [customercareindia@trouwnutrition.com](mailto:customercareindia@trouwnutrition.com)  
W: [www.trouwnutrition.in](http://www.trouwnutrition.in)



**Zydu** AH

**Poultry birds have to perform during stress !  
Viral challenges like IBH make it worse !!**

HAVE YOU FOUND A SOLUTION ?

We have..

 **CADLIV**™  
**LIQUID**

With antiviral, regeneration & performance  
boosting goodness of milk thistle extract



**THE TOTAL LIVER CARE &  
PERFORMANCE ENHANCER**

**Alltech®**  
**GUT HEALTH**  
**MANAGEMENT**

# ***YOU SEE OUTSIDE***




# ***WE SEE IN***


You wouldn't neglect your gut;  
why neglect theirs?

**ACTIGEN® VILIGEN™**  
**ACID-PAK 4-WAY®**

Alltech Biotechnology Pvt Ltd  
No.3; 6<sup>th</sup> Cross, HAL 2<sup>nd</sup> Stage, Kodihalli, off Old Airport Road, Bangalore 560 038  
Tel: +91 80 25251991 | Fax: +91 80 25251974

[Alltech.com/gut-health-management](http://Alltech.com/gut-health-management)

 AlltechNaturally

 @Alltech

 Alltech

**Alltech®**



# Purity in Every Drop



Provimi<sup>®</sup>  
Poultry

## ACIFY<sup>®</sup>

Water Quality... That Matters



Cargill enables the success of our partners to help the world thrive.

Provimi Animal Nutrition India Pvt. Ltd.  
Tel : 080-28460060 | Email : [info@cargill.com](mailto:info@cargill.com) | [www.provimi.in](http://www.provimi.in)

**Cargill**<sup>™</sup> Helping  
the world  
thrive

# Monsoon season?

Don't let it wash away  
your profit.

**Reduce your Brand Risk  
through our Toxin Risk  
Management Program**

- » Expert support for correct sampling
- » Reliable risk assessment through our MasterRisk online tool
- » Our Mastersorb® range to mitigate the effects of mycotoxin and bacterial toxins



[www.ew-nutrition.com](http://www.ew-nutrition.com)

ew | **nutrition** 





## Poultry Fortune

English Monthly Magazine  
(Established in May 1991)

Volume 21 Number 2 September 2019

### Editor & Publisher

M. A. Nazeer

### Editorial & Business Office:

#### POULTRY FORTUNE

NRS Publications,  
BG-4, Venkataramana Apartments,  
11-4-634, A.C.Guards,  
Hyderabad - 500 004, India.  
Tel: 040 - 2330 3989, 96666 89554  
E-mail: info@poultryfortune.com  
Website: www.poultryfortune.com

### Annual Subscription

India : Rs. 600  
Foreign Countries : US \$ 100  
or its equivalent.

Poultry Fortune will be sent to the subscribers in India by Book Post, and to foreign subscribers by AirMail.

Edited, printed, published and owned by M. A. Nazeer and published from BG-4, Venkataramana Apts., 11-4-634, A.C.Guards, Hyderabad - 500 004, India. Printed at Srinivasa Printers. Registered with Registrar of Newspapers for India with Regn. No. 72452 / 99. Postal Regn.No. RNP/HD/1067/2018-2020. Views and opinions expressed in the technical and non-technical articles/ news are of the authors and not of Poultry Fortune. Hence, we cannot accept any liability for any loss or damage arising from the use of the information / matter contained in this magazine.

- Editor



**NRS PUBLICATIONS**  
www.poultryfortune.com

## CONTENTS

### Editorial:

11. Egg business in Kashmir comes to a standstill

### News:

12. INFAH's role becomes more significant to meet newer Challenges, Adopt new culture & practices – Be more Proactive towards its role in Policy making.
18. Biomim commits to AMR Challenge to Combat Antimicrobial Resistance.
20. Rapid Test Kit Gifted by EW Nutrition to the Nepal Poultry Federation.
20. KPFBA Elects New President & Team.
22. Egg business takes a hit in Punjab, suppliers await normalcy in Valley.
24. Kemin 'Triple Check'(ed) in Kathmandu, Narayanghat and Itahari – Nepal.
26. Hello Kemtrace BMX.
28. Srinivasa Farms gets Rs 130 crores equity from IFC, Plans Rs 300 crores expansion.
28. Poultry breeders pitch for import of GM maize.
30. IVPI holds Annual Scientific Program 2019.

### Special Feature:

34. Skylark aims at Expanding its Broiler Integration; Spreading its Bovans, Hubbard operations in India.

### Articles:

42. Validating Solutions for Tackling High Mycotoxin Contamination.
44. Role of Laboratory in Precision Feeding.
48. Why cage-free? And why now ?

## ADVERTISERS' INDEX

A.P. Poultry Equipments	33
Alltech India	6
Avitech Nutrition Pvt Ltd	25
Bhuvana Nutribio Sciences	55
B.V. Bio-Crop Pvt Ltd	23
Boehringer Ingelheim India Pvt Ltd	13
Danisco India Pvt Ltd	47
EW Nutrition India Pvt Ltd	8
Globion India Pvt Ltd	29
Guangzhou Tinder Industry Co. Ltd	2
Hindustan Animal Care Pvt Ltd	43
India International Poultry Expo 2019	40 & 41
Indian Herbs Specialities P. Ltd	27
Indovax Pvt Ltd	31
JAPFA Comfeed	45
Jiangsu Liangyou Zhengda Co. Ltd	19
Kemin Industries South Asia Pvt Ltd	BC
Lemmens Shardlow	15
Perstorp Chemicals India Pvt Ltd	FC
Phileo Lesaffre	17
Provet Pharma Pvt Ltd	53
Provimi Animal Nutrition India Pvt Ltd	7
Royal Agro Farm	51
Srinivasa Farms Pvt Ltd	10
Swastik Plast	22
Team Agrovtech Pvt Ltd	21
Trouw Nutrition India Pvt Ltd	
Venky's (India) Pvt Ltd	54
Ventri Biologicals	3
Vibrant Remedies (I) Pvt Ltd	52
Zhanjiang Hengrun Machinery Co Ltd	38 & 39
Zoetis India Ltd	49
Zydus Animal Health Ltd	5

### Subscriptions for Poultry Fortune, English monthly, should be sent to:

The Circulation Department, Poultry Fortune, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Hyderabad - 500 004, India. Email: info@poultryfortune.com

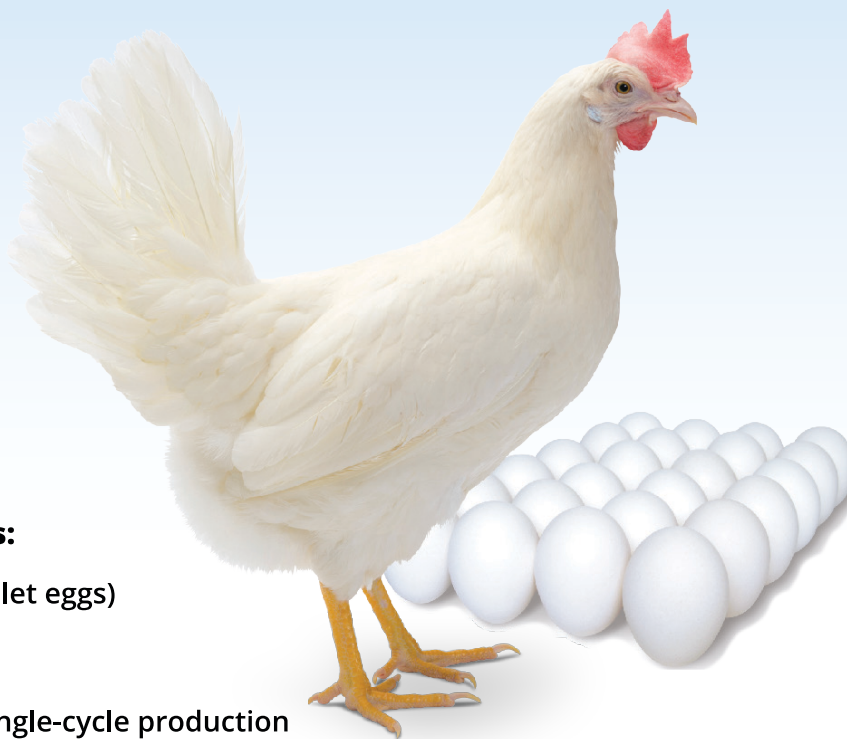
*Srinivasa*



*Hy-Line*

## A partnership that will bring about transformation

More profits for the farmers,  
better nutrition for all.



### A robust layer that delivers:

- More saleable eggs (Less pullet eggs)
- Great feed efficiency
- Prolific egg numbers
- Persistency of lay for long single-cycle production
- Excellent egg shell strength
- Strong performance under challenging environments or low density feed rations
- Adaptability to alternative production system
- Calm bird for easy management

*Hy-Line*  
**W-80**

*Srinivasa Farms*<sup>TM</sup>

### Srinivasa Farms Private Limited

(CIN No: U01222TG1983PTC003979)

#### Regd. Office:

Plot No. 82, Kavuri Hills, Phase II,  
Madhapur, Hyderabad - 500081,  
Telangana, India.

Tel: +91 40 23633500 / 501  
E-mail: [contact@srinivasa.co](mailto:contact@srinivasa.co)  
Url: [www.srinivasa.co](http://www.srinivasa.co)

Follow us on    

#### Andhra Pradesh

Dr. S. S. Prasad

M: +91 99634 54111

#### TS, Maharastra, MP, Gujarat & Chattisgarh

Dr. Balaji Chate

M: +91 91210 20298

#### Karnataka

Shailendra Karuturi

M: +91 90006 58835

#### Tamil Nadu

Dr. Muthuramakrishnan M

M: +91 75488 50453

#### North India

Dr. Vikas Chaurasia

M: +91 81069 72007



## Egg business in Kashmir comes to a standstill



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

The 8th Annual General Body meeting of INFAH was held on August 9 at Mumbai. A new

body of managing committee for INFAH was formed for the period 2019 – 2021 with Mr Vijay Teng as the President and Mr Anurag Agarwal as the Vice President. Awards were also presented on this occasion. INFAH's role become more significant to meet newer challenges, adopt new culture & practices – Be more proactive towards its role in policy making.

BIOMIN has made a public commitment to the AMR Challenge, a multi-stakeholder initiative led by the U.S. Centers for Disease Control and Prevention (CDC) for governments, private industries, and non-governmental organizations worldwide to make progress against antimicrobial resistance. In particular, BIOMIN commits to "expanding the reduction of non-medically necessary use of antibiotic feed solutions across the agriculture sector globally." This will be accomplished primarily through greater adoption of the firm's biotech-based solutions that cover mycotoxin risk management, gut performance and animal nutrition.

As restrictions in the Valley continued, egg business in the state has come to a standstill as local suppliers have not been able to transport even a single truck of eggs to Kashmir since August 5. According to the egg suppliers, about 30 trucks used to carry eggs from Punjab to Kashmir Valley on daily basis, predominantly from Ludhiana, Jalandhar and Sangrur districts.

Kemin Industries organized series of workshops across Nepal on 'Holistic Approach for Gut Health Solution'. The workshops took place in Kathmandu, Narayanghat and Itahari. The increasing awareness towards safe, quality and affordable protein for consumption are imposing more and more pressure on the feed and poultry producers. While the usage of AGPs (Antibiotic Growth Promoters) are already restricted in the country, the efficient gut health management, economical poultry and egg production are becoming the prime criteria for the nation.

Srinivasa Farms Pvt Ltd, which has secured Rs 130 crore of equity commitment from the International Finance Corporation (IFC) chalked out a Rs 300-crore expansion and diversification plan.

The Hyderabad-based company is the only Indian poultry firm to have obtained equity funding from IFC, which has invested in some 70 poultry ventures across the globe. The privately held firm has already received the first tranche of Rs 65 crore from IFC and is now looking at shifting focus from the dominant soya and feed business towards eggs and chicken processing and retail outlets.

Institution of Veterinarians of Poultry Industry (IVPI) conducted its Annual Scientific Program 2019 (ASP) on 14th August at Bengaluru. The theme of this year's ASP was "Indian Poultry 2.0: Learn, Unlearn and Relearn" focusing on the Challenges of Poultry Industry and The Way Forward in alignment with BioSecurity, Health, Welfare, Environment & Consumer Needs. The President of IVPI, Prof G Devegowda welcomed all the Veterinarians, Speakers & Poultry Entrepreneurs and introduced the Theme of the Technical Program to the audience. Mr. Chinnaraj, Poultry Farmer, Businessman & Member of Parliament from Namakkal was felicitated on this occasion.

There is a Special Feature published on Skylark Group started by Mr Jagbir Singh Dhull in 1980 with 700 Broilers and today made it 5 Million (50 Lakh Broilers integration) capacity integration in Haryana with his own farms and with 500 contract farmers. The hardworking Jagbir Singh feels happy to see the growth and contribution of Skylark Group with the involvement of his brothers, brothers in law, his sons and the team of employees. The Rs 1800 crore Skylark Group has plans to expand its Integration and other activities through out India.

Readers are invited to send their views and comments on the news, special feature and articles published in the magazine which would be published under "Readers Column".

M.A.Nazeer  
Editor & Publisher  
Poultry Fortune



**Jagbir Singh Dhull**



### 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.

#### TALK TO US

SEND AN EMAIL:  
[info@poultryfortune.com](mailto:info@poultryfortune.com)  
Please do not send attachment.

FOLLOW US:  
[facebook.com/poultryfortune](https://facebook.com/poultryfortune)  
[twitter.com/nrspublications](https://twitter.com/nrspublications)

**Send a letter:** Letters to the Editor must include writer's full name, address and personal telephone and mobile numbers. Letters may be edited for purposes of clarity and space. Letters should be addressed to the Editor:

**POULTRY FORTUNE, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Masab Tank, Hyderabad - 500 004, T.S, India.**  
Tel: +91 040 - 2330 3989, 70329 19554. Website: [www.poultryfortune.com](http://www.poultryfortune.com)

*INFAH holds its 8<sup>th</sup> AGM on August 9 at Mumbai*

## INFAH's role becomes more significant to meet newer Challenges, Adopt new culture & practices – Be more Proactive towards its role in Policy making

*Vijay Teng elected the President, INFAH*



**Vijay Teng, the newly elected INFAH President addressing**

the “Passion” of all managing committee and subcommittee members to take INFAH to greater heights. He presented the overview of full year activities of INFAH. Some of the key highlights



**Dr P. G. Phalke conducting AGM**

were; participation at One Health conference, synthesis of white paper on feed supplements, contribution towards INFAH members views for the CDSCO's initiative of



**Dr Arun Atrey addressing the INFAH AGM**

The 8<sup>th</sup> Annual General Body meeting of INFAH was held on 9 August 2019 at Hotel Taj Santacruz, Mumbai. The meeting was attended by more than 80 industry colleagues representing Indian Animal Health & Nutrition Industry.

Indian Federation of Animal Health Companies (INFAH) has a clear vision towards creating trust among Veterinary Professionals, Livestock, Poultry, Companion Animal and Aqua stakeholders, enhancing animal health Industry's value and



**Dr Vijay Makhija presenting Annual Activity Report**

contribution to the society, by setting high standards of competitiveness, ethical business practices, innovation and leadership among its members and ensuring significant presence across the globe.

In the welcome address by Dr Arun Atrey, Immediate past President-INFAH, expressed that role of INFAH has become more significant to meet the newer challenges, adopt new culture and practices, be more proactive towards



**Dr D.K.Dey addressing**

our role in policy making, decisions and overall creating new opportunity for sustainable growth by adopting best professional and ethical practices. INFAH is totally committed to meet the expectations of its members. However, it would need constant encouragement and guidance from all. Dr Atrey welcomed members and guests to 8th AGM.

Dr D.K.Dey, President INFAH, took this

opportunity to congratulate all the members for being a part of INFAH's journey of the past seven years which was full of challenges and achievements. With the support of all the members, INFAH has been able to create some new milestones that would give a new direction to its future growth. The key challenges which our industry is facing are animal welfare groups relentless pressure on cage ban impacting layer industry, mixed response from the policy makers on AMR, Issues related to classification of animal feed supplements by different authorities.

Dr Vijay Makhija, General Secretary, INFAH, emphasized that the journey of INFAH will always remain challenging due to ever changing regulatory environment and continual demand for cost effective solutions. He applauded



**Glimpses of AGM**





## Don't play with Marek's disease.

Fighting Marek's disease needs  
more than vaccines, it needs expertise.

SOLUTION  
PROVIDER  
FOR MORE THAN  
**30 YEARS**

**LET'S  
SPEAK  
AVIAN**

PEOPLE PRODUCTS SERVICES

Boehringer Ingelheim India Pvt. Ltd.,  
1102, Hallmark Business Plaza, Bandra (E), Mumbai - 400 051.

 **Boehringer  
Ingelheim**





**Satish Pasrija sharing insights on the White Paper on Feed Supplements**

guidance document on biologicals & therapeutics, providing support during Kerala floods, SOPs on good marketing practices, Initiatives for attracting & retaining talent, representations to government officials for



**Dr B. P. Manjunatha sharing update on Human Resources needs of the industry**

swift imports & exports of animal Health & nutritional products, garnering support for inclusion of Ayurveda in veterinary curriculum and post graduate studies, collaboration with industry associations, IPJA award recognition etc.

During the AGM, an insightful presentation “White Paper on Feed Supplements” was made by Mr Satish Pasrija (Past President & Chairman Subcommittee on Feed Supplements). In this paper INFAH has comprehensively covered various aspects of feed supplements and engaged all stakeholders for their inputs for the same. INFAH has carried out holistic research by bringing together all inputs required to precisely define status and prevent ambiguity at all levels. This document will be mother document for feed supplements and can form basis for bringing uniformity in understanding and implementation within industry and regulatory bodies

Dr B.P. Manjunatha, Chairman of Human Resource Subcommittee,

emphasized on the need for attracting & retaining talent. Dr Manjunatha also emphasized on good human resource practices which as an Industry we need



**Dr D.K. Dey facilitating Guest speaker Mr Ram Kaundinya**

to adapt and follow. He called for a collective effort of INFAH members in this direction.

Dr P.G. Phalke, Treasurer INFAH conducted the AGM proceedings, welcomed the new member Tineta Pharma and announced the result of newly elected members for the period 2019-21.

During the AGM Mr Vijay Teng, Vice President- INFAH, addressed the members by ensuring that the INFAH is well positioned to shape the environment in Animal Health industry in alignment with changing economic and regulatory scenario. INFAH is well prepared to

contribute to the overall growth of India with the objective of Healthy Animals, Healthier India. Mr Vijay Teng expressed sincere gratitude towards the immediate and past presidents Dr Arun Atrey & Mr Satish Pasrija for their exemplary leadership and periodic guidance to the Managing Committee.

INFAH Managing Committee specially honoured Dr D.K. Dey for his outstanding contribution as President of INFAH for the last two years. Managing Committee



**Dr Shirish Nigam giving vote of thanks**

also took special effort to recognize contributions of sub-committee members and the respective Chairmen.

During the AGM following insightful presentation were made by Guest Speakers

1. Changing Dynamics of Indian Agri System by Mr Ram Kaundinya
2. Evolving Innovation Ecosystem in Agritech & Farm Tech – Mr Himendra Mathur

On the 8th AGM, INFAH recognized the contribution of individuals towards development of AH sector in the form of “INFAH Award”.

“INFAH Award” was presented to Dr S.S. Chousalkar for his exemplary contribution



**Dr S.S. Chousalkar receiving INFAH Award**



# LemVit: vitamin premixes

for poultry breeders, broilers and layers

Also available: LemMin mineral premixes  
and MiaPhos liquid mineral supplement

- High quality sourcing
- Inhouse laboratory testing
- Homogenous mixing technology
- Original imported bags
- Fully-disclosed formulations



Imported and marketed in India by:  
**LEMSENS SHARDLOW (INDIA) PVT. LTD.**  
No. 404/7, 8th Main, 12th Cross, Sadashivanagar,  
Bangalore - 560 080, INDIA  
Tel. (080) 2361 0799 / 1255, Fax. (080) 2361 0009  
[www.lemmensshardlow.com](http://www.lemmensshardlow.com)  
[contact@lemmensshardlow.com](mailto:contact@lemmensshardlow.com)







**Dr Y.G. Deshpande receiving INFAH Award**

to the society at large and Animal Health Industry in particular. Dr Jeetendra Verma read the citation for him. Over a period of more than five decades he served relentlessly working towards development of Animal Health sector. Dr S.S. Chousalkar contributed significantly to enable access of quality and affordable products for the Indian farming community. “INFAH Award” was also presented to Dr Y.G. Deshpande for his outstanding contribution to the Animal Health Industry. Mr Anurag Agarwal read the citation. Dr Deshpande has immensely contributed in the area of veterinary pharmaceutical marketing, product development, product promotion along with consistent interaction and admirable relationships with academicians, research workers, practicing veterinarians and farmers. All the awardees thanked INFAH for the award and delivered an Inspirational speech by sharing their success mantra with the audience.

Dr Shirish Nigam, Joint Secretary, INFAH, proposed



**Dr Arun Atrey facilitating guest speaker Mr Himendra Mathur**

vote of thanks. At the very outset he thanked all INFAH Members for their valuable presence during the AGM and their unstinted support to INFAH initiatives. Dr Nigam expressed

sincere gratitude to entire managing committee for their continuous support. He thanked Guest Speakers, Mr Ram Kaundinya and Mr Hemendra Mathur for sparing their valuable time & sharing their rich insights with INFAH members. He recognized the contribution of each Subcommittee member and support of Dr Phalke and Ms Bhavana for the effective functioning INFAH. He thanked Dr Nitin Bhatia & Dr Rajni Choudhary for providing support in organizing the 8th AGM and for INFAH Connect publication. He

The Managing Committee of INFAH for the period 2019-2021 is as follows:

1. **Mr Vijay Teng,**  
President
2. **Mr Anurag Agarwal,**  
Vice President
3. **Dr Vijay Makhija,**  
General Secretary
4. **Dr B. P. Manjunatha,**  
Joint Secretary
5. **Dr P. G. Phalke,**  
Treasurer
6. **Dr Shirish Nigam,**  
Resident Secretary-  
Delhi
7. **Mr Satish Pasrija,**  
Executive Member
8. **Dr Arun Atrey,**  
Executive Member
9. **Dr D. K. Dey,**  
Executive Member
10. **Dr Sandeep Karkhanis,**  
Executive Member
11. **Dr Jeetendra Verma,**  
Executive Member
12. **Mr Gautam Chatterjee,**  
Executive Member
13. **Dr Tanweer Alam,**  
Executive Member

thanked the hospitality and arrangements done by hotel staff. The program ended with networking dinner.



**A view of INFAH Members in the AGM held on August 9 at Mumbai**

## SELSAF PROTECTION TWO IS BETTER THAN ONE



# SelSaf

**DUAL PROTECTION, DUAL BENEFIT**

Selsaf® is a natural source of selenomethionine & selenocysteine. By boosting both the antioxidant status and the natural defenses, Selsaf® offers a dual protection for dual benefit:

- Selsaf® helps maintain animal health status and enhances performance
- Selsaf® preserves food quality during shelf life and improves consumer satisfaction

Ref : The EFSA Journal (2009) 992, 1-24 ; Journal of Animal and Feed Sciences, 24, 2015, 93-99



phileo-lesaffre.com

**Phileo**  
LESAFFRE ANIMAL CARE

The information provided in this document is at the best of our knowledge, true and accurate. However, products must only be used in compliance with local laws and regulations and we cannot guarantee freedom of use for every intended application or country.

Ss-AP-16-05-EN  
LES AFFRÉS



## Biomin commits to AMR Challenge to Combat Antimicrobial Resistance

*Getzersdorf - Animal nutrition firm BIOMIN has announced efforts to combat antimicrobial resistance (AMR) in the agriculture sector*



BIOMIN has made a public commitment to the AMR Challenge, a multi-stakeholder initiative led by the U.S. Centers for Disease Control and Prevention (CDC) for governments, private industries, and non-governmental organizations worldwide to make progress against antimicrobial resistance.

In particular, BIOMIN commits to “expanding the reduction of non-medically necessary use of antibiotic feed solutions across the agriculture sector globally.” This will be accomplished primarily through greater adoption of the firm’s biotech-based solutions that cover mycotoxin risk management, gut performance and animal nutrition.

“In order to preserve the medicinal value of antibiotics, we need to use less of them. That means using alternatives to promote growth and maintain healthy animals,” stated Dr Jan Vanbrabant, Managing Director of

BIOMIN and Executive Board Chairman of ERBER Group.

“We use unparalleled technologies to deliver effective, easy-to-use solutions to the feed and animal protein sectors that bring such benefits and generate return on investment for our clients,” he added.

### Sustainability pioneer

“Since 1983, BIOMIN has been dedicated to supporting the feed and livestock industry with innovative non-antibiotic solutions,” explained Dr Jan Vanbrabant.

The commitment by BIOMIN to the AMR Challenge coincides with the firm’s goal to support sustainable agriculture, which entails the responsible use of antibiotics, enhanced profits and productivity, producing affordable food, generating employment, reducing the environmental footprint of farm animals and ensuring their health and welfare.

### Science driven

As part of its pledge, the firm highlighted its research and development activities led by the BIOMIN Research Center, which aim “to further enhance the sustainability of the livestock and aquaculture industries and to limit or decrease rates of antibiotic resistance on farms.”

A number of recent initiatives by BIOMIN including the opening

of the Christian Doppler Laboratory for Innovative Intestinal Health Concepts in Livestock and the Feed and Food Quality, Safety and Innovation (FFOQSI) project specifically address improving animal gut health and combatting antibiotic resistance.

BIOMIN promises to support these activities “through knowledge sharing of scientific findings and industry best practices along with technical

consulting for commercial partners.”

Specifically, the firm has held dedicated events across the world in recent years focused on antibiotic-free feeding programs featuring industry, academic and in-house experts.

The company is fully engaged in scientific and industry conferences and symposia throughout the world, culminating in the biennial World Nutrition Forum.

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

For August 2019

### NECC Prices

Name of the Zones	Month Average Price in Rs
Ahmedabad	369
Ajmer	316
Banglore (CC)	347
Chennai (CC)	361
Chittoor	354
Delhi (CC)	334
East Godavari	335
Hyderabad	326
Mumbai (CC)	379
Mysore	353
Nagapur	316
Namakkal	358
Pune	355
Punjab	315
Vijayawada	338
Vizag	356
West Godavari	334
Warangal	329

### Prevailing Prices

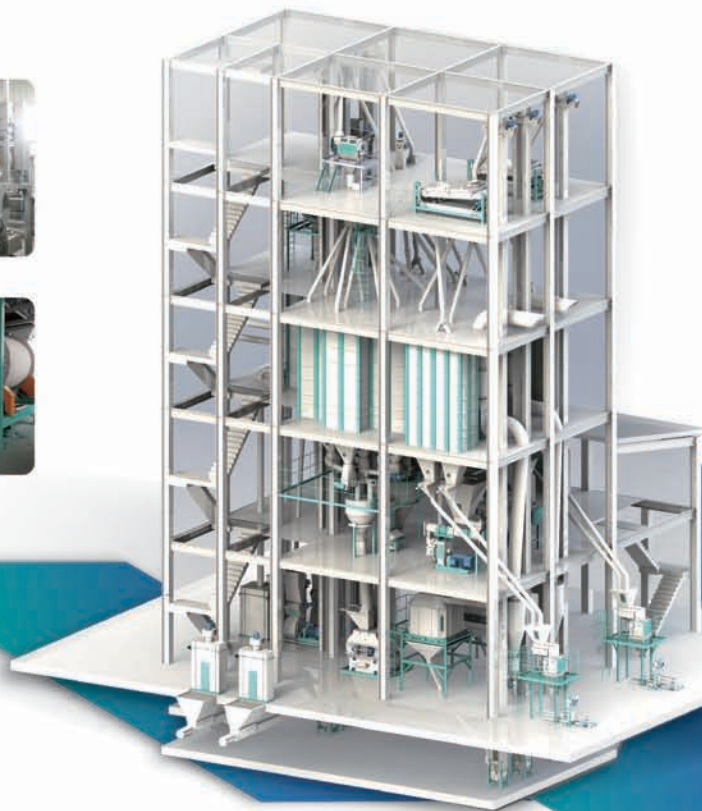
Name of the Zones	Month Average Price in Rs
Allahabad (CC)	348
Barwala	313
Bhopal	338
Hospet	312
Jabalpur	340
Kanpur (CC)	353
Kolkata (CC)	374
Luknow (CC)	370
Raipur	344
Varanasi (CC)	372



## Draw on 26years experience

Innovative process, own 20 more national invention patent

Get certificate: ISO9001:2015,CE,GOST-R,SGS MEILE



### Feed machinery, Engineering Specialist



• Livestock Feed Engineering



• Poultry Feed Engineering



• Normal Aqua Feed Engineering



• Special Aqua Feed Engineering

### JIANGSU LIANGYOU ZHENGDA CO.,LTD

JIANGSU LIANGYOU INTERNATIONAL MECHANICAL ENGINEERING CO., LTD

Http://www.fdsp-cn.com    www.fdsp-group.com    www.fdsp-cp.com

E-mail: info@fdsp-cn.com    fdsp@fdsp-group.com    info@fdsp-cp.com

We are looking for global agent

+86 17705145508



## Rapid Test Kit Gifted by EW Nutrition to the Nepal Poultry Federation



On 29th of July, 2019, international feed additives company EW Nutrition donated a Rapid Test Kit to the Nepal Poultry Federation. The key goal of this donation is to help poultry farmers detect and analyze the levels of mycotoxins in their feed, thus enabling them to prevent potential issues and to improve productivity and profitability.

The handover ceremony took place in the Hotel Golden resort in Chitwan, Nepal, and was attended by 25 eminent customers: breeders, faculty from the Chitwan Veterinary University, and executives from the Nepal Poultry Federation.

The event was graced by the presence of Mr Guna Chandra Bista, dubbed “the father of the Nepalese poultry industry”. As chairman of the Nepal Poultry Federation, he was also the key speaker of the programme.

Mr Subir Singh, Chief Veterinarian of Chitwan Veterinary University, inaugurated the event,

followed by Mr Kingshuk Chakraborty, EWN Head International Business, who introduced the vision, mission and values of the company. He also addressed customers as “Partners in progress”, thus highlighting the customer-centric character of EW Nutrition’s approach.



The Rapid Test kit was warmly received by the Nepal Poultry Federation, which plans to install it in the Federation head quarters for ease of access.

About EW Nutrition  
EW Nutrition GmbH, an affiliate of EW Group, is a dynamic, globally active company, with a strong science-based product portfolio in the field of innovative feed & food additives.

Its portfolio includes holistic solutions for antibiotic reduction, young animal nutrition, toxin risk

&gt;&gt;

## Dr Sushanth Rai elected the President of KPFBA KPFBA Elects New President & Team

Dr Sushanth Rai of Raison Nutrition, Mangalore, has been elected as the President of the Karnataka Poultry Farmers and Breeders Association (KPFBA) for the term 2019 - 2021 at the Association’s Annual General Body Meeting held in Bangalore. The other office bearers are Mr S.N.Raghunath (Vice President); Dr Anjan Goswami (General Secretary); Dr H.R.Halambi (Treasurer) and Dr Arshan Saheed, Mr Vincent Cutinha, Dr Bhoopathi, Mr Prasanna and Mr Narendra Pasupathy (Managing Committee members) and Mr Inayath Ulla Khan, (Executive Secretary).

### About Dr Sushanth Rai President - KPFBA & Managing Partner - Raison Nutrition

Dr Rai is a Veterinary Graduate from VET College, Bangalore & University Veterinary, Animal and Fisheries Sciences, Bidar. He has been serving poultry industry for more than two decades and has trained several farmers to establish farms for better living through continuous technical support and management.

He has also undergone hands on training on Poultry Breeding, Hatching and



**Dr Sushanth Rai, President, KPFBA**

Feed Milling Technology at North Carolina State University, USA

### About KPFBA

Karnataka Poultry Farmers & Breeders Association [KPFBA] is an Apex body, representing Poultry Farmers & Breeders of Karnataka, India. It was established in 1991 to promote the development of poultry breeding and farming in Karnataka state where the occupation is a major activity. The association is registered under the Karnataka Societies Act 1961.

KPFBA aims at providing facilities for exchange of information and opinion of interest to poultry breeding farms and poultry farmers. It believes in the advantages of united action to accomplish goals where individuals will not be in a position to accomplish on their own.

>> management solutions and more. Apart from an outstanding line-up of products, EW Nutrition offers routine technical services in the field, farm

audits, hatchery audits, disease diagnosis, on-site mycotoxin risk assessment, gut health monitoring and other customer benefits.

# Team Agrotech

YOUR STEPPING STONES IN SUCCESS!!

TEAM AGROTECH PVT LTD

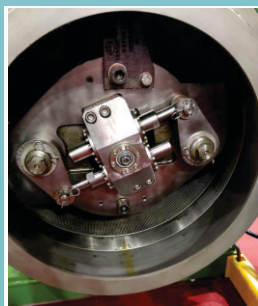


Country Representative of  
CPM ASIA

*Your Single  
Stop Source for*



CPM Pellet Mill



CPM Lineator

## Complete Project management of Turnkey Solutions in the following areas:

- ▶ Integrated Feed plants for Poultry, Floating Fish, Sinking Fish, Shrimps, Cattle etc.
- ▶ Balance of plant equipments for Pre/Post processing
- ▶ Complete Plant Automation Solution, on GATE In to GATE Out concept.
- ▶ Environmental Controlled Sheds for Large Scale Poultry
- ▶ In-house design and manufacturing of Pre Fabricated steel structures for Plants, Warehouses, Grain Storage Silos etc.

**CPM Lineator Technology: Remotely Control the distance between roll and die surface, even when the pellet mill is on. This technology provides swift, accurate and safe roll adjustment, with no downtime, so no production loss.**

**Contact Today:**

**Team Agrotech Pvt Ltd**

1-4, 249, Hill Road, Gandhi Nagar,  
Nagpur, Maharashtra - 440 010, India  
Email - [info@teamagrotech.com](mailto:info@teamagrotech.com); [www.teamagrotech.com](http://www.teamagrotech.com)  
Call Us - +91 - 96505 59095

For Queries  
Contact



Scan me



## Egg business takes a hit in Punjab, suppliers await normalcy in Valley



As restrictions in the Valley continued for the fourth consecutive day, egg business in the state has come to a standstill as local suppliers have not been able to transport even a single truck of eggs to Kashmir since August 5.

According to the egg suppliers, about 30 trucks used to carry eggs from Punjab to Kashmir Valley on daily basis, predominantly from Ludhiana, Jalandhar and Sangrur districts.

Jalandhar-based supplier Jaswant Singh Setia, who has been supplying eggs to Kashmir for the past 30 years, said, "Around seven trucks carried eggs daily from Jalandhar to Kashmir but since August 5, we have not supplied a single truck of eggs to the Valley. A single truck of eggs yielded a profit of around Rs 10,000. We supply eggs mainly to Anantnag and Srinagar."

A single truck on an average carries about 2 lakh eggs worth Rs 5.5 lakh. Egg farmers are worst hit as eggs remain fresh for only some days and when the supply is cut, the price of the eggs takes a plunge.

"Worst hit are egg farmers as when their supplies are withheld, it gets wasted. Already, supply of eggs to Uttar Pradesh and Bihar is curtailed during this time of the year due to Shravan month while there is huge demand in the Valley due to Eid. It is a double blow to egg farmers," said Jaswant Singh.

Suppliers said that from Ludhiana about 12 trucks carry eggs to the Valley daily. Sangrur and Barnala supply about 8 trucks of eggs per day. "The restrictions have severely impacted the trade. We are trying to minimise our losses by transporting eggs to other states, but this is not enough," said Gansham, a Ludhiana-based supplier.

Anantnag-based egg trader Zahoor Ahmad said, "As Eid is approaching, I came here to transport a few trucks of eggs to the valley. I received two trucks of eggs every day. But we have not received a single truck of eggs in the past four days. Our business is on edge. We want normalcy to prevail so that no businessman has to suffer loss."



## Swastik Egg Trays



**UMA SWASTIK PLAST PVT LTD**  
**UNIVERSAL PLASTIKS**

### Office Address:

Plot No. 101, R.T.C. Officers Colony,  
Champapet, Hyderabad - 500 079,  
Telangana State

**Cell:** 98480 25811, 98488 47631,  
venkateshwarr588@gmail.com

### Factory Address:

Turkayamjal Village,  
Nagarjunasagar Road,  
Hayatnagar Mandal,  
Ranga Reddy Dist.-501 510, T.S.  
**Cell:** 98480 25811, 98488 47631,  
99595 83999

**A.Venkateshwar Rao, Executive Director.**



Multi-purpose disinfectant



**ALL OVER  
ALL PURPOSE...**  
*There is nothing else to say...*



As timely tested & trusted brand  
against **Avian Influenza Virus**



- Complete & chemically balanced
- Biodegradable & high residual effect
- Effective on over: 20 virus families, 43 bacterial genera, 27 fungal genera
- Non toxic, non irritant & no obnoxious smell hence can be used in presence of birds
- Effective even at 400 ppm hardness & 5% organic matter

**A Well Proven Brand  
Since Two Decades.**



Manufactured & Packed in India by:

**B.V. BIO-CORP PVT. LTD.**

(An ISO 9001 : 2008 & GMP Certified Company)

Village: Patvi, P.O.: Jatwar, Tehsil: Naraingarh,  
Distt.: Ambala, Haryana (India) - 134 201

'Venkateshwara House', S. No. 114/A/2, Pune Sinhad Road, Pune 411030.

Tel.: (020) 32341865, Fax: +91-20-24251060 / 24251077.

Website: [www.venkys.com](http://www.venkys.com)



## Kemin 'Triple Check'(ed) in Kathmandu, Narayanghat and Itahari – Nepal

*Kemin organized series of workshops on holistic approach for Gut Health Solution across Nepal as per the changing needs of poultry industry in the Himalayan Nation.*



Kathmandu, Nepal (August 09, 2019) – Kemin Industries, a global leader in developing feed ingredients for animal nutrition and health, organized series of workshops across Nepal on 'Holistic Approach for Gut Health Solution'. The workshops took place in Kathmandu, Narayanghat and Itahari.

The increasing awareness towards safe, quality and affordable protein for consumption are imposing more and more pressure on the feed and poultry producers. While the usage of AGPs (Antibiotic Growth Promoters) are already restricted in the country,

the efficient gut health management, economical poultry and egg production are becoming the prime criteria for the nation.

Dr Bayjut Bostami, Zonal Sales Manager - Nepal inaugurated the workshop with his warm welcome note and shared Kemin's new vision and logo. He also emphasized on how Kemin focus to continue the customer services, adding value to customers' business and on a larger perspective towards the vision.

Further discussion led to the gut health scenario in South Asia and Nepal, approaches for an efficient management by Dr Venket M. Shelke; Technical Expert for Health – South Asia, Kemin Industries South Asia Pvt Ltd.

In the South Asian region especially Nepal, where the poultry producers gave away the usage of Antibiotic Growth Promoters (AGPs) got addressed with various

approaches for animal health management while sustaining the economic efficiency. The challenge is to balance the healthiness as well as profitability for the sustainable business operation.



Dr Chandrasekar S, Marketing Manager introduced the "Triple Check" approach, from feed to farm emphasizing on strengthening the gut health of animals using our unique solutions - CLOSTAT™, AcidLAC™



Supreme, ButiPEARL™ & Aleta™.

Usage of second-generation probiotics (CLOSTAT™) along with acidifiers in combination with phytobiotics (AcidLAC Supreme), cutting-edge immunomodulators from algal sources (Aleta™) and in combination with sustained release energy source for gut integrity (ButiPEARL™) would provide enhanced gut functions and animal performance, Chandrasekar added. He also emphasized on the novel findings of the solutions and ideal criteria to choose efficient gut health additives. Overall the level of energy and enthusiasm of the participants were incredible, and we look forward to seeing more of you at our upcoming events.



**For Effective Branding & Promotion of your Products in Indian Aquaculture Sector**

Advertise in

**Aqua International**  
National English Monthly

Tel: +91 040 - 2330 3989, 96666 89554  
Email: [info@aquainternational.in](mailto:info@aquainternational.in)

# BUTIREX C4

The *only* Buffer Matrix  
Sodium Butyrate



Increases nutrient absorption

Increases villi numbers and villi length

Effective protection against pathogens

Stable under pelleting and extrusion

Please visit  
our booth  
No K15- K20 at  
Poultry India Show,  
Hyderabad from  
27th-29th  
Nov 2019

AVITECH NUTRITION PVT. LTD.

GP-37, Udyog Vihar, Sector 18, Gurgaon-122015, Haryana, India

Tel: +91 124 4011147, 4278511/12, Fax: +91 124 4013620

Email: [marketing@avitechnutrition.com](mailto:marketing@avitechnutrition.com) | Website: [www.avitechnutrition.com](http://www.avitechnutrition.com)

**Avitech**<sup>®</sup>  
Knowledge | Nutrition | Innovation

September 2019 ● POULTRY FORTUNE ● 25



## Hello Kemtrace BMX

*Kemin Industries organized one-day workshop on Dairy Buffalo Nutrition in Jabalpur, Madhya Pradesh, India.*



Jabalpur: July 27th, 2019- While buffaloes have a significant contribution to the total milk production in India, awareness of scientific buffalo feeding, and nutrition remains low as compared to cows. Given the fact that buffaloes produce more nutritious milk, rich in total solids, the nutritional requirements differ from that of cows.



Currently, buffalo farming is challenged by poor

reproduction, compromised immunity, and poor health status leading to sub-optimal productivity and economic returns. To address these challenges, Kemin organized a one-day workshop on Dairy Buffalo Nutrition.



Mr Prashant Buit, Manager-Sales, inaugurated the workshop with his warm welcome note to the progressive buffalo farmers of Jabalpur. Dr Tanweer Alam, Director-Sales, Kemin Industries shared the company's global presence and its vision for striving to sustainably transform the quality of life every day for 80 percent of the world with its products and services.

Dr Sudheer Singh, Head

-Technical Services, took an explicit session on the nutritional management of dairy buffaloes for maximizing productivity. He explained about the genetic improvement in buffaloes in the recent past and how this has contributed to an increase in the productivity, and the importance of optimum ration balancing according to the different level of milk production as well as strategies to minimize the day-to-day fluctuation in milk yield and composition.

Further discussion was on the significance of micronutrients (minerals, vitamins and critical nutrients) for dairy buffaloes while unveiling Kemin's novel solution Kemtrace® BMX – a balanced micronutrient premix, specially designed to cater to the nutritional needs of buffaloes and to boost production, reproduction and immunity thereby positively impacting farm profitability as shared by Dr M.S. Mahesh, Product Manager.

The participants were



presented with background information about the market conditions and discussed barriers and solutions. The program ended with the valedictory note of Mr Kamal Singh Malviya, Territory Sales Executive.

It was a great opportunity for the Kemin team to directly address the



many questions from the audience. And in turn, participants had the opportunity to network with the industry experts to discuss and develop recommendations on dairy buffalo nutrition and health.





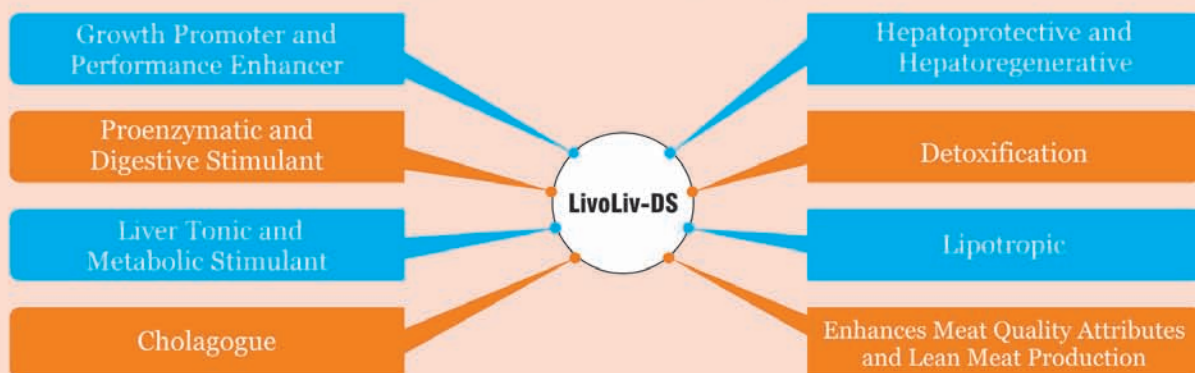
- ✓ Metabolic Stimulant
- ✓ Digestive Stimulant
- ✓ Hepatogenic
- ✓ Lipotropic
- ✓ Detoxicant



# LivoLiv-DS

Scientifically Blended Natural Liver Tonic & Performance Promoter

Nature's boon, LivoLiv-DS herbal liver tonic plays an important role in poultry farming to bring about maximum productivity as per the genetic potential. LivoLiv-DS contains selected herbal ingredients with following unique actions:



**FEED INCLUSION RATE :**  
250gm per ton of feed or as  
advised by the nutritionist.

**PRESENTATION :**  
10 and 25 kg.

**INDIAN HERBS SPECIALITIES Pvt. Ltd.**

C-215, 2nd Floor, Elante Offices, Plot No. 178-178A, Industrial & Business Park  
Phase - 1, CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217  
E-mail : ihspl@indianherbs.org, Website: www.indianherbs.org



## Srinivasa Farms gets Rs 130 crores equity from IFC, Plans Rs 300 crores expansion

*The Hyderabad-based company is the only Indian poultry firm to have obtained equity funding from IFC, which has invested in some 70 poultry ventures across the globe.*



HYDERABAD: Poultry firm Srinivasa Farms, which has secured Rs 130 crore of equity commitment from the International Finance Corporation (IFC), said it has chalked out a Rs 300-crore expansion and diversification plan.

The Hyderabad-based company is the only Indian poultry firm to have obtained equity funding from IFC, which has invested in some 70 poultry ventures across the globe.

The privately held firm has already received the first tranche of Rs 65 crore from IFC and is now looking at shifting focus from the dominant soya and feed business towards eggs and chicken processing and retail outlets.

Managing director Suresh Rayudu Chitturi said the company is aiming to cross Rs 1,000 crore in sales by 2020-21, apart from securing

market leadership in poultry breeding with layer chicks from Hy-Line International, the world leader in chicken layer genetics. Its revenue touched Rs 765 crore last fiscal.

According to Chitturi, after Srinivasa Farms teamed up with Hy-Line International two years ago, the company's India market share in poultry breeding moved up to about 12% from 2%. "We expect our market share to surpass 50% over the next 5-6 years, thanks to fast-rising per capita consumptions across India in general and urban centres in particular."

As a part of its diversification plan, Srinivasa Farms is setting up a mega food park in Prakasham district of Andhra Pradesh and looking at expanding the poultry breeding capacities spread across Andhra and



**C. Suresh Rayudu**

Telangana. Chitturi said the company plans to double its poultry breeding capacity over the next couple of years from about 36,000 birds a day in Andhra and 18,000 birds a day near Hyderabad.

The company has embarked on setting up a modern chicken processing plant near Hyderabad to produce

a variety of value-added chicken products for hotels and restaurants and the fast-food segment.

According to Chitturi, at a time when high global corn prices are pushing up poultry feed costs, the partnership with Hy-Line is proving beneficial as layer birds consume at least 10% less feed and lay at least 10% bigger eggs, benefiting the poultry farmers.

India, the world's third-largest egg producer and fourth-largest broiler producer, is projected to witness a multi-fold increase in per capita consumption of eggs and chicken by 2040 to 280 eggs and 25 kg chicken, from 70 eggs and 4kg of chicken now.

## Poultry breeders pitch for import of GM maize

*They will otherwise have to wait till mid-October for delivery of non-GM maize, and pay a steep price*

Poultry farmers and breeders in Karnataka, who are facing a shortage of indigenously grown maize to feed broiler chickens, have made a pitch for import of genetically modified (GM) maize to tide over the crisis.

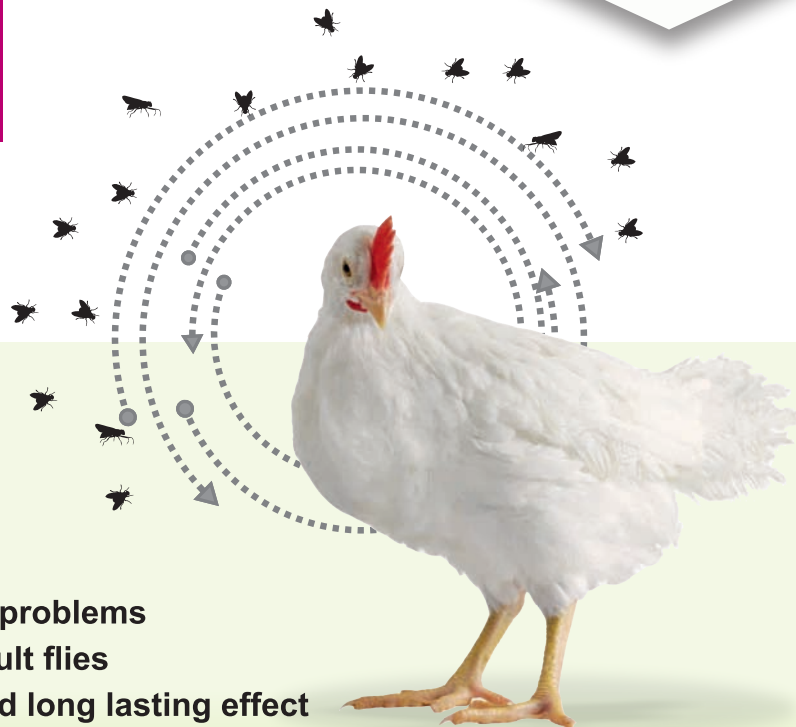
Their request to the authorities for permission to import GM maize comes after realising that they will not only have to wait till mid-October for delivery of non-GM maize imported by State Trading Enterprises, but will also have to pay a steep price for the same.

Maize, which is one the chief sources of feed for the broilers, was available at a cost of Rs 17,000 per tonne last year. But, the maize proposed to be imported

by State trading enterprises like National Agricultural Co-operative Marketing Federation of India (NAFED) and Metals and Minerals Trading Corporation of India (MMTC) in the wake of the scarcity of indigenously grown maize, whose yield had been severely compromised by pest attacks and drought, will cost them at least Rs 23,500 per tonne.

Also, since it is off-season in some countries like Ukraine that grow non-GM maize, the imported maize will be delivered to them only after mid-October this year, which is barely a fortnight before the next crop of locally grown maize is ready for harvesting in the first week of November.

# INTEGRATED FLY CONTROL PROGRAM



- Total solution to fly related problems
- Controls larva as well as adult flies
- Quick knock down effect and long lasting effect



## Globion India Pvt. Ltd.

Corporate office: 2nd Floor, Vasavi Gold Stone, Survey No.25, Trimulgherry, Secunderabad - 500015, Telangana, India,

Phone : +91-40-27990397 / 98, Fax : +91-40 27990399 | Mail : [customercare@globionindia.com](mailto:customercare@globionindia.com) | Website: [globionindia.com](http://globionindia.com)

Factory: D. No. 4-3, Survey No. 321, Biotech Park, Phase III, Karakapatla Village, Markook Mandal, Siddipet District - 502281, Telangana, India



## IVPI holds Annual Scientific Program 2019

*Indian Poultry 2.0, Learn - Unlearn - Relearn*



**C. Suresh Rayudu**

Institution of Veterinarians of Poultry Industry (IVPI) conducted its Annual Scientific Program 2019 (ASP) on 14th August at Conrad Hotel, Bengaluru.



the Veterinarians, Speakers and Poultry Entrepreneurs and introduced the theme of the Technical Program to the audience. Mr Chinnaraj, Poultry Farmer, Businessman & Member of Parliament from Namakkal was felicitated on this occasion.

First Speaker, Mr Suresh Rayudu Chitturi, MD & Vice Chairman, Srinivasa Farms Pvt Ltd spoke about the Importance of Poultry Industry in the Indian Economy. He highlighted the Potential of Poultry in reducing malnutrition among young children, providing employment generation, developing Solar energy, harvesting water and Biogas production at the farm level etc.

Second Speaker, Mr Abhay Hanjura, CEO of LICIOUS, discussed in detail about the Innovative & Technology



**Dr G.B. Puttannaiah, a renowned Pathologist, being honoured with Life Time Achievement Award by IVPI on August 14.**

Poultry Entrepreneurs to focus in the e-commerce segment for chicken retailing. IVPI's Lifetime Achievement Award for the year 2019 was awarded to Dr G.B. Puttannaiah, a renowned Pathologist and

one of the founder member of IVPI.

Third Speaker, Dr Benoit Pele from Hendrix Genetics spoke about the status of Egg Industry in Asia and the opportunities in the future. He highlighted the enormous health benefits from Egg consumption and insisted to include eggs in the school meal programs across India.

Dr Ravikiran compered the entire program and Dr Prakash Satihal gave vote of thanks followed by chanting National Anthem. The IVPIASP 2019 ended on a high note followed by networking dinner.

The theme of this year's ASP was "Indian Poultry 2.0: Learn, Unlearn and Relearn" focusing on the Challenges of Poultry Industry and The Way Forward in alignment with BioSecurity, Health, Welfare, Environment & Consumer Needs.

The President of IVPI, Prof G. Devegowda welcomed



**KPFBA Team and the Speakers during its Annual Scientific Program 2019**



# You can trust us

## We use CAV-free SPF Eggs



For live vaccines to be safe, they must be produced from CAV-free SPF eggs. Indovax Live Vaccines are developed from certified CAV-free SPF eggs produced by Immunetics, a state-of-the-art SPF eggs facility. It is a venture set up by Indovax in collaboration with Gezondheidsdienst voor Dieren B.V (GD).

# INDOVAX

## Poultry Vaccines You Can Depend Upon



Indovax Pvt. Ltd., Plot # 634, Pace City - II, Sector-37, Gurgaon - 122 001 (Haryana-India)  
Tel: +91+124 - 4924900 Web: [www.indovax.com](http://www.indovax.com)





# Complete Solution for Layers & Breeders

The right partner for your poultry farm

- ✓ Better results
- ✓ Animal Welfare
- ✓ Higher Outcomes
- ✓ Low operational costs

Energy Efficient



Innovative



Certified



Value for money



Performance



Reliable



दुनिया भर में 50 से भी अधिक वर्षों से,  
हम आपके पोल्ट्री फार्मों की देखभाल कर रहे हैं।  
और अब हम गर्व से भारत में भी प्रवेश कर रहे हैं।



Visit us at Poultry India 2019 - Hall 4 booth T10  
27-29<sup>th</sup> November 2019 - Hitex Exhibition Center, Hyderabad

[pericoli.com](http://pericoli.com)





# A.P. POULTRY EQUIPMENTS

Pioneers in Poultry Incubators

**HI-TECH INCUBATORS & HATCHERS**



Killer Cone / Halal Cutting



De - Feathering Machine:



Chicken Portioning Machine



Feed Plant  
(Feed Mixer & Grinder)



Solar Incubators

**For Further Details Please Contact:**

**M. Prabhakar Reddy**

**Managing Partner**

**Mob: +91 9849212325, +91 9848123203**

**Office:**

Villa No-45, Ramky Villas, Near HMT, Sathavahana Nagar,  
Opp: KPHB, Kukatpally, Hyderabad-72. Telangana. INDIA.

**Factory:**

Plot No.365 & 366, Gokul Plots, Venkata Ramana Colony,  
Near Vasanth Nagar, Kukatpally, Hyderabad-72. A.P. INDIA.

**Email:** appoultry@yahoo.com, appoultry@gmail.com, mprabakarreddy@gmail.com

**Tel/Fax:** +91 40 23151576 | **Website:** www.appoultry.com



# Skylark aims at Expanding its Broiler Integration; Spreading its Bovans, Hubbard operations in India

Started his career in poultry in 1980 with 700 Broilers, Mr Jagbir Singh Dhull today made it 5 Million (50 Lakh ) capacity Broiler Integration in Haryana with his own farms and with 500 contract farmers. The hardworking Jagbir Singh Dhull feels happy to see the growth and contribution of Skylark Group with the involvement of his brothers, brothers in law, his sons and the team of employees. The Rs 1800 crore Skylark Group has plans to expand its Integration, and Bovans Layer & Hubbard Broiler operations through out India. Poultry Fortune Editor M. A. Nazeer had an exclusive interview with Mr Jagbir Singh Dhull. Let us see his success story.



Jagbir Singh Dhull, Managing Director, Skylark Group



Skylark Feed mill at Pilani, Rajasthan

Mr Jagbir Singh based at Safidon in Jind District, Haryana started his career in 1980 with Broiler farming with 700 Broiler birds, gradually developed it and today made it 5 Million (50 Lakh Broilers integration ) capacity integration in Haryana State in India with his own farms and with 500 contract farmers.

## Skylark Feed Operations

The company, Skylark Group, runs under the leadership of Mr Jasbir Deswal, Chairman and Mr Jagbir Singh Dhull, Managing Director.

The key individuals of the Group are Mr Surender Dhull, Mr Vikas Dhull, Mr Jitender Deswal, Mr Virender Deswal, Mr Sourav Deswal, Mr Nitesh Dhull.

The feed business of Skylark is under two brand names like Skylark feeds and Anta feeds.

Mr Jagbir Singh Dhull, Managing Director, Skylark Group, informed that they have feed production in Rajasthan, Haryana, West Bengal, Uttar Pradesh and Bihar. Total volume of commercial feed production capacity is 2800 tons per day. We have strong presence all over the country. The company supplies over 4,00,000 tons of feed annually.

We have more than 600 channel partners through which we make feed sales. We are strong in all the markets, he stated.

According to Mr Jagbir Singh Dhull, the acceptance level of their poultry feeds is excellent from the customers because of good quality.

#### **Other Activities of the Group**

Processing Plant of 1,500 birds/hour

Besides feed, we are also involved in the sale of Poultry Equipments, Broiler and Layer Day Old Chicks, Broiler Parent Stock and Processed chicken, he said. Skylark has its Chicken processing unit at Sonipet near Delhi with the processing capacity of 1,500 birds per hour. Skylark is going to have 6 more feed plants in Chhattishgar, Uttar Pradesh, West Bengal, Punjab and Hyderabad in 2019 apart from existing plants.



**Skylark GP Farm at Tajewala, Yamunanagar, Haryana**

In a message to the fellow feed millers, Mr Jagbir Singh Dhull said, “I expect all fellow feed millers to improve quality, so that farmers have access to best quality feed”. The company is developing data of their customer base in the country.

Our future plan is to increase poultry integration in broiler side of business, Mr Jagbir Singh Dhull stated. The company is setting up a hatchery at

Hyderabad with the capacity of 60 lakh hatching eggs of both Layer and Broiler. They have imported Enka incubators from Belgium. They are also coming up with a Feed Plant of 10 tons per hour production capacity which can be expanded to 20 tons near Vikarabad in 16 acres of land.

Skylark Group has the annual business turnover of Rs 1800 Crores. The company targeted to achieve Rs 2000 crores in the current financial year and Rs 3000 crores by 2020 – 2021.

Poultry industry is currently struggling due to higher feed prices and lower returns, he stated.

#### **Skylark Integration Operations**

The broiler integration is done through Skylark Hatcheries Pvt Ltd.

Skylark Group was established in 1985 through an unwavering commitment towards quality, excellence and strategic integration.



**Skylark Feed mill at Safidon, Jind, Haryana**

**“Ensure hygiene,  
clean water,  
biosecurity and  
good quality feed  
to the birds in the farm”**

--- Mr Jagbir Singh Dhull



*Skylark growing with Bovans Layer; Hubbard Broiler Operations*

## We have World Class Infrastructure for Skylark GP Operations: Jagbir Singh Dhull

Skylark Hatcheries Pvt Ltd has its Bovans Layer and Hubbard Broiler Grand Parents Operations are located in highly secluded and biosecured areas. The company started its Grand Parents operations in 2011. They have 40,000 GPs of Bovans Layer (6,000) and Hubbard F-15 Broiler (34,000) in the country.

Mr Jagbir Singh Dhull informed about the merits and positive points of their both Bovans Layer and Hubbard Broiler Breeds as follows:

### **Merits of Bovans Layer**

- Lays Egg upto 100 Weeks.
- Excellent Egg shell quality.
- Excellent Egg size.
- Resistant to Diseases like CAV, Dermatitis.
- Less Feed consumption / Egg.
- Persistency in Production.
- Better Livability.
- Resistant to hot climate.
- No Vertically transmitted diseases.



*Dr Vikas Dhull, Director, Skylark Group*

### **Merits of Hubbard Broiler**

- 2 Kg Body weight in 35 days.
- Excellent FCR.
- Excellent Growth Rates.
- Excellent Livability.
- No vertically transmitted diseases.
- Highest Meat Output at Least cost.
- Minimum Stress of Weather.

He stated that Chick mortality is low with low feed intake and high production.

We have world class infrastructure for our Poultry Breeding operations, stated Jagbir.

To prevent mortality, to get good health and growth of day old chicks from day-one till culling stage, Mr Jagbir Singh Dhull advised the farmers to ensure hygiene, clean water, biosecurity and good quality feed to the birds in the farm.

Skylark has its Broiler parents breeding farms and hatching facilities all over the country.

Mr Jagbir Singh Dhull recommended the farmer to keep the bird in the farm upto 100 weeks age.

The price of commercial Day Old Broiler Chick price is variable depending on market demand, he stated.



*From left: Surinder Dhull, Jagbir Dhull and Jitendra Deshwal with the team of Skylark Group*

34<sup>th</sup> Edition

*Booking of  
Stalls in Progress  
Rush to Reserve  
your choice of  
Stalls*

# Aquaculture Expo 2020

8 & 9 January 2020, Surat, Gujarat, India

**Exhibition and Conference on Aquaculture Sector to  
update Knowledge and for Better Business Opportunities**



**Venue:**  
**Surat International  
Exhibition & Convention  
Centre (SIECC)**  
Sarsana, Khajod Chokdi,  
Sachin Magdalla Road, Surat.



For stalls booking, please contact:  
**M.A.Nazeer, Chief Executive,**  
**NRS Publications, Aqua International,**  
BG-4, Venkataramana Apts., 11-4-634, A.C.Guards,  
Near IT Towers, Hyderabad - 500 004. India.  
Tel: 040 - 2330 3989, 96666 89554  
Email: [forum@aquainternational.in](mailto:forum@aquainternational.in) • [info@aquainternational.in](mailto:info@aquainternational.in)



An Event by **NRS Publications**, Publishers of **Aqua International**





## Hengrun HR Series Extruder

Suitable for all kinds of floating & sinking aquatic feed  
The screw permutation is adjustable to fit different formulation.  
Advanced automatic touch screen control system

Model	HR165	HR118X2	HR145X2	HR168X2
Capacity(t/h)	3-5	3-6	6-10	10-15
Type	Single-screw	Twin-screw	Twin-screw	Twin-screw



## Hengrun HRHG ( FB ) Series Rotating-Type Dryer

Moisture evenness  $\leq 1.5\%$   
Use only one-third power compared to other competitors.



### ZHANJIANG HENGRUN MACHINERY CO., LTD

Add: Shapo Industrial Zone, Suixi, Zhanjiang, Guangdong,  
China (524300)

E-mail: [hirin\\_co@126.com](mailto:hirin_co@126.com)

Tel: +86 759 7770818 Fax: +86 759 7769088

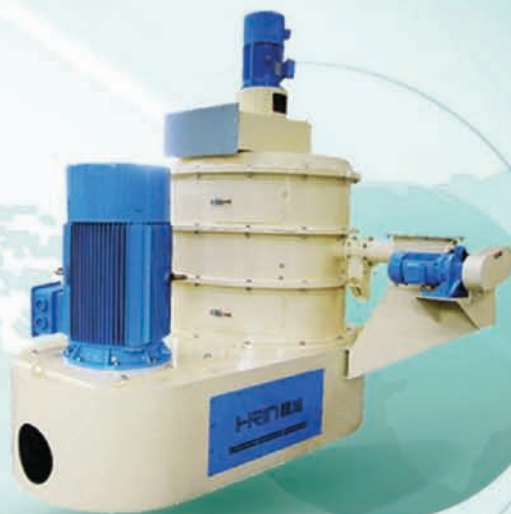
Web: [www.hirin.cn](http://www.hirin.cn)

# Professional Feed Machinery Manufacturer



## Hengrun SWFL Series Vertical Pulverizer

Vertical shaft with no-screen grinding, Bearing no maintenance. The production is uniform and the fineness is adjustable ( Range from 40~200 mesh.)



## Hengrun HRYTZ Series Vacuum Sprayer

Totally enclosed spraying space, Precision & Efficient spraying proportion widely ranged from 2%~30%.





# UPDATE

## Knowledge on Poultry

A One Day Conference

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

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

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

#### Sponsors of IIPE 2019

- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor

#### Benefits to Sponsors:

Would incorporate Sponsor company name & logo on Event Backdrop & other display / promotional aspects.

**UPDATE Conference**  
9:30 AM to 4:00 PM



## PF International Awards 2019

For Excellence and Contribution to Poultry in India

National and International Awards for Best Performance and Contribution to Poultry sector development.

### Categories of PF International Awards

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

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

**22 Octobert 2019**

**Venue:** CIDCO Exhibition & Convention Center,  
SION-Panwel Highway, Swami Pranabananda Marg, Sector 30-A,  
Vashi, Navi Mumbai - 400 703, Maharashtra, India.

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



**22-23-24 October 2019**

CIDCO Exhibition & Convention Center,  
Vashi, Mumbai, India

*Exhibition and Conference on Poultry  
Sector to update Knowledge and for  
Better Business Opportunities*



### Venue:

CIDCO Exhibition & Convention Center,  
SION-Panwel Highway,  
Swami Pranabananda Marg,  
Sector 30-A, Vashi,  
Navi Mumbai - 400 703,  
Maharashtra, India.

**ORGANISED 10 EXHIBITIONS  
ON POULTRY & 33 EXHIBITIONS ON  
AQUACULTURE SECTOR SO FAR.**

**KNOWN FOR MAINTAINING QUALITY  
STANDARDS IN MAGAZINES PUBLICATION  
AND ORGANISING EXPOS ON POULTRY &  
AQUACULTURE SECTORS.**

### CONTACT FOR PARTICIPATION:

The Chief Executive, IIPE 2019, NRS Events,  
BG-4, Venkataramanna Apts, 11-4-634, A.C. Guards, Hyderabad - 500 004, T.S. India



**M. A. NAZEER**  
Chief Executive, IIPE



+91 40 2330 3989  
+91 70329 19554



[nrs.iipe@gmail.com](mailto:nrs.iipe@gmail.com)



[www.poultryfortune.com](http://www.poultryfortune.com)

Organised by



**Poultry  
Development  
Council of India**

To Serve Stakeholders of Poultry Sector



**Poultry Fortune**

English Monthly, since 1991





# Validating Solutions for Tackling High Mycotoxin Contamination

Dr. Rahul Mittal<sup>1</sup> and Nabila Fathima<sup>2</sup>

<sup>1</sup>Associate Product Manager, Kemin, <sup>2</sup>Sr. Research Associate, Kemin

India receives its major maize production from Bihar, harvested in April- May and Karnataka and Andhra Pradesh in last quarter of the year. This maize is mostly used in feed production around the year. At the time of harvest, the crop contains high moisture content which makes it conducive for growth of toxigenic fungus and subsequent mycotoxin production. It is generally observed that mycotoxin related problems are encountered more in 3rd and 4th quarter of the year. This is also because of the high precipitation in these parts of the year that moisture loss from the harvested maize is improper which further increases the chances of mold growth. Generally, the strategy to prevent the production and health losses in these times is to dilute the high moisture maize with older stored maize and using a more potent toxin binder. **While some recommend increasing the dosage of regular toxin binder in case of high toxin challenge. Increasing dosage of normal bentonite-based toxin binder or activated charcoal also enables more vitamin interaction in feed which ends up doing more harm than good.**

Today, let's look at how to arrive at the correct dosage of toxin binder when the challenge is high to get the best protection while keeping the production cost economically viable.

Kemin team devised a method to find the required dosage to control very high levels of contamination. The method is called **in-vitro dose dependent study at high mycotoxin contamination**. To accurately simulate the challenge in the newly harvested maize, a very high contamination level of mycotoxins was taken to test toxin binder at various dosages.

## Understanding in vitro dose dependent study at high mycotoxin contamination

Usually, *in vitro* binding efficacy of toxin binders is tested at lower dosages. In this study, very high dosage of common mycotoxins is studied for binding efficacy at different dosages

of toxin binder. These studies are done at 2 different pH (3.2 and 6.8) to simulate foregut and hindgut conditions of birds. This will give the net binding subtracting desorption at high pH

- ▶ All the results were calculated as biphasic net binding% i.e. Mycotoxin % net binding = Adsorption (%) at pH 3.2 - Desorption (%) at pH 6.8 (See Fig.1)
- ▶ Contamination Level- Working concentration of **5ppm**
  - Aflatoxin B<sub>1</sub>- 5ppm- **250 times** above the EFSA recommendations
  - Zearalenone- 5ppm- **12.5 times** above the EFSA recommendations
  - Ochratoxin A- 5ppm- **125 times** above the EFSA recommendations
- ▶ Kemin's Hybrid Nanosilicates (HNS) technology was tested at 0.5kg/MT, 1kg/MT, 1.5kg/MT, 2kg/MT, 2.5kg/MT and 3kg/MT

## How is this study different?

While *in vitro* studies cannot give the exact measure of binding ability of toxin binders inside the bird's body but can certainly help to categorize the different toxin binders. Also, this study goes beyond the conventional net binding study at lower dosage and demonstrates the ability of more potent toxin binder technology like Hybrid Nanosilicates (HNS) to tackle very high mycotoxin contamination.

Although contamination levels of 5000ppb is rarely seen in practical world, this study gives an insight into the ability of the test toxin binder to bind the mycotoxins even at unrealistic levels. This will ensure that in the high challenge period like monsoon and with newly harvested maize, an efficient technology can ensure adequate prevention.

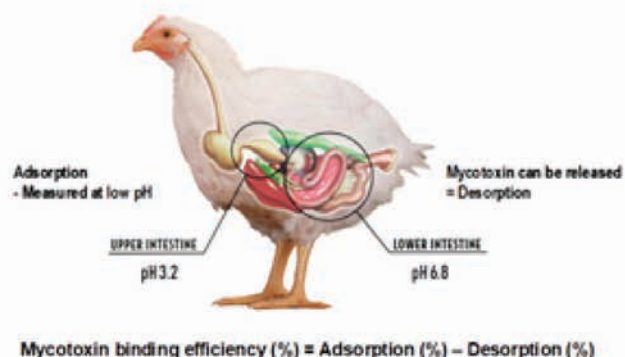
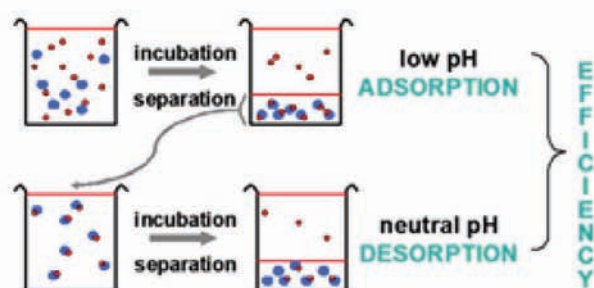


Fig. 1 Method for in-vitro biphasic net binding study



# Nutrased<sup>®</sup> Xyla

ENDO-1,4-B-XYLANASE



## DESCRIPTION

- Unique bacterial endo-1,4-β-xylanase for use in corn-soy and wheat rations
- Break-down of soluble and insoluble arabinoxylans increases nutrient availability and reduces viscosity
- Optimal activity at neutral pH ensures maximum duration of enzymatic activity
- Low sensitivity to xylanase inhibitors
- Highly stable

## EFFECTS

- Increases available energy output, thereby improving growth and FCR
- Increases breast meat yield
- Ensures dryer litter

## BENEFITS

- One enzyme preparation for all species
- High return on investment, significantly lower feed cost per kg meat or eggs produced
- Effective in all rations containing arabinoxylans, including wheat-, corn-, barley-, sorghum-, rye- and cereal by-products

PUT THE BEST IN,  
GET THE MOST OUT

For Trade & Technical Enquires Contact

**Dr. Mahendran MVSc**

Technical Marketing Manager,  
Nutrex NV, Belgium.

☎ +91 98846 45115

✉ mahendran@kugegroup.com

🌐 www.nutrex.be



Imported & Marketed in India by

**Hindusthan Animal care Pvt. Ltd.**

📍 3/421-G, Manickapuram,  
Palladam - 641 664. Tamil Nadu, India.

☎ +91 4255 251 056 / 252559

✉ info@hindusthananimalcare.com

🌐 www.hindusthananimalcare.com

👤 **Gopi Sugumar**

☎ +91 94433 87941

DISCLAIMER: Not all products are available in all countries, not all claims are applicable for each product, not all claims may be authorized in all countries. Representation during this event is for international marketing purposes only and does not imply availability of all products or authorisation of all claims in the country or region where the event takes place.



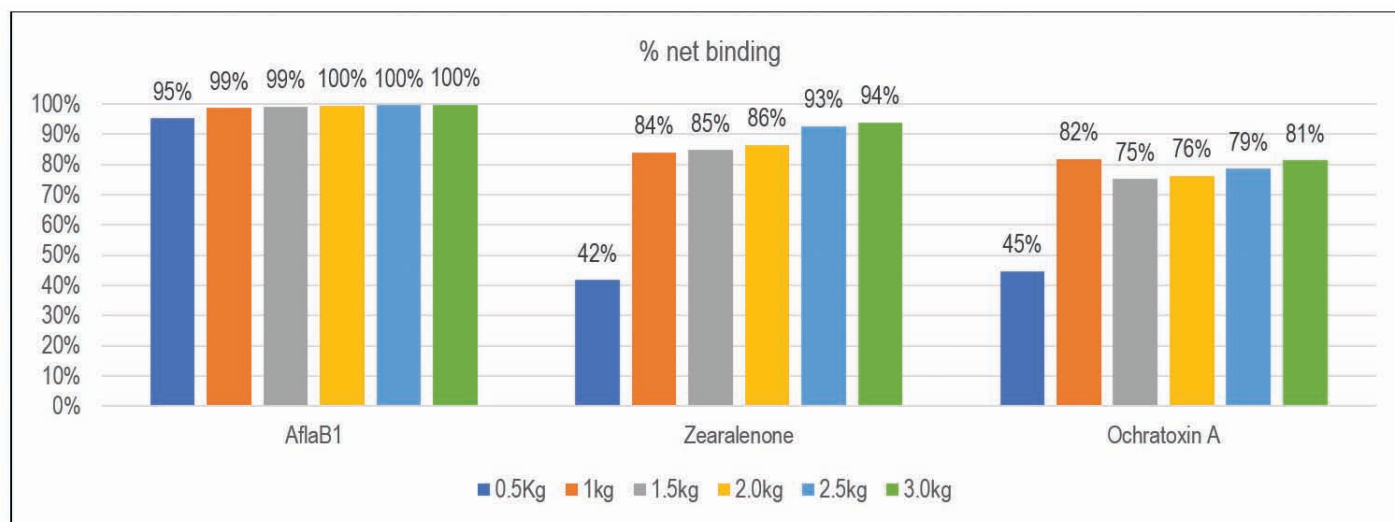


Fig 2. %net binding of mycotoxins at different dosages

### Results

- HNS showed high level of binding with all three mycotoxins.
- While 0.5kg/MT of HNS was not enough to control high level of contamination, 1.0kg/MT and above dosage of HNS was found to be enough [5]. (Fig.2).
- Also, dosage more than 1kg/MT did not prove to be showing a major increase in binding%

**1kg/MT dosage of HNS was found to be enough at very high contamination levels of different mycotoxins**

### Conclusion:

*In vitro* dose dependent study at high mycotoxin contamination can be an ideal measure to test the right dosage of the toxin binder. Also, ideally a toxin binder should have efficacy to bind multiple mycotoxins and when the toxin contamination is high. HNS proves to have efficacy for the most common mycotoxins and 1kg/MT dosage can be safely used to prevent mycotoxicoses in high challenge periods

References are available on request

## Role of Laboratory in Precision Feeding

Avinash Bhat and Dr. Sabiha Kadari, Trouw Nutrition India

Since the mid-1950s, the pace and scale of environmental change has grown exponentially. Food production is the largest source of environmental degradation. To be sustainable, food production must occur within food-related planetary boundaries for climate change, biodiversity loss, land and water use, as well as for nitrogen and phosphorus cycles. However, production must also be sustainably intensified to meet the global population's growing food demands.

The growing world population, urbanization, a growing middle class and changing diets will lead to a surge in demand for fish and meat, especially in emerging markets. Of course, this brings opportunities for the feed industry to grow its business. However, there are sustainability issues. They include scarcity of resources, food safety, animal welfare, antibiotic resistance, pollution, climate change and loss of biodiversity. In addition, we must cope with volatile commodity prices, as supply and demand fluctuate, and with unbalanced cost/price distributions in the value chain.

### Precision Feeding:

Precision feeding is an info tech derived nutritional feeding

solution to feed the nutrient requirements of animals as accurately as possible in the interest of safe, high quality and efficient production, while ensuring the lowest possible load on environment. Precision feeding involves a multi-disciplinary integrated approach.

For practical achievement of precision feeding, precision needs to be followed in every step of the production process, as shown in Fig. 1 below,

Fig. 1: Requirement of precision in every step



As detailed above, the primary requisition for precision feeding is the precise estimation of nutrients available in the raw materials to be included in the feed (quality control techniques) followed by precise ration formulation on available nutrient basis.



# FEED FOR EVERY BREED.



## SWITCH TO BREED SPECIFIC FEED FROM JAPFA.

AP95, COBB, HUBBARD IN BROILER AND BV300, HYLINE, BOVANS, LOHMANN IN LAYER. THAT'S THE VARIETY OF POULTRY BREDS AVAILABLE IN INDIA.

EACH BREED HAS ITS OWN SPECIFIC NUTRITIONAL REQUIREMENTS. JAPFA'S BREED SPECIFIC FEED OFFERING IS SPECIALLY DESIGNED TO OFFER PRECISE NUTRITION TO EACH BREED AND THUS MEET THIS REQUIREMENT.

**ASK FOR COMFEED FOR COBB & ULTRAFFEEED FOR AP95 TODAY!**

CUSTOMER CARE NUMBER: 91 99531 60066  
WEBSITE: [www.japfaindia.com](http://www.japfaindia.com)





**Precision analysis – role of laboratory:**

The nutrient analysis of raw materials involves basic proximate principles, soluble protein, amino acid composition, vitamin and mineral content, anti-nutrition factors (ANFs) if any, non-starch polysaccharides (NSPs) etc.

**Wet Chemistry analysis:**

Traditional wet chemical analysis are still employed in our country for proximate analysis. Although traditional analysis provide valuable information, most of them are time consuming, laborious and expensive. Many a times, the analytical results might be available after the batch/lot has been consumed. Also, the number of samples that can be analyzed in a given time (frequency) is relatively lesser. Additionally, the cost involved for maintaining a traditional laboratory is generally higher.

**Near-infrared reflectance Spectroscopy:**

A new technology and fairly established concept is “Near-infrared reflectance spectroscopy (NIRS)”. NIRS is based on light absorption at near-infrared wavelengths by molecules constituting the sample, in a non-destructive, rapid and predictive technique. NIRS is one of the most suitable approaches for on-line quality control of nutritional analysis. Thus, NIRS is an efficient first-line screening tool for monitoring the quality and safety of feed protein materials. The output (analytical results) obtained from NIR is highly dependent on the input been fed, the input here been the wide range of wet chemistry analysis of the various nutrients of raw materials. The more the variability of the inputs, better will be the accuracy of the output expected. The amount of database available, the maintenance of calibrations, and the norms followed for calibrations, validation, etc., influence the accuracy of the results obtained from usage of NIR in field conditions.

In many a cases, commercial NIRS is used to provide the basic proximate analysis of raw materials/finished feed, whereas a detailed extended nutrient analysis in terms of the amino acids, metabolizable energy, ANFs etc. are also crucial in feeding precise nutrients to animals. These extended nutrients should by far be dynamic species-specific equations so as to have real time values.

**Conclusions:**

Feeding of animals in an optimal way needs the supply of a diet balanced in all nutrients and free from deleterious components. The nutrients provided should meet the production objective and animal products produced should be safe for human consumption. The availability of accurate, reliable and reproducible analytical data is imperative for proper feed formulation and is the essence of precision feeding. Therefore, the laboratory involved in generating this analytical data, must be quick enough to produce this data, to support precision feeding. In order to achieve this, the laboratory must adopt newer technologies like NIRs.

**NutriOpt:**

As one of the leading feed solutions experts, Trouw Nutrition has set itself the mission of addressing the above challenge. This means making the actual, rather than theoretical, nutritional values of feedstuffs known, judging whether tested feed samples meet optimal quality standards, and advising on any modifications to be made to a diet. Trouw is making this possible via its NutriOpt program, which is modular, precision-feeding system designed to optimize chain profitability by connecting animal performance with the cost benefit ratio of supply and demand through precise real-time modelling and analysis. One of the verticals of the NutriOpt is NIR measurements, which boasts of huge numbers of calibration lines. This combined with extensive database and advanced prediction modules enable the user to fine tune the feeding strategy for poultry and ruminants.

**NOA:**

In order to increase the efficiency of NutriOpt platform, Trouw Nutrition also launched recently a novel product called NutriOpt On-site Adviser (NOA) – Fig. 2. NOA is a small portable NIRS instrument connected to NutriOpt platform via smart phone interphase. Been handy, this NOA acts as a concept of “bringing the lab to the sample”. It allows customers to perform accurate on-site analysis of raw materials and provides instant report of results comprising of the proximate and extended nutrients (amino acids, energy, fatty acid etc.). NOA utilizes the power of thousands of calibrated data points from within the NutriOpt nutritional database to provide all quality nutritional solutions instantly and enabling the customer to make better-informed decisions in the day-to-day use of feedstuffs, in a quicker way.

Fig.2 : NOA





## ARE YOU GIVING YOUR BIRDS THE BEST GUT PROTECTION?

- Proven efficacy: the most extensive gut analysis in the market
- Protects against health challenges thanks to its superior coverage
- Accelerates immune development so your birds can focus on growth
- Enhances performance to deliver higher ROI

Learn more at [www.animalnutrition.dupont.com](http://www.animalnutrition.dupont.com)  
or email [info.animalnutrition@dupont.com](mailto:info.animalnutrition@dupont.com)

Vivek Tyagi, Business Manager -South Asia  
Danisco India Pvt. Ltd.  
Tel: +91 99995 38938  
E-mail: [vivek.tyagi@dupont.com](mailto:vivek.tyagi@dupont.com)

Danisco Animal Nutrition

Copyright © 2019 DuPont. All rights reserved. The DuPont Oval Logo, DuPont registered trademarks or trademarks of E. I. du Pont de Nemours and Company or its affiliates.



## Why cage-free? And why now ?

Ahead of the 2019 Cage Free Egg China Summit in Shanghai,  
we investigate China's transition to cage-free egg production.

There is growing demand from Chinese consumers and companies for cage-free eggs. Public surveys show widespread support for a move towards free-range and cage-free egg production among Chinese consumers. The largest academic study on the issue found that 73 percent of Chinese consumers support improving the treatment of farmed hens. With this global push for cage-free, it's important that China responds soon, otherwise Chinese producers risk falling behind their foreign counterparts.

### Why cage-free?

#### Food Safety

The European Food Safety Authority analysed data from over 3,000 farms in EU member states finding that *Salmonella Enteritidis* is five times more likely to be found in cage systems compared to free-range systems. The decreased risk of disease in cage-free environments is likely due to a combination of cage-free systems being cleaner; having fewer rodent and insect disease vectors; being easier to clean and disinfect; and hens on bedding acquiring more natural, healthy gut flora, being less stressed and therefore less susceptible to disease.

Eggs from free-range or cage-free farms also have lower levels of chemical residue from insecticides, lower levels of insect infestation, and a lower concentration of dioxin-like contaminants.

#### Egg quality and health

Numerous studies have found free-range eggs or cage-free eggs to have a healthier overall nutritional profile. Benefits found include less saturated fat and cholesterol, and higher levels of protein. Free-range or cage-free eggs have also been found to have significantly more Vitamin A and Vitamin E; more omega 3s; higher levels of alpha tocopherol and alpha-linolenic acid; higher carotenoid levels; more lutein; a healthier ratio of omega 6 to omega 3 fatty acids; higher bone mineral density; and more beta carotene.

#### Animal Welfare

Animal welfare is both a science-based and a value-based concept. It draws upon fundamentals in animal physiology and ethology while needing to be socially robust – a continuous interrogation of what is socially, politically and thus ethically "unacceptable" or "unnecessary" in the treatment of our animals. The Five Freedoms framework for animal welfare was introduced by the Brambell Committee in the UK in 1965, this has now been widely adopted within both government and company policy and standard development. While the Five Freedoms' main focus is on the negation

of negative experiences for animals, more recent animal welfare frameworks also consider the expression of positive emotional states and animals needs to express natural behaviours. For an animal to experience a "good life" – or at least a "life worth living" – positive experiences such as "comfort", "pleasure", "interest" and "confidence" should all be provided for. Key to "the good life" concept is that animals show individual preferences and thus value choices of varied resources within their environment.

Free-range and cage-free systems provide a more varied environment than caged systems for the expression of behaviours that are important to the hen. Today's laying hen is the descendant of the "red jungle fowl" (*Gallus gallus*). Chickens have a complex history of domestication over the last tens of thousands of years, and whilst domestication has affected its morphology, physiology and development, it has not affected the behavioural repertoire of today's hens compared to their ancestors. Red Jungle Fowl are prey species, living on the fringes of Asiatic forests. Vision is their dominant sense. At night, they roost high in branches, away from predators, and spend the day foraging for insects on the forest floor.

Today's hens are strongly motivated to perform a number of the same behaviours, no matter what type of environment is provided for them. Such "behavioural needs" equate to physiological needs and thus hens will experience suffering if they are unable to perform relevant activities. Behavioural needs that are not accommodated for or are compromised in caged systems include locomotion and exploration, sleeping, dust bathing behaviour and many maintenance behaviours (such as wing flapping, stretching etc). Aside from the physical space restrictions limiting these behaviours, caged systems do not provide a varied environment or resources for individuals to choose their preferred ways of to experience any "good life" opportunities.

*Chinese traditional culture has always advocated the concept of raising and using animals with an attitude of love and appreciation... Promoting animal welfare has become not only an important choice for the green development of agriculture and a significant measure to ensure food safety and healthy consumption, but even more so an important embodiment of human caring in modern society...*

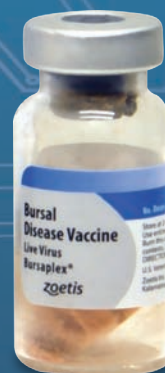
YU KANGZHEN, THE VICE MINISTER OF THE MINISTRY OF AGRICULTURE SPEAKING AT THE WORLD CONFERENCE ON FARM ANIMAL WELFARE IN HANGZHOU, OCTOBER 2017

# EXPERIENCE INNOVATION !!!

## BURSAPLEX<sup>®</sup>

The **ORIGINAL IMMUNE-COMPLEX** vaccine

...**FIRST IN THE WORLD.**  
**FIRST IN INDIA...**



**One Shot. And That's It !**

The **FIRST IMMUNE-COMPLEX** vaccine for commercial broilers against IBD



**Zoetis India Limited.** 31, 3<sup>rd</sup> Floor, Kalpataru Synergy, opp. Grand Hyatt, Santacruz (East), Mumbai- 400 055.

**zoetis**



### Why now?

Nearly all major retailers, restaurant chains, food service companies and packaged food companies in North America, South America and Europe have announced they will make 100 percent of the eggs in their supply chain free-range or cage-free. Some have already completed the transition to free-range or cage-free, others have announced plans to be cage-free by 2020, 2022 or 2025.

In China, numerous leading international food companies have begun to announce that they are going 100 percent free-range or cage-free, including Starbucks, Nestle, Danone, Unilever, Pret a Manger, General Mills, Sodexo, Compass Group, Kellogg's, Campbell's, Kraft-Heinz and others. Companies that announce a free-range or cage-free egg plan receive overwhelmingly positive public attention and praise. Announcing a plan to go 100 percent free-range or cage-free benefits brands by establishing their reputation as being committed to quality, food safety and social good.

*It's urgent that we begin to transform our egg production methods [or] we will suddenly find that there is a gap where China is 30 years behind the level of production in foreign countries... If China does not pay attention to the development of cage-free farming technology, competition in the international market will be very dangerous in the future*

PROFESSOR LI BAOMING FROM CHINA AGRICULTURAL UNIVERSITY SPEAKING AT THE 11TH INTERNATIONAL CORN INDUSTRY CONFERENCE IN DALIAN, SEPTEMBER 2018

Currently, cage-free egg production makes up just 10 percent of Chinese egg production. Therefore, caged egg producers in China need to switch to cage-free methods to keep pace with the increased demand for cage-free eggs.

Such a significant transition will impact every level of the egg industry and the collective challenge is to manage the change in a way that delivers what the consumer wants while also bringing benefits to the farmer and the welfare of the laying hens.

### Supporting China's transition to cage-free egg production

The 2019 China Cage Free Egg Summit organizers believe that there are three important components to managing a sector-wide transition from caged to cage-free egg production in China:

Firstly, we must understand the particular conditions of the Chinese egg sector, and bring together industry leaders, influencers and decision makers.

Secondly, we must foster the collaboration, infrastructure, standards and regulations that will create consumer trust and support industry change.

Thirdly, we must make practical support, training and information readily available to help farmers and companies successfully implement new production systems.

The 2019 China Cage Free Egg Summit will take place at the Shanghai Marriott Hotel City Centre on Tuesday 18 June 2019.

## SUBSCRIPTION ORDER FORM

### Poultry Fortune

India's National English monthly on Poultry

Subscribe to  
**Poultry Fortune**  
and Update yourself  
on poultry

- ☐ 1 year (12 issues): Rs 600 ☐ 2 years (24 issues): Rs 1150  
☐ 3 years (36 issues): Rs 1650 ☐ 5 years (60 issues): Rs 2700

Please add GST 5% to the above mentioned rates.  
Payment for subscription should be sent by Cheque/Bank Draft drawn in favour of **NRS Publications**, payable at Hyderabad.

Name of the Company: .....

Mr/Ms: ..... Designation : .....

Address: .....

Place / City : ..... State : ..... Pin Code : .....

Mobile: ..... Tel: .....

E-mail: .....

PAYMENT: Please find enclosed a  
Bank Draft/Cheque No ..... Dated .....

for Rs ..... favouring '**NRS PUBLICATIONS**', payable at Hyderabad, India.

Please send the magazine to the above address.

Date:

Signature

Payment may also be sent through wire transfer. Our Bank Account details are:  
**A/c Name:** NRS Publications, **Bank Name:** ICICI Bank Limited, **A/c No:** 000805004644,  
**IFSC Code:** ICIC00000008, **PAN No.** ABMPM6671L, **Swift Code:** ICICINBBNRI.

NATURE OF ACTIVITY (Please mark ✓ in the appropriate box)

- ☐ Farming ☐ Integrated Farming ☐ Hatchery / Breeding Co.  
☐ Feed Manufacturer ☐ Pharmaceutical Co. ☐ Processing  
☐ Equipment Manufacturer ☐ Exporter ☐ Veterinarian  
☐ Consultant ☐ Insurance Company ☐ Trader: Egg / Broiler  
☐ Dealer / Distributor for: Feed / Pharmaceutical / Equipment / Hatchery ☐ Others

Mail this Subscription Order Form duly filled in along with payment to:

The Circulation Department,  
**POULTRY FORTUNE**, NRS PUBLICATIONS  
BG-4, Venkataramana Apartments,  
11-4-634, A.C.Guards, Near IT Towers,  
Hyderabad - 500 004, India.



**NRS PUBLICATIONS**

www.poultryfortune.com

Tel: 2330 3989, Mob: 96666 89554

E-mail: info@poultryfortune.com • forum@poultryfortune.com

Website: www.poultryfortune.com

### FOR OFFICE USE

Inward No. .... Received on ..... DD/Cheque No: .....  
Date : ..... Subscription No. : ..... Initial: .....

# HATCHING EGGS F15

Quality H.E. from  
**HIGHLY BIO SECURED FARM**  
**ROYAL AGRO FARM**

Best Hatchability 83% and above

Assured H.E weight 53 gms and above

Maximum Returns from Commercial Broiler

Livability 96%

- High dressing percentage
- Better bone meat ratio
- Better FCR
- Suitable for hot & humid climate



For Trade Enquiry, Please Contact:

**ROYAL AGRO FARM**

SF.No. 199/1, Dhasarpatti via, Metratthi village,  
Madathukulam taluk, Tirupur dt. Pin - 642203.

Phone : +91 8110066666

E-Mail : [sales@royalagrofarm.com](mailto:sales@royalagrofarm.com)

Website : [www.royalagrofarm.com](http://www.royalagrofarm.com)



# Looking for Outstanding Results?

When targeting key respiratory and intestinal diseases

- + CRD
- + ORT
- + NECROTIC ENTERITIS

- ✓ GREAT VALUE
- ✓ FAST RESULTS
- ✓ POWERFUL
- ✓ TRUSTED



*Stay Ahead*

Poultry operations are seeking reliable solutions for every day reoccurring key economically important diseases like chronic respiratory disease, ORT and necrotic enteritis. **Aivlosin** offers you outstanding results and is trusted when targeting infections in parent stock, replacement birds and broilers. Ask your successful colleagues and the ECO Animal Health representatives for more information.



Aivlosin<sup>®</sup> and Valosin<sup>®</sup> are registered trademarks of ECO Animal Health Ltd, United Kingdom

USE MEDICINES RESPONSIBLY

For further information please contact:

Vibrant Remedies (I) Pvt Ltd  
Tel : 080-65353837 , 9902071269  
[marketing@vibrantremedies.com](mailto:marketing@vibrantremedies.com)  
[www.aivlosin.com](http://www.aivlosin.com)

# Effective Solutions for Mycoplasmosis

**TIATEC™ 10**

Tiamulin Hydrogen Fumarate-10%

**TIATEC™ 80**

Tiamulin Hydrogen Fumarate-80%

**TYLOTEC™ 10**

Tylosin phosphate-10%



*G r a n u l a t e d*



For further information, please contact:

**Provet Pharma Private Limited**

Plot No.73, First Main Road, Nehru Nagar, OMR, Kottivakkam, CHENNAI – 600041  
Phone : +91 44 2454 5448/50/51, Fax : +91 44 2454 5449, Email : info@provet.in  
www.provet.in





## Most effective solution for bacterial infections



**Elimin-8**<sup>TM</sup>  
The unique potentiated water & feed acidifier

**AcidoMix**<sup>TM</sup>  
The unique potentiated feed acidifier

Acidomix and Elimin-8 are unique potentiated organic acid blends and are potent antimicrobial for decontamination of feed, feed ingredients and water which prevents growth of pathogenic bacteria and moulds.

### Unique Advantages:

- Eliminates harmful pathogens in feed / drinking water source and protects against contamination of poultry feed and water
- Acidification of GI Tract
- Lowers pH of feed, water and gut
- Lowers feed buffering capacity
- Establishment of preferred microbiological environment within gut, facilitating nutrient absorption and birds health

For further information please contact :

**VENKY'S (INDIA) LIMITED**  
ANIMAL HEALTH PRODUCTS DIVISION  
An ISO 9001 Certified Company

"Venkateshwara House", S.No.: 114/A/2, Pune -  
Sinhagad Road, Pune - 411 030 (India)  
Tel : 020 - 32341865  
Fax : +91-20-24251060 / 24251077  
www.venkys.com  
e-mail : ahp@venkys.com



# Beatz-Se Powder

*Power to birds...*



- **Unique and Stabilised Formulation** in it's class
- **High Bioavailability** and most **Active Tocopherol** form (VIT.E)
- **Added Performance Enhancers** : Selenium, Biotin, Zinc, Ocimum sanctum extract & Aloe Barbadensis Miller (QS)
- **100% water dispersible** without sedimentation and stickiness
- **Prominent** smell of Tulsi to final solution
- Provide **Wide Protection** to combat stress
- **Extra Immunity** support from Phytochemical agents
- 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



### Bhuvana NutriBio Sciences

E-7, 2nd Floor, Opp. Gate No. 1, Market Yard, Glutekadi, Pune - 411037. (India)  
[www.bhuvananbs.com](http://www.bhuvananbs.com) bhuvanaseservices@gmail.com  
9850979652, 9396686500







SAFE SOLUTIONS  
TOTAL NUTRITION™

# Erase the Risk of Pathogens with Sal curb® K2 Liquid



**KEMIN®**

© Kemin Industries, Inc. and its group of companies 2019. All rights reserved. ®™ Trademarks of Kemin Industries, Inc., U.S.A.