

Poultry Fortune

Estd. 1991

• Production • Nutrition • Management • Marketing

March 2024

Annual Subscription: Rs 800 Foreign \$ 100

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between research
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industry ?



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Spirochetosis

LSDA: An innovative
research facility and
skill development
centre for poultry

India International
Poultry
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% Achievement	94%
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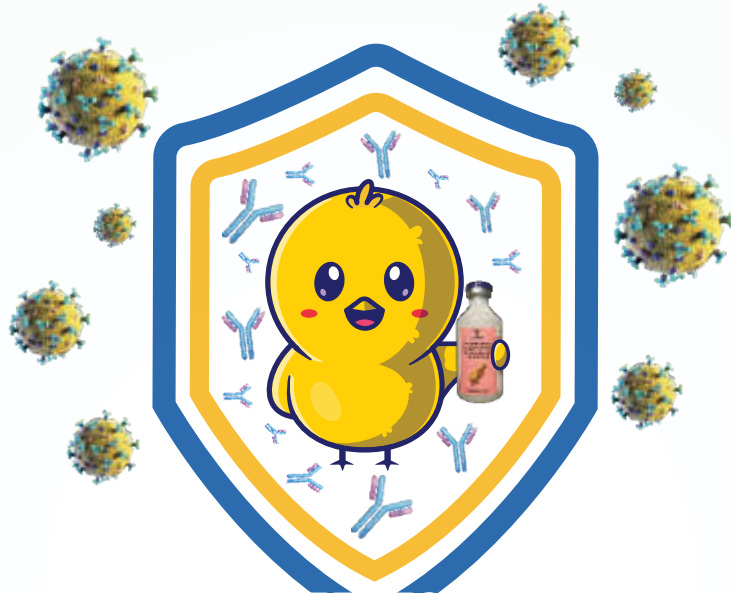


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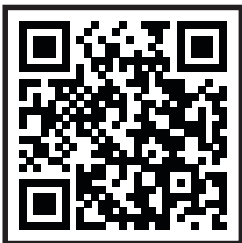
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Subscriptions for Poultry Fortune, English monthly, should be sent to:

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

Poultry Fortune

English Monthly Magazine
(Established in May 1991)

Volume 25 Number 08 March 2024

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, 70329 19554
E-mail: info@poultryfortune.com
Website: www.poultryfortune.com

Annual Subscription

India : Rs. 800
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/1067/2021-2023. 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.

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Nikhila Raj
✉ nikhila.r@anthembio.com
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Anthem Biosciences Pvt. Ltd.,
#49, F1 & F2 Canara Bank Road, Bommasandra Industrial Area Phase-I, Hosur Road, Bangalore-560099, Karnataka, INDIA

Is there wide gap between research institutes and the industry ?

Poultry industry is the fastest growing livestock industry in India and is further expected to grow at a CAGR of 8.1% in the forecast period of 2024 - 2032. This requires scientific advances in the fields of poultry nutrition, health, bird genetics, feed safety and advanced processing technologies. At present a platform which can provide on-site collaboration for conducting ideal scientific trials is lacking.



Dear Readers,

The March 2024 issue of Poultry Fortune is in your hands. *In the news section you may find news about ...*

Agribusiness leaders and industry visionaries gathered in Dubai to

attend the U.S. Soybean Export Council annual Sustainasummit 2024 conference. Discussions revolved around smart conservation initiatives, sustainable agricultural practices, ground breaking progress in food cultivation, production, distribution, and consumption. According to the World Bank, South Asia is experiencing a “new climate normal” which is referred to as unpredictable weather including heat waves, cyclones, droughts, and floods. With a growing population and rising temperatures, South Asia needs to accelerate its efforts in addressing the impact of climate change on the region’s food and nutrition security.

A **two-day** international conference of World Veterinary Poultry Association was organized with the topic “Avian Health: Challenges and Opportunities” during 15-16 February, 2024 at ICAR-NIANP, Bengaluru in association with World Veterinary Poultry Association (India). Chief Guest of the occasion former Vice President of India Mr M Venkaiah Naidu emphasized on the shared commitment to excellence and collaboration towards the betterment of global poultry health. He said by working together, we can build a resilient and sustainable future for poultry birds, poultry farmers, poultry industry and also ensuring a safe and abundant food supply for generations to come.

Livestock Scientific Development Association was started with an aim to establish a state-of-the-art research facility that can support the scientific endeavors and skill development in poultry. The main purpose of LSDA is to collaborate with scientists, organizations, companies and institutes across the nation. LSDA has its uniqueness within as the research facility includes HVAC system to control all environmental parameters, capacity to house 840 birds at a time, a separate feed mill and automated feeders and drinkers. With the latest sophisticated analytical instruments such as Gas Chromatography-Mass Spectrometry LC-MSMS, ICP-MS, High Performance Liquid Chromatography, UV Visible Spectrophotometer, Micro Analytical Balance facility for the analysis of feed and experimental samples.

Venkateshwara BV Bio-Corp Pvt Ltd organized series of Technical seminars in Jabalpur, Raipur, Bhopal, Namakkal, Talegaon and Sangamner for commercial layer farmers in January 2024. The seminars were attended by layer farmers. Dr Sunil Nadgauda, DGM, Technical, explained in detail about the “**New BV 300 commercial Layers Nutrition and Management Guide**” in all aspects. During presentation, he insisted more on producing quality pullets for better laying performance. Importance of body weight management and lighting management in laying as well as in rearing period, and the importance of gut health in long laying birds in egg production was discussed. Gut health can be boosted by using gut acidifiers, probiotics and other solutions. Dr H. G Murade, DGM, Sales and Marketing, welcomed the participants and introduced the speakers of the seminar.

Cargill announces appointment of Dr Ravinder Balain as the new Managing Director for Cargill Animal Nutrition & Health, South Asia, based

Contd on next page



Poultry Fortune

Our Mission

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

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

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

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

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

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in Bangalore. Ravi is an experienced leader with extensive agri-business and international market experience. For more than 30 years, he has served in the agriculture industry – most recently leading the South Asia business in Corteva Agrisciences. Throughout his career, he has managed diverse and challenging assignments in India, ASEAN (Association of Southeast Asian Nations), Asia Pacific, North America, Latin America & Europe, and has achieved a proven record of building valuable business opportunities and driving strong results.

Srinivasa Farms Pvt Ltd has appointed Mr K.S. Venugopal as the President and Mr Y. Hari Prasad as Vice President - Sales. K. S. Venugopal has worked in GCMMF, ITC, Parrys Confectionery, Airtel and Reliance over the past 34 years in a spectrum of roles spanning various industries and sectors – Telecom, FMCG, Retail, Consulting and Services. He has handled many senior roles and very large teams across functions including Sales, Marketing, Supply Chain, Manufacturing, Operations and Strategy. As President, Venu will drive execution of strategic plans, guide teams to service excellence, oversee financial, commercial and production obligations. He will be spearheading India operations encompassing Layers, Broilers, Integration and Feed.

Mr Y. Hari Prasad has over 34 years of experience in poultry industry and most of his experience was with Pfizer Animal Health, which is now Zoetis Inc. He started his career as Veterinary Service Executive in Glaxo Animal Health and moved on to Pfizer/Zoetis as Veterinary Sales Representative. During his tenure at Pfizer/Zoetis, he held various leadership roles, including Marketing Director, Business Unit Director and General Manager (India & BNS Markets). Hari is a staunch believer in customer-centric approach, while fostering long-term relationships with co-workers and customers alike. Hari Prasad holds M.Sc. degree in Physical Oceanography from Andhra University.

NOVUS recently named Dr Manish Kumar Singh its new regional director for NOVUS in South Central Asia. In this role, Dr Singh is responsible for developing and executing the Novus business strategy in the region. “Asia represents a huge opportunity for growth for NOVUS,” says Vaibhav Nagpal, DVM, NOVUS vice president and managing director for Asia. “Manish has extensive expertise about the market and the customers throughout South Central Asia. He also has the confidence of his colleagues to make sound, strategic decisions that will help grow the business in the region. With 15 years of experience working in South Asia and Asia-Pacific regions in various roles, I am sure he will strengthen the NOVUS team and grow the business.” Dr Singh says his top priority in the new role is his colleagues.

Arjun Vohra, CEO of Avitech Nutrition since 2021, leads a team that is committed to help animal nutrition reach its full potential, sustainably. He is known for his relentless focus on people and culture and customer-driven transformation and growth. Mr Arjun has over 35 years of management and logistics experience. He started his professional career with one of the most robust office automation companies in India, as Sales & Service Executive in Indian Communication Network (HCL Group Company), where he focused on sales and service. **Dr Avinash** is the Head of Science for Avitech and a member of the company’s Executive Council. He leads the development of Avitech’s scientific talent and technical

capabilities, with a focus on ensuring that technology delivers cost improvements and competitive advantage and the company delivers on its strong pipeline of improvement projects. He started his career as Executive-Veterinary Services at Indian Immunologicals Limited, Hyderabad before progressing to leadership roles at Vetnex and Jubilants. He joined Avitech Nutrition in 2016 as Group Product Manager for the company’s speciality product segment.

West Bengal Poultry Federation organized 10th Edition Kolkata International Poultry Fair 2024 at Kolkata, West Bengal on 6-9 February 2024. The objective of the poultry fair was to enhance the growth of poultry industry in the State and adjacent States including North East. Apart from farmers, stakeholders from different segments of poultry industry took part. A one day conference, Novacon, was held on February 6.

In the Articles section – Avian Intestinal Spirochetosis, authored by Dr K. Ahesh, said that avian intestinal spirochetosis is colonization of the avian ceca / rectum by spirochetes. These spirochetes are pathogenic *Brachyspira* spp [B.intermedia, B.pilosicoli, B.alvinipullii] affecting chickens and other birds. Significant economic losses are seen in poultry flocks infected by *Brachyspira*. B.pilosicoli potential zoonotic agent because of avian strains are very close to human strains. Human cases are observed main.

Article titled **LSDA: An innovative research facility and skill development centre for poultry**, authored by Mr Sandeep Gupta, Mr Mukesh Mehta and Ms Jayashri, discussed that poultry industry is the fastest growing livestock industry in India and is further expected to grow at a CAGR of 8.1% in the forecast period of 2024 - 2032. This requires scientific advances in the fields of poultry nutrition, health, bird genetics, feed safety and advanced processing technologies. At present a platform which can provide on-site collaboration for conducting ideal scientific trials is lacking. There is a wide gap between research institutes and the industry. The LSDA will fill this gap and will provide the ideal research facilities. Research institutes and the industry should discuss this aspect and fill the gap.

Another article titled **BioEmulsin DS – Not Just Another Emulsifier**, authored by Dr Shivi Maini, informed that energy represents a significant cost factor in high-performance animal diets. Fats and oils owing to their high energy density, play a crucial role as energy sources in feed formulation. Enhancing the energy efficiency of these raw materials holds considerable economic significance. Nutritional emulsifiers offer a viable solution to enhance fat digestibility, thereby increasing energy efficiency. This, in turn, leads to reduced feed costs and contributes to a more economical and sustainable approach in animal production.

Article titled **Prolapse in Hen and it’s Control**, authored by Dr B C Dutta, discussed that during the process of laying an egg, the lower part of a hen’s reproductive tract is temporarily turned inside out, allowing the hen to lay a clean egg, but sometimes it does not retract again after the egg has been laid. This is called prolapse. Prolapse may be resolved if attended to right away immediately. There is no cure for prolapse, so the best method of control is prevention.

M.A.Nazeer
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USSEC's SUSTAINASUMMIT Drives Discussions on Advancing Food Security through Sustainable, Climate- Resilient Food Systems

The event championed the need for innovation and climate-smart food systems to sustainably feed the world.



Kevin Roepke, Regional Director-SAASSA, USSEC

[February 2024, Dubai, UAE] Agribusiness leaders and industry visionaries gathered in Dubai to attend the U.S. Soybean Export Council (USSEC)'s annual Sustainasummit 2024 conference. Discussions revolved around smart conservation initiatives, sustainable agricultural practices, ground breaking progress in food cultivation, production, distribution, and consumption.

According to the World Bank, South Asia is



Stan Born, Chairman, USSEC

experiencing a “new climate normal”¹ which is referred to as unpredictable weather including heat waves, cyclones, droughts,

and floods. With a growing population and rising temperatures, South Asia needs to accelerate its efforts in addressing the impact of climate change on the region's food and nutrition security.

Kevin Roepke, Regional Director, South Asia and Sub-Saharan Africa (SAASSA) at USSEC emphasized the need for building climate resilient food systems. He added, “With USSEC's Sustainasummit, we aim to ignite strategic dialogue

among the food and agri- businesses about the importance of using sustainable ingredients such as U.S. Soy to develop a robust global food system. U.S. Soy is uniquely positioned to sustainably meet South Asia's growing demand for protein through its high nutritional bundle and reliable supply.

“Today's global consumers are increasingly vocal about their desire for sustainable products and



A view of participants in USSEC's SUSTAINASUMMIT



Abby Rinne, Director of Sustainability at USSEC and Imo Chicken and Agro Private Ltd formally sign the licensing agreement for the adoption of the 'Fed with Sustainable U.S. Soy' label on Imo Chicken and Agro Private Ltd's packaging.

greater transparency in raw material sourcing” added **Deeba Giannoulis, Regional Head of U.S.Soy Marketing & Sustainability – SAASSA at USSEC.** Sustainasummit represents our commitment to establishing comprehensive sustainability standards across industries, enabling businesses to procure resources responsibly.

For instance, the ‘Fed with Sustainable U.S. Soy’ label, endorsed by eleven poultry companies in Sri Lanka, is just one example of our efforts.

This initiative ensures adherence to the stringent U.S. Soy Sustainability Assurance Protocol (SSAP), guaranteeing sustainable practices in areas such as biodiversity



Stan Born, Chairman at USSEC, Abby Rinne, Director of Sustainability at USSEC, Fortune Agro Industries Pvt. Ltd and Deeba Giannoulis, Regional Head of U.S. Soy Marketing & Sustainability – SAASSA, USSEC gather for a photo after signing the licensing agreement for the adoption of the 'Fed with Sustainable U.S. Soy' label on Fortune Agro Industries Pvt. Ltd's packaging.

and production methods of U.S Soy Farmers. As we champion initiatives like Sustainasummit, we aim to catalyze similar innovations that pave the way for a greener, more nutritious future.”

Addressing the potential of science to achieve food security, **Dr Mahaletchumy**

Arujanan, Global Coordinator at ISAAA-BioTrust and Executive Director of the Malaysian Biotechnology Information Centre (MABIC) added “The pillars for sustainability are built upon science. Science provides the solution to reduce the footprint created by



held on 15 February 2024 at Dubai, UAE



From left: Kevin Roepke, Regional Director – SAASSA, USSEC, Suzanne Shirbroun, President, Iowa Soybean Association, Abby Rinne, Director of Sustainability, USSEC, Brent Swart, President Elect, Iowa Soybean Association, Stan Born, Chairman, USSEC and Kirk Leeds, CEO, Iowa Soybean Association

the agriculture industry by reducing greenhouse gases, increasing productivity, responsibly using chemicals, reducing waste and optimizing the use of resources. Science supports food security and boosts the economy. Biotechnology is at the centre of this, supporting environmental and socioeconomic wellbeing.”

Reflecting on U.S. Soy’s lowest carbon footprint compared to soy from other origins, **Abby Rinne, Director of Sustainability at USSEC** stated, “Our U.S. Soy farmers are committed to continuous improvement through innovation and technology to achieve their 2025 sustainability goals. This includes **reducing total greenhouse gas emissions and land use by 10%** while **increasing energy efficiency by 10%**. U.S. Soy farmers are leading the way by producing more while using fewer resources, implementing farming practices that reduce carbon footprint, and are helping in preserving forestland.”



M.A. Nazeer, Editor, Aqua International, with Stan Born, Chairman, USSEC during SUSTAINASUMMIT at Dubai on February 15

One recurring theme from Sustainasummit 2024 was that agriculture is not the problem; it is the solution. Highlighting the need for a paradigm shift in policy frameworks to combat climate challenges, **Frank M. Mitloehner, Professor in Animal Science at UC Davis, California**, added “Farmers can be a part of a climate solution but to achieve this, we need to unleash the potential of voluntary and incentives-based policies.”

During Sustainasummit, there was a noteworthy celebration as two more U.S. Soy customers from

Sri Lanka; Imo Chicken and Agro Private Ltd and Fortune Agro Industries Pvt. Ltd signed licensing agreements to adopt the ‘Fed with Sustainable U.S. Soy’ label on their packaging. This brings the total number of label users to eleven in less than a year. By embracing the label, U.S. Soy customers aim to elevate and differentiate their products in the market as they demonstrate their commitment to sustainability and supply chain transparency.

Supported by the Illinois Soybean Association, Iowa Soybean Association, and the United States Department of Agriculture (USDA), Sustainasummit

2024 hosted compelling conversations with industry thought leaders, including; Stan Born, USSEC’s Chairman, Suzanne Shirbroun, President, Iowa Soybean Association, Kirk Leeds, CEO, Iowa Soybean Association, Brent Swart, President Elect, Iowa Soybean Association, Puneet Tomar, Global Project Manager at Euromonitor International, Sameera Fernandes, Director Corporate Affairs & Sustainability, Century Financial, Sohel Tanvir Khan, Business Director, ACI Logistics Ltd (Shwapno) and Sanjeev Astana, CEO, Patanjali.

About the U.S. Soybean Export Council (USSEC): The U.S. Soybean Export Council (USSEC) focuses on differentiating, building preference, and elevating market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally. USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry.



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10th Kolkata International Poultry Fair 2024 held at Kolkata



Madan Mohan Maity, General Secretary, West Bengal Poultry Federation, Sameer Agarwal of Shalimar Group, K. G. Anand, General Manager, Venkateshwara Hatcheries Group, Amit Saraogi of Anmol Feeds and others seen during the inauguration of the fair on February 6 at Kolkata

Kolkata: West Bengal Poultry Federation in association with Animal Sources Development department, Govt. of West Bengal, organized 10th Kolkata International Poultry Fair 2024 on 6 to 9 February 2024 at Newtown, Kolkata, West Bengal.

The objective of poultry fair was to enhance the growth of poultry industry in the State and adjacent states including North East. Farmers and other segments of poultry industry in and around West Bengal, and other countries participated in the event.

Our achievement:

Year	2010	2023	Remarks
Broiler meat Production	34% of State consumption	Attained 140% of state consumption	Meeting our consumption Rest 40 % export to Bihar, Jharkhand, Assam and all north eastern states
Table egg production	18% of state consumption	72% of state consumption	In 2022-23 we have achieved record growth in egg production nearly 20.1% and secured 1 st place in our country. Shortly we shall achieve self sufficiency WBIS-2017 (Layer Incentive scheme) is helping to farmer for the tremendous egg production growth and taken 1 st place of growth in our country
Broiler breeder	10% of state consumption	35% production as per our need	WBIS 2017/2023 (Broiler Breeder Incentive scheme) definitely help us for reach the self-sufficiency as early
Poultry Feed	Production of feed nearly 60% as per our requirements	We have produced 132% as per our requirements	Rest 32% we have exported to the neighbouring states

Novacon - on February 6:

A one day International Conference on Poultry Business (NOVACON) was organized on February 6. Eminent speakers from different organisations and government addressed the Novacon.

Student Zone: During 7-8-9 February which was mainly for students of schools and colleges. Erudite persons in Poultry Science and professors of West Bengal

University of Animal & Fishery Sciences educated the students on poultry related issues, which may help them to become the entrepreneurs of the said industry in future and join as professionals in poultry in future.

Seminar: This seminar module is made for day-to-day farming for poultry farm production personnel. In the seminar.

PAN India broiler coordination committee meeting: Discussions were held on the current Broiler Market scenario and price trends.



A view of stalls in the exhibition at Kolkata



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B V Bio-Corp organises series of Technical seminars on “BV 300 Layer Management and Nutrition”

At Bhopal - Jabalpur - Raipur



VENKATESHWARA BV BIO-CORP PVT LTD organized series of technical seminars in association with **Phoenix Group, Jabalpur** for commercial Layer Farmers on 17th, 18th and 20th January 2024 at Bhopal, Jabalpur and Raipur respectively. This technical seminar was attended by layer farmers of Bhopal, Indore, Jabalpur, Raipur and surrounding area.

Dr H. G Murade, DGM, Sales and Marketing, welcomed all attendees and introduced the speakers for the technical seminar.

Dr Sunil Nadgauda, DGM, Technical, explained in detail about the “**New BV 300 commercial Layers Nutrition and Management Guide**” in all aspects. During presentation he insisted more on producing quality pullets for better laying performance. The excerpts from his presentation can be summarized as below.

- BV 300 performance review over 100 weeks of age.

- Importance of body weight monitoring in rearing period and its impact on laying performance.
- Early Laying Nutrition to maximize peak production and to maintain the consistency.
- Benefits of Phase feeding – to reduce the overall egg production cost and to optimize the efficiency.
- Impact of feed toxicity on egg size, egg shell quality and immunity of the bird along with production performance.
- Importance of body weight management and lighting management in laying as well as in rearing period.
- Importance of gut health in long laying birds in egg productions. Gut health can be boosted by using gut acidifiers, probiotics and other solutions.

- Innovative premix solutions to simplify the feed manufacturing and also to avoid errors during feed production were discussed. These solutions include EggXtra 5 % composite premix and Mixblend 0.4 % premix for Layers.

Dr Sunil Bhidwale, Technical Director, Phoenix Group, presented regarding current disease scenario in MP and CG states and strategies to prevent and control the same. He discussed in detail regarding the causes and best possible solutions to prevent the emerging and re-emerging diseases. He insisted to follow strict biosecurity to be followed at farm to enhance the productivity

Dr Sunil Nadgauda and Dr Sunil Bhindwale answered the queries of the attendees related to the subject and other technical

queries regarding layer nutrition and management.

Dr H G Murade summarized the presentations and suggested to follow the proper vaccination schedule as per the guidelines. He emphasized more on use of inactivated vaccines in laying phase.

Mr Prabhakar Iyer, CEO, Phoenix Group and Mr Pallabh Paul GM- Phoenix Group, given conclusive remarks on technical seminar and assured the farmers regarding best possible services.

The New BV 300 layer nutrition and management guide November 2023 was launched during these seminars and copies were distributed to the layer farmers.

Mr Manish Podar, Zonal Manager proposed vote of thanks. The local Venworld team organised these technical seminars.

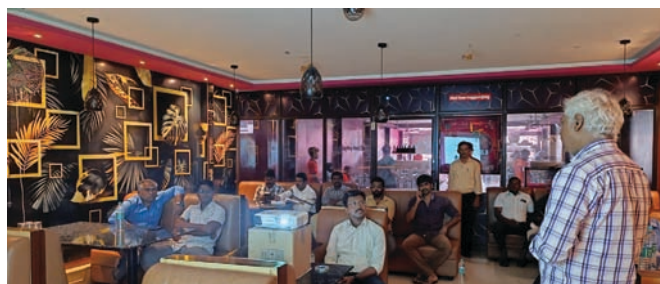
At Namakkal, Tamil Nadu

VENKATESHWARA BV BIO-CORP PVT LTD organized two Technical seminars for commercial Layer Farmers on 18th at Musiri and 19th January 2024 at Thalaivasal, Namakkal. The topic discussed during seminar-

- Layer disease challenges

and Vaccination updates

- The New way of Premixing and Innovative premix solutions
- Importance of water sanitation in Layer Industry.

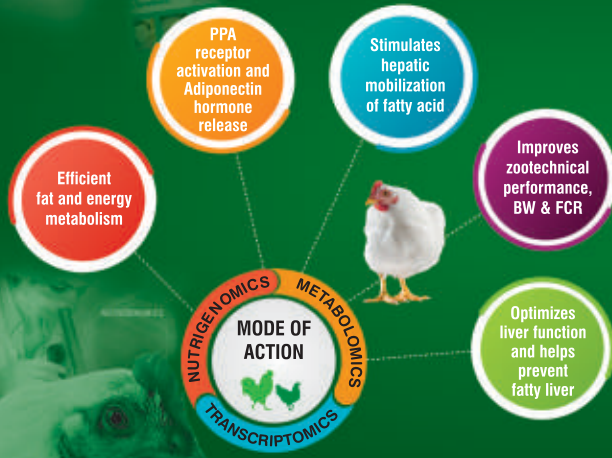


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PRESENTATION

25 kg

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Mr R. Murugesan, Zonal Manager, welcomed all attendees and introduced the speakers for the technical seminar.

Dr A. Kandasamy – AGM – Technical, discussed current disease challenges in commercial layers and proper vaccination for layer. He suggested to use of updated vaccines & control of mycoplasma to ensure sufficient protection against disease problems. This will also help to achieve desired performance.

Dr Sambhaji Nimbalkar-Technical Manager, discussed regarding Premix and premixing technology. He elaborated benefits of homogenous premix and innovative premix solutions to simplify the feed manufacturing and also to avoid errors during feed production especially premixing. The innovative solution includes Mixblend 0.4 % premix for Layers.

At Maharashtra

VENKATESHWARA BV BIO-CORP PVT LTD organized series of Technical seminars for commercial Layer Farmers on 24th and 25th January 2024 at Talegaon (Pune Dist.) and Sangamner (Nasik Dist.)-Maharashtra respectively.

Mr Ram Ghate, AGM, Sales and Marketing, welcomed all attendees and introduced the speakers for the technical seminar.

Dr Sunil Nadgauda, DGM, Technical, explained in detail about the “NewBV 300 commercial Layers Nutrition and Management Guide” in all aspects on 24th Jan 2024. During presentation he insisted

Dr R. Venkatvasan, discussed importance of water sanitation. He suggested to regular monitoring of physical, microbial and chemical qualities of water. Benefits of continuous water sanitation, challenges in water sanitation and solution for this were also discussed.

Dr A. Kandasamy and Dr Sambhaji Nimbalkar answered the queries of the attendees related to the subject and other technical queries regarding layer nutrition, Vaccination and management.

The Technical Seminar was attended by Layer farmers of Musiri, Thalaivasal, Attur and surrounding areas. Local VHPL chick’s sale team also helped for coordination and organization of these seminars.

Mr R. Murugesan, Zonal Manager proposed vote of thanks.

more on producing quality pullets for better laying performance. The excerpts from his presentation can be summarized as below.

Dr Roshan Sarode presented about BV 300 nutrition and management on 25th Jan 2024 at Sangamner and discussed in detail about nutrition and management of BV 300 to achieve better performance.

Dr H G Murade presented about proper vaccination and procedures followed for developing good immunity. He also guided about precaution to be taken during vaccination like maintaining cold chain,



correct dosage of vaccine, method of vaccination and things to do before and after vaccination.

Dr H G Murade summarized the presentations and suggested to follow the proper vaccination schedule as per the guidelines. He emphasized more on use of inactivated vaccines in laying phase.

Dr Sunil Nadgauda and Dr H G Murade answered the queries of the attendees

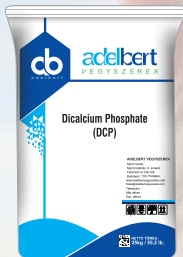
related to the subject and other technical queries regarding layer nutrition and management.

The Technical Seminar was attended by around 190 Layer farmers Nashik and Pune districts and surrounding area.

Dr Tushar Mahanwar, Regional Technical Manager proposed vote of thanks. The local Venworld Team organised these technical seminars.



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K. S. Venugopal and Y. Hari Prasad join Srinivasa Farms as President and Vice President



***K.S. Venugopal, President,
Srinivasa Farms***

Hyderabad: Srinivasa Farms is poised to scale new horizons with the advent of top-notch Business Leaders joining hands in its growth trajectory.

Srinivasa Farms Pvt Ltd has taken Mr K.S. Venugopal as the President and Mr Y. Hari Prasad as Vice President - Sales.

About K.S. Venugopal

Venugopal has worked in GCMF, ITC, Parrys Confectionery, Airtel and Reliance over the past 34 years in a spectrum of roles spanning various industries and sectors – Telecom, FMCG, Retail, Consulting and Services. He has handled many senior roles and very large teams across functions including Sales, Marketing, Supply Chain, Manufacturing, Operations and Strategy.

Venu is a professional CEO with experience in building organizations from scratch, scaling up, turning around businesses, managing large teams, enhancing team competencies, driving operations with full P&L accountability and providing operational, strategic and tactical leadership for sustained

profitability and market share and mentoring senior leadership roles for over 17 years. He has been a part of the Senior Management Team at Reliance Industries and has been associated with building all their growth businesses spanning Telecom, Retail, and E-Commerce over the past two decades.

A Management Graduate from IRMA, Venugopal is also a post-graduate in Econometrics from the Central University of Hyderabad. He has been a gold medallist and University ranker all through. He has also done quite a few senior level executive programs in Singapore, USA, UK and Australia.

As President, Venu will drive execution of strategic plans, guide teams to service excellence, oversee financial, commercial and production obligations. He will be spearheading India operations encompassing Layers, Broilers, Integration and Feed.

About Y. Hari Prasad:

Mr Y. Hari Prasad has over three decades (34 years) of experience in Poultry industry and most of his experience was with Pfizer Animal Health, which is now Zoetis Inc.

He started his career as Veterinary Service Executive in Glaxo Animal Health and moved on to Pfizer/Zoetis as Veterinary Sales Representative. During his tenure at Pfizer/Zoetis, he held various leadership roles, including



***Y. Hari Prasad, Vice President,
Srinivasa Farms***

Marketing Director, Business Unit Director and General Manager (India & BNS Markets).

Hari is a staunch believer in customer-centric approach, while fostering long-term relationships with co-workers and customers alike.

Hari Prasad holds M.Sc. degree in Physical Oceanography from Andhra University.

Mr Hari will be championing expansion of market share, driving company's sales growth, optimizing revenue & profitability, gauging and meeting consumer preferences & market trends. He will predominantly look after Layer, Feed and Vaccine sales for pan India.

Hipra India presents best distributor award to Tara



Tara Enterprises, Hyderabad, has received Best Distributor Award for animal health products from HIPRA India Pvt Ltd for 2023-24 on 22 February 2024 at a function held in Shimla, Himachal Pradesh during the annual meeting of HIPRA India.

Tara Enterprises, Hyderabad, has received Best Distributor Award for animal health products from HIPRA India Pvt Ltd for 2023-24 on 22 February 2024 at a function held in Shimla, Himachal Pradesh during the annual meeting of HIPRA India. Mr D. S. Subramaniam, Proprietor, Tara Enterprises received the award from the hands of Dr Santiago De Castro Verges, Global Brand Manager & RM

and Dr Shyam Vane, Business Manager, HIPRA. Distributors and employees of HIPRA India were present on the occasion.

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NOVUS names new Director Dr Manish for South Central Asia

BENGALURU: NOVUS recently named Dr Manish Kumar Singh its new regional director for NOVUS in South Central Asia. In this role, Dr Singh is responsible for developing and executing the Novus business strategy in the region.

"Asia represents a huge opportunity for growth for NOVUS," says Vaibhav Nagpal, DVM, NOVUS vice president and managing director for Asia. "Manish has extensive expertise about the market and the customers throughout South Central Asia. He also has the confidence of his colleagues to make sound, strategic decisions that will help grow the business in the region. With 15 years of experience working in South Asia and Asia-Pacific regions in various roles, I am sure he will strengthen the NOVUS team and grow the business."

Dr Singh says his top priority in the new role is his colleagues.

"I aim to build a culture of trust by fully engaging my colleagues," he says. "Agriculture is a business about animals and plants, but the foundation is people. It takes many people in many roles working together to produce high-quality, safe, nutritious food. By fostering a collaborative working environment across all my teams, we will be more successful as a trusted partner for all our customers and stakeholders."



Dr Manish Kumar Singh

Speaking about the poultry and dairy customers in South Central Asia, Dr Singh says there are many opportunities for intelligent nutrition from NOVUS to positively impact animal performance and help producers achieve their goals.

"Feed cost is a top concern for producers worldwide. We can help optimize feed costs and affect the impact of anti-nutritional factors through our knowledge about feedstuffs along with our CIBENZA® Enzyme Feed Additive," he says. "Meat consumption and processing is on the rise; we have solutions for those concerned about meat quality, growth efficiency and structural health. Our team also has global expertise in maternal health that partnered with the use of MINTREX® Bis-Chelated Trace Minerals, can help optimize the reproductive performance."

As an international company, Dr Singh said NOVUS has a dedicated team of in-house technical experts and renowned third-party

consultants to support producers as they work to improve gut health and immune system function and implement antibiotic-free production.

"Through an integrated approach combining technical know-how with gut health products like AVIMATRIX® Feed Solution and NEXT ENHANCE® Feed Solution, we are helping create effective ABF production," he says.

Dr Singh says following the initial success of the NOVUS dairy team in India, the company has invested more resources, allowing further expansion in this market. The goal is to reach more customers and bring innovative solutions backed by scientific research to the largest dairy market in the world.

"There are many challenges and opportunities in dairy production. NOVUS has decades' worth of research and commercial trials demonstrating how we can improve milk fat production and reproductive

performance," he says. "On the challenge side, we have products that are shown to reduce somatic cell count and manage lameness to improve productivity and extend the herd's longevity. This is an important growth market for NOVUS and we have a lot to offer."

Dr Singh came to NOVUS in 2019 to serve as the head of strategic marketing and technical services for South Central Asia before leading the marketing team for the Asia-Pacific region. He held roles at Cargill and Alltech before coming to NOVUS.

Yogesh Garg passes away



Mr Yogesh Kumar Garg, Vice President, Virbac Animal Health, passed away on 2 February 2024 at Hyderabad. Yogesh Garg was a pleasant and responsible senior executive in Poultry Sector. He left behind his wife Kavitha Garg, daughter Kavyanshi and a son Yash Garg.

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Dr M. K. Mehta joins as Head of Livestock Scientific Development Association

Livestock Scientific Development Association (LSDA) is started with an aim to establish a state-of-the-art research facility that can support the scientific endeavors and skill development in poultry. The main purpose of LSDA is to collaborate with scientists, organizations, companies and institutes across the nation. LSDA has its uniqueness within, as the research facility includes HVAC system to control all environmental parameters, capacity to house 840 birds at a time, a separate feed mill and automated feeders and drinkers. With the latest sophisticated analytical instruments such as Gas Chromatography-Mass Spectrometry LC-MSMS, ICP-MS, High Performance Liquid Chromatography, UV Visible Spectrophotometer, Micro Analytical Balance facility for the analysis of feed and experimental samples.

LSDA is delighted to announce **Dr M. K. Mehta as the Head of LSDA.** Dr M.K. Mehta is basically from Mhow, he is a well-known Animal Nutritionist, Gold Medalist and also holds PhD degree in Animal Nutrition from the National Dairy Research Institute Karnal.

He started his professional journey as a Research Associate in 1982 and got selected as an Assistant

Professor in 1985. Till 2006 he worked as Associate Professor in Animal Nutrition and later became the Dean of the College of Veterinary Sciences and A.H. Mhow and Dean Faculty N.D.V.S.U. Jabalpur. During his professional journey he received various awards like, Best Teacher Award at both, college and university levels. Dr M.K. Mehta is awarded with CLFMA Merit Award for the outstanding research in the field of Animal Nutrition during 1992-1994.

Having served in various roles he has a proven track record at the national level as he has taken assignments of ICAR, VCI, UPSC & Veterinary universities of different states. During his professional career he has guided 13 MVSc Scholars and one PhD scholar as a Major guide and Minor guide to many others. Dr M.K. Mehta has 35 publications under his name in reputed journals. In recognition to his outstanding contribution, dedication and affection for his profession, the Association of Animal scientists conferred a distinguished award.

With a passion for researches in Animal Nutrition, Dr M.K. Mehta is set to lead LSDA into a new chapter of growth and innovation in poultry Industry.

Leadership Announcements at Cargill Animal Nutrition & Health, South Asia



Dr Ravinder Balain,
Managing Director

Cargill announces appointment of **Dr Ravinder Balain** as the new **Managing Director** for Cargill Animal Nutrition & Health, South Asia, based in Bangalore.

Ravi is an experienced leader with extensive agribusiness and international market experience. For more than 30 years, he has served in the agriculture industry – most recently leading the South Asia business in Corteva Agrisciences. Throughout his career, he has managed diverse and challenging assignments in India, ASEAN (Association of Southeast Asian Nations), Asia Pacific, North America, Latin America & Europe, and has achieved a proven record of building valuable business opportunities and driving strong results.

Commitment to customer first from Ravinder Balain
“Our customers face a wide range of challenges in today's dynamic business landscape. We, at Cargill India, believe that your success is ours and we go beyond providing the highest quality ingredients. To support your growth

journey, we work with you as trusted advisors, tailor solutions and share expertise. This philosophy is not”



Dr Balamurugan,
Commercial Director,
Poultry ANH

Cargill also announces the appointment of **Dr E. Balamurugan** as **new Commercial Director – Poultry ANH**, India, based in Bangalore.

Dr Balamurugan with over 23 years of industry experience in sales and marketing, has played a pivotal role and successfully deployed various strategies across the country for poultry business.

Cargill is excited to have Mr Ravinder Balain and Dr E Balamurugan taking over their new role. Both bring rich industry experience, proven expertise & boast deep understanding of our customer base and a passion for driving growth. Their collaborative spirit and dedication to fostering strong customer relationships will be instrumental in propelling Cargill Animal Nutrition & Health to new heights.



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Avitech appoints Arjun Vohra as CEO; Dr Avinash as Head of Science.



Arjun Vohra,
Chief Executive Officer,
Avitech Nutrition

Dr Avinash is the Head of Science for Avitech and a member of the company's Executive Council. He leads the development of Avitech's scientific talent and technical capabilities, with a focus on ensuring that technology delivers cost improvements and competitive advantage and the company delivers on its strong pipeline of improvement projects.

He started his career as Executive-Veterinary Services at Indian Immunologicals Limited, Hyderabad before progressing to leadership roles at Vetnex and Jubilants. He joined Avitech Nutrition in 2016 as Group Product Manager for the company's speciality product segment.

His expertise in Veterinary Science (Animal behaviour including Physiology and Biochemistry) to business made him uniquely positioned at Avitech Nutrition into science practices, team building and multicultural communication. His previous experience of working in multicultural environment enabled him

to play a special role in shaping Avitech's culture and business practices, which drew people of all backgrounds and walks of life together as one team.

He is a life member of Animal Physiologists Association (APA) and Indian Association for Advancement in Veterinary Research (IAAVR) and a member of Uttar Pradesh Veterinary Council.

Dr Avinash has published many research and popular articles on animal health and nutrition.

He has completed his bachelor's degree in Veterinary Science & Animal Husbandry (BVSc. & AH / DVM) from G.B. Pant University of Agriculture & Tech, Pantnagar, Uttarakhand and the master's degree in Veterinary Science (Animal Physiology as major and Animal Biochemistry as minor) from prestigious Indian Veterinary Research Institute (IVRI), Izatnagar, Bareilly, India and was also recipient of Junior Research Fellowship from Indian Council of Agricultural Research.

Dr Avinash has completed Post Graduation Diploma in Personnel Management from Symbiosis Institute of Management Studies, Pune and completed a certificate program in Animal Behaviour and Welfare, from the University of Edinburgh in 2022.

Mr Arjun Vohra is the CEO of Avitech since 2021. He leads a team that is



Dr Avinash Srivastava,
Head of Science,
Avitech Nutrition

committed to help animal nutrition reach its full potential, sustainably. He is known for his relentless focus on people and culture and customer-driven transformation and growth.

Arjun has over 35 years of management and logistics experience. He started his professional career with one of the most robust office automation companies in India, as Sales & Service Executive in Indian Communication Network (HCL Group Company), where he focused on sales and service. With broad experience across multiple logistics businesses, he established offices for KLM Royal Dutch Airlines Cargo in Chennai, Bengaluru, Kolkata, Mumbai and initiated 'Small Shipment Campaign' as Cargo Manager. He brings proven experience leading operations, commercial teams, talent management, and a strong record of business operational rigor. Working as CEO, Apollo Logisolutions, he identified & facilitated acquisition of Clarion shipping and

Kailash Shipping and was responsible for acquisition of overseas companies within the logistics circle, with focus on the Middle East and African markets and niche products which added value to the existing portfolio. He joined Apollo Fiege and drove the JV between Apollo Logisolutions and Fiege Logistics, and recruited 120 professionals and set up 18 offices capable of handling over 6,000 shipments across product lines. He used a phased approach and rent-to-suit models to ensure limited losses and a quicker break even. Arjun, as a CEO, facilitated the joint venture between Apollo Fiege and Ferrari Group to form AF Ferrari, a niche valuables and luxury products logistics company with a target top line revenue of US\$25mn by 2017. He established an infrastructure and workforce across 10 offices with approximately 50 resources, enabling a monthly capacity of over 2500 shipments. Additionally, he pioneered a distinctive, cost-effective, and secure hand carriage service in India with 40% margin and 20% growth potential. Furthermore, he also established a secure warehouse with a first of its kind 'Class 6' vault capable of high value storage of valuables and achieved 100% utilization on the first day of operation.

Prior to joining Avitech Nutrition in November 2021, Arjun worked for The Ferrari Group as CEO India and played a pivotal role in acquiring JV shares from Apollo Fiege to establish a wholly-owned Ferrari Group



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Entity in India, securing statutory accreditation and licenses, and successfully outsourcing key activities, all as a within a span of less than a year. His strategies helped achieve profitability for the Indian company within the first 12 months of operations, ensuring satisfaction among Ferrari's global customers by meeting worldwide service expectations. Additionally, focusing on brand development in neighboring countries and, where feasible, establishing new offices and successfully realised profitability within the initial five years of operation.

Arjun has earned his Bachelor of Arts in Economics (Honors) from DAV College, Punjab University and completed his MBA from the Rotterdam School of Management in the Netherlands.

Arjun's experience spans establishing contract logistics, IATA cargo management, spearheading joint ventures and trade affiliations in Central Excise and Customs, TAPA, Air Cargo Agents Association of India, Confederation of Indian Industries (CII), Federation of Indian Chambers of Commerce and Industry (FICCI), Food Safety and Standards Authority of India (FSSAI), Wild Life Authority and Legal Meteorology. He lives in Gurugram with his wife and son. Over the years, he has generated a passion for golf, travels to far unsearched landscapes with a keen interest in photography and wildlife.

World Veterinary Poultry Association (India) Conference – 2024

A two-day international conference of World Veterinary Poultry Association (India) was organized on topic **“Avian Health: Challenges and Opportunities”** during 15-16 February 2024 at ICAR-NIANP, Bengaluru in association with World Veterinary Poultry Association (India). The formal inauguration of the conference was carried out on 15th February by the Chief Guest Padam Vibhushan Hon'ble Former Vice President of India Shri M Venkaiah Naidu and Guest of Honour Dr J. Radhakrishnan, Additional Chief Secretary & Commissioner, Greater Chennai, Dr Raghavendra Bhatta, DDG (AS), ICAR, New Delhi and Prof. Sjaak De Wit, President, WVPA (Global) and Dr Jeetendra Verma, President, WVPA (India). Hon'ble Chief Guest M Venkaiah Naidu emphasized on the shared commitment to excellence and collaboration towards the betterment of global poultry health. He said by working together, we can build a resilient and sustainable future for the poultry birds, poultry farmers, poultry industry and also ensuring a safe and abundant food supply for generations to come. The conference was attended by more than 250 national and international delegates across the academia, research institutions, industry personnel and progressive poultry farmers.

During these two days

the discussion was carried out on various burning topics like Poultry Disease and Management, Poultry Genetics and Breeding, Poultry Products technology and Marketing. Total 18 lead speakers in 5 different technical sessions from India and Abroad (Netherland, Germany, Czech Republic, Spain, Bangladesh, and Pakistan) presented their research papers in the conference among them Prof Sjaak de Wit and Dr Guanlin Wang from Netherland, Prof Pavel Horky from Czech Republic, Dr Myeong Seob Kim from Spain; Dr Marisabel Caballero from Germany, Dr Md. Rafiqul Islam from Bangladesh and Dr Muhammad Kashif Saleemi from Pakistan (online mode) were the main attraction. A new programme “student elocution” on recent advances in the field of poultry science was also initiated during the conference. More than 25 students shared their views on different assigned topics. Technical poster presentation sessions were also conducted in which more than 100 research abstracts were presented by researchers and post graduate students came across the India. The exuberant and enthralling cultural programme was also staged on the night of gala dinner. The cultural program was appreciated by all the delegates. All the eminent personalities of poultry industry, supporting associations,

press and media were recognized and felicitated.

After conducting the technical session, the closing ceremony was graced by Dr O.P. Chaudhary, Joint Secretary, Department of Animal Husbandry and Dairying, Government of India as Chief Guest and Dr Habibur Rehman, Former DDG (AS), ICAR, New Delhi & Regional Representative, South Asia, ILRI, New Delhi as Guest of Honour with other dignitaries on the dais and off the dais. Dr O.P. Choudhary narrated the different initiatives undertaken by the Department of Animal Husbandry and Dairying, Govt of India to propel the poultry sector forward. He stressed on the power of innovation, collaboration, and sustainability to build a more resilient, equitable, and prosperous poultry sector that will nourish people, support livelihoods, and protect the planet.

During the valedictory function the organizing secretary of previous WVPA (India) conference Dr Girraj Goyal, NDVSVU was felicitated for successfully organizing the conference last year in 2023 at Jabalpur. The prizes were distributed to 12 research scholars who got first, second and third in research paper presentations and student elocution programme by the chief guests. The words of thanks was presented by Dr PK Malik, organizing secretary, WVPA (India) 2024.



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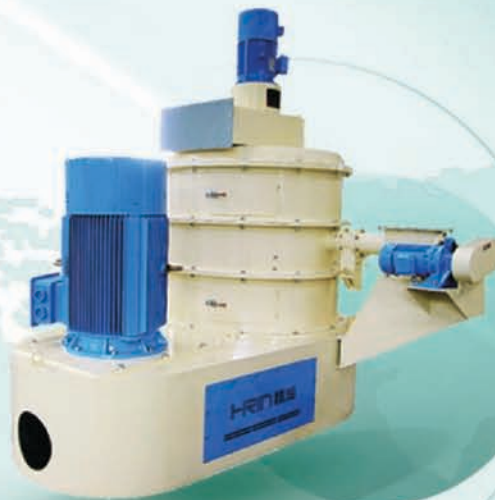
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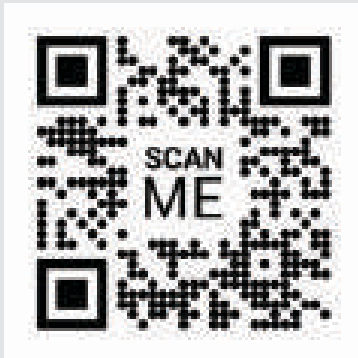
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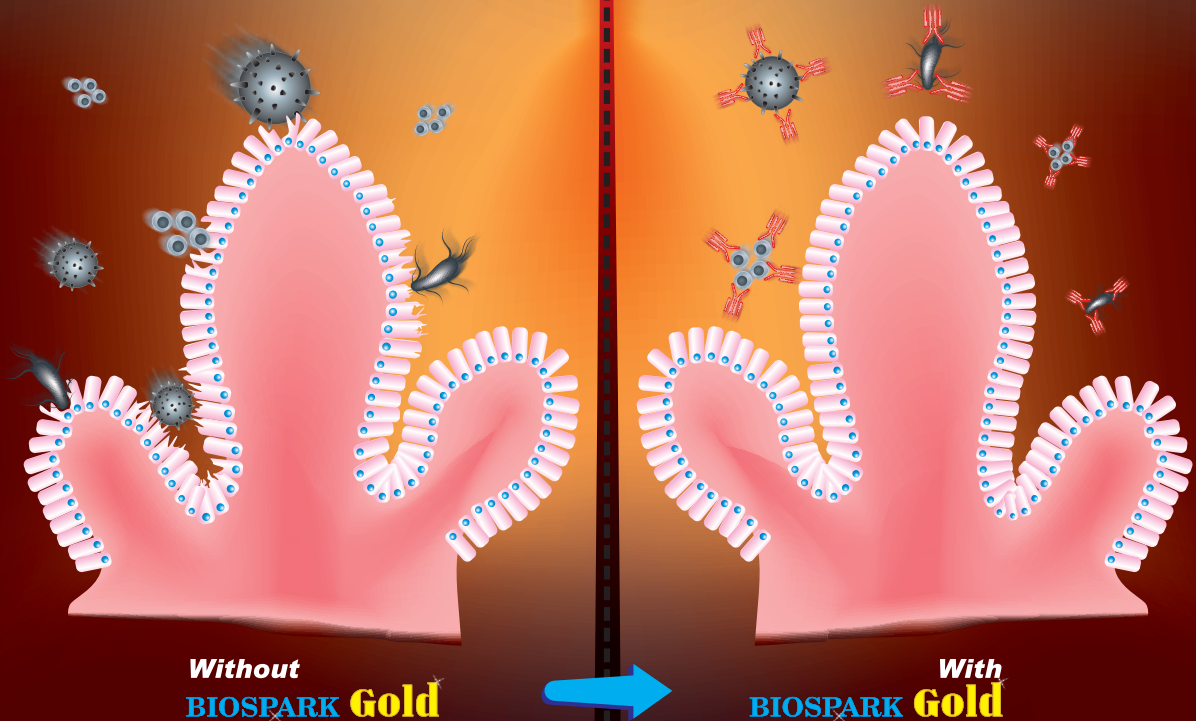
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AVIAN INTESTINAL SPIROCHETOSIS

Dr K. Ahesh, B.V.sc & AH,

College of Veterinary Science, Mamnoon,
Warangal, PVNRTVU, Hyderabad.

E: karnikaahesh250@gmail.com

Introduction:

Avian intestinal spirochetosis is colonization of the avian ceca/rectum by spirochetes. These spirochetes are pathogenic *Brachyspira* spp [*B.intermedia*, *B.pilosicoli*, *B.alvinipulli*] affecting chickens and other birds. Significant economic losses are seen in poultry flocks infected by *Brachyspira*. *B.pilosicoli* potential zoonotic agent because of avian strains are very close to human strains. Human cases are observed main.

Etiology:

Brachyspira belongs to the order Spirochaetales of the Brachyspiraceae family. This species is Gram-negative, anaerobic, and helical [hence former name *Serpolina*], contains multiple periplasmic flagella producing characteristic corkscrew-like movement. Between 30 and 70% of layer and broiler breeder farms have been found to be infected with these spirochetes without showing any clinical signs.

Other avian species such as turkeys, ducks, geese, pheasants, partridges and aviary birds are sensitive to *B.pilosicoli*, *B.intermedia* and *B.alvinipulli*.

Transmission:

Transmission in poultry via the fecal-oral route; the proximity of birds

in cages and barns facilities rapid spread. Rodents are significant vector for disease, with up to 83% of rats and 33% of mice carrying *Brachyspira*, resulting in free-range hens also being at significant risk of infection.

Clinical signs:

Attachment of *B.pilosicoli* to enterocytes of the large intestine leads to the formation of false brush border of spirochetes. *B.intermedia* do not attach specifically on enterocytes but the bacteria present in the intestinal mucus.

Most common clinical sign is an intermittent chronic diarrhea observed in 5-20% of the flock. Droppings are brownish-yellow, foul smelling, frothy and mucoid with 15% increase in water and lipid content, staining the vent, litter and eggs. Dirty eggs should be removed from the food chain. Egg production may also be delayed or reduced [by 5-10%] with eggs of lower quality [smaller, lighter, poorer shell quality], retarded growth rates, reduced mean egg weights and reduced egg carotenoid content have also been reported. In broiler breeders weak chicks, poor feed conversion and digestion and retarded growth may be seen in broiler progeny. In other species variety of signs can be seen, including severe disease and death in rheas.

Diagnosis:

Direct microscopic examination of cecal droppings collected early [within 48 hours of the onset of clinical signs] allows for the observation of the characteristic helical bacteria. Bacterial culture followed by light phase-contrast/dark field microscopy to confirm cell morphology and motility can be used as a preliminary screen for *Brachyspira* in a clinical sample. Biochemical tests include colorimetric assays for indole production, hippurate hydrolysis and the activity of alpha-galactosidase, alpha-glucosidase and beta-glucosidase. PCR can be used to confirm the presence of *Brachyspira* in a sample, and primer sequence are available to identify *B.alvinipulli* and *B.innocenes* using PCR.

Treatment & Control:

Antimicrobials that have been used in drinking water to control AIS include tiamulin [important to avoid a toxic combination with ionophores], Lincomycin/oxytetracycline. Treatment of infected laying flocks requires discarding eggs during the antibiotic withdrawal period. The diet should also be examined for its wheat content as well as all products that may cause wet litter problems.

Control of AIS is not specific and is based on strict bio security to avoid entry of the pathogen in a flock and to prevent its spread between flocks.

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LSDA: An innovative research facility and skill development centre for poultry

Sandeep Gupta, Mukesh Mehta and Jayashri,

Livestock Scientific Development Association, Email: lsdaofindia@gmail.com

Abstract

Poultry industry is the fastest growing livestock industry in India and is further expected to grow at a CAGR of 8.1% in the forecast period of 2024-2032. This requires scientific advances in the fields of poultry nutrition, health, bird genetics, feed safety and advanced processing technologies. At present a platform which can provide on-site collaboration for conducting ideal scientific trials is lacking. There is a wide gap between research institutes and the industry. The LSDA will fill this gap and will provide the ideal research facilities. Because of shortage of standard research facilities, the participation of research fellows at international plate form is low. The LSDA will provide such facilities. LSDA also aims at offering knowledge by conducting programs, training courses, workshops and short-term courses for skill development. The facilities available in LSDA are Housing with HVAC facility, chemical and microbiological analysis facilities, feed pelleting facilities. With all such facilities of an ideal Research Centre for poultry, LSDA welcomes

all the young professionals and researchers across the nation. The aim of collaboration between research institutes and private organizations in the fields of poultry research can lead to comprehensive and impactful outcomes.

Introduction

Over the decades, the India poultry market has undergone significant transformation, and the region has emerged as one of the major sectors of the economy. The Indian poultry market size reached a value of USD 30.46 billion in 2023. The industry is further expected to grow at a CAGR of 8.1% in the forecast period of 2024-2032 to reach a value of approximately USD 61.41 billion by 2032. This continuous expansion in poultry production and the demand for poultry products require scientific advances in poultry nutrition, health, bird genetics, feed safety and advanced processing technologies. The poultry sector has the potential to grow faster as a result of enabling factors such as population growth, breeding of highly-productive strains of meat and egg-type birds,

improvements in consumers' incomes, and modern technologies for processing feed/poultry products (Dei, H. K. 2021).

Livestock Scientific Development Association (LSDA) featuring advanced technologies and leading-edge equipment, this innovation provides a venue for on-site collaboration for conducting ideal scientific trials, conduct programs, training courses and workshops on poultry management (broiler, layer, breeder and feed mill technology). LSDA is going to be the first association in the world to provide R & D facility having Heat Ventilation Air Control (HVAC) system for poultry. It is an association of Institutes (Research Institutes and Veterinary Universities), Scientists, poultry experts, Organizations (Breeder, Layer, Broiler Farmers, Integrators and Feed Millers) and Companies (Medicine and Feed Additive Companies). LSDA serves as a bridge between scientists, organizations, companies and institutes, facilitating collaborations, innovation and knowledge exchange.



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The need of this platform in India

Animal nutrition is a broad field that goes beyond the major ingredients and performance parameters that most Indian institutes focus on. Nutritional studies rely very much on the other studies (chemical, physical, immunological, biochemical, behavioral, physiological, microbiological, molecular, statistical and genetics) and often studied in an integrated way. There are many other aspects of animal nutrition that are researched globally, such as the amount and digestibility of trace minerals, vitamins, amino acids and other micro ingredients. However, there are only few institutes have facility to conduct trials on these micro ingredients in India. Human food safety is also compromised with the acceptable levels of pesticide, toxins, heavy metals in feed ingredients.

One of the challenges faced by the industry is the lack of adequate research data. This hinders the development and innovation of new products and services that can meet the market demands. Therefore, it is essential to foster a closer collaboration between the industry and the institutes to share and exchange relevant research data as per the needs of the industry. Most of the MNCs share data from their home country and work with local institutes to evaluate the scientific validity of their products. However, there is no clear guidelines or requirement for Indian institute to approve their products for the Indian market.

Functions of LSDA

The LSDA is mainly established with a purpose to collaborate with scientists, organizations, companies and institutes to advance poultry and livestock research in India. It helps to promote scientific experiments of commercial products in Indian institutes and share the results with relevant stakeholders. It promises to provide scientific data of Indian institutes to companies and organizations that support poultry and livestock research. It facilitates the access to the facilities and equipment for conducting

ideal scientific trials in various institutes and establish a central laboratory for data analysis and quality assurance of poultry and livestock research. Along with the research and studies, it encourages Indian Veterinary Students to pursue poultry and livestock researches, provides scholarships and opportunities to the young budding veterinary professionals. It awards the best research work in poultry and livestock science and helps to publish it in high-impact international journals to showcase Indian poultry and dairy veterinarians at international platforms and foster global partnerships. LSDA provides research data to poultry scientists, organizations and companies for evidence-based decision making.

LSDA also aims at offering knowledge by conducting programs, training courses, workshops and short-term courses for skill development by using facilities about broiler, layer, breeder research, lab analysis program and pellet feed mill operation. All the programs are customized for up-skilling the early professionals and re-skilling program for experienced professionals, farmers and students. Global collaboration in the poultry industry is essential for addressing challenges, sharing knowledge, and promoting sustainable practices.

Facilities available at LSDA

The LSDA is located in Indore, Madhya Pradesh. LSDA aims to provide an environment to maximize flock performance, achieving optimum and uniform growth rate and feed efficiency in meat yield while ensuring that bird health and welfare are not compromised. LSDA follows guideline for poultry facility by CPCSEA, 2020.

Housing

The fast growing, modern broiler lines are more dependent on proper environmental conditions. LSDA house has the capacity to house 840 birds, dedicated for broilers, layers and breeders. It contains 84 adjustable pens/blocks to accommodate 10 experimental birds in each pen and the pen can be further adjusted according to the design of the experiment (20 birds/



pen, 30 birds/pen etc). The R&D house is equipped with automatic feeders and drinkers in each pen. It also offers an opportunity to conduct trials through water soluble supplements.

Heat Ventilation Air Control (HVAC) System

HVAC system plays a vital role in creating conducive environment for poultry research, influencing factors such as temperature, humidity, oxygen, carbon dioxide, ammonia, air quality and overall bird health. Maintaining optimal temperature is crucial for poultry health and productivity. HVAC system regulates temperature, prevents extremes that can cause stress to the birds. It also helps to control humidity levels and helps to prevent the issues related to respiratory problems and moisture related diseases. Good ventilation ensures a continuous supply of fresh air, reducing the concentration of airborne contaminants and lowers the risk of disease transmission.

Ventilation system helps to eliminate ammonia produced by waste and creates a healthier environment for poultry. Reduced ammonia levels lead to better air quality and contribute to the bird's overall well-being. HVAC system filters out dust and airborne particles. Odor control is essential for both poultry and workers, creating a more pleasant and sanitary environment. HVAC system provides the flexibility to adjust conditions

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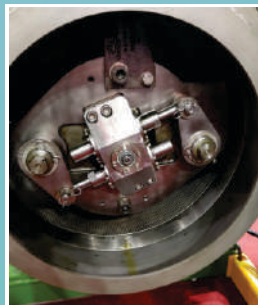


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during extreme weather, ensuring the wellbeing of poultry in both hot and cold seasons. Proper climate control contributes to increased productivity, reduced disease risks and improved overall efficiency in poultry houses.

Feed Pelleting Mill

LSDA is equipped with a feed pelleting mill with a capacity to produce pellets at 150kg per hour and crumbler for the production of crumbles. This helps in the formulation of experimental diet for trial birds.



Lab Facility

LSDA provides a sophisticated and advanced lab facility including microbiological, wet chemistry and instrument section for testing of samples obtained from poultry research experiments, feed and feed supplements. LSDA is equipped with sophisticated instruments, such as HPLC, GCMS MS, LCMS MS, ICP MS, etc., to analyse pesticides, dioxins, heavy metals, antibiotics, amino acids, vitamins, etc. in food and feed samples. LSDA laboratory is one of the most advanced in the country in the field of food and feed analysis.

LSDA has one of **the first R&D centres in India** with such advanced features and capabilities, and it strives to contribute to the growth and

development of the poultry industry in India. The project seeks to enhance the research and development capacity of the Indian livestock industry by conducting rigorous experiments in the Indian context.

Researches to be conducted at LSDA

Research and developments in poultry play a pivotal role for sustainable industrial growth. LSDA offers an opportunity to conduct various experiments and trials to the needy professionals, institutes and organizations. With a state of art research facility at LSDA, it offers to conduct nutritional, environmentally sustainable, economically viable and many more experiments.

Nutritional trials; Nutritional trials like formulation of balanced diet for poultry to optimize growth, egg production and overall health performances. Research to find an alternative feed sources for sustainable production. Studies on impact of various nutrients, additives and supplements on bird's health and productivity.

Health and disease control studies; LSDA helps in testing of new vaccines and drugs to prevent and treat common chicken diseases. Strategies for disease prevention, biosecurity measures to minimize disease transmission on farms and Genetic resistance to diseases through selective breeding program.





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Environmental Sustainability; Studies for sustainable farming practices that reduce the environmental footprint of poultry production including efforts to lower greenhouse gas emissions, improve waste management and optimize resource use.

Alternative Poultry Production; Implementing environment friendly practices in chicken farming, such as reducing water and energy consumption. Researches for the search of alternative methods of chicken production like free-range, organic, and pasture-raised systems.

Economic Viability; Analyzing the economic aspects of poultry production including cost analysis, profitability, and market competitiveness. Identifying strategies to enhance the financial sustainability of chicken production.

Consumer Preferences studies; Researches based on consumer preferences and trends related to chicken products, such as organic, free-range, or antibiotic-free options and helping farmers to adapt their production methods to market demands.

Conclusion

The progress in nutritional research is made possible by several advanced techniques that have been developed and tested by numerous researchers both in academia and industry. The appropriateness of any techniques, technology or study to be used depends on the facilities available at the research site and the cost involved. Also, there is a need to maintain balance between research that may have future usefulness (fundamental research) and that

which may be used immediately (applied or practical research) through application of scientific innovations. USDA has come with a purpose to serve the industry, professionals, formers and young entrepreneurs. With all the facilities of an ideal Research Centre for poultry, USDA welcomes all the young professionals and researchers across the nation. The aim of collaboration between organizations and research institutes in the fields of poultry research can lead to comprehensive and impactful outcomes.

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CPCSEA Guidelines for poultry/Birds Facility, 2020

Dei, H. K. (2021). Advances in Poultry Nutrition Research-A Review. Advances in Poultry Nutrition Research.

BioEmulsin DS – Not Just Another Emulsifier

Dr Shivi Maini, Indian Herbs Specialities, Chandigarh India

Energy represents a significant cost factor in high-performance animal diets. Fats and oils, owing to their high energy density, play a crucial role as energy sources in feed formulation. Enhancing the energy efficiency of these raw materials holds considerable economic significance. Nutritional emulsifiers offer a viable solution to enhance fat digestibility, thereby increasing energy efficiency. This, in turn, leads to reduced feed costs and contributes to a more economical and sustainable approach in animal production.

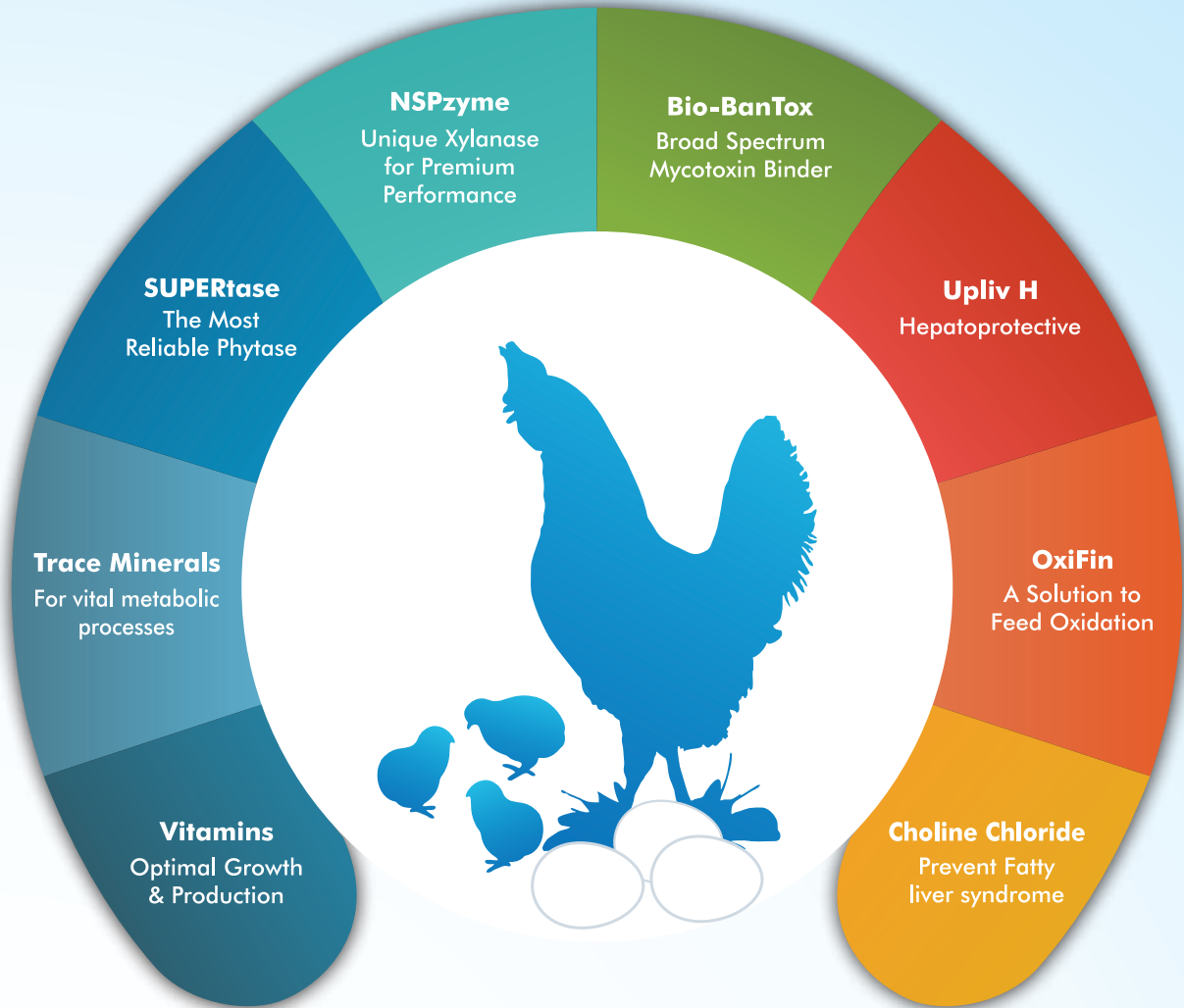
Fat: One of the most intricate nutrients

Fat digestion involves triglycerides of various fatty acid profiles, termed fats or oils. Free fatty acids exist when fatty acids are unbound to glycerol. These lipids serve as the primary energy source for animals,

boasting the highest caloric value among nutrients. The energy derived from dietary fat relies on its digestibility; higher digestibility yields more available energy. Fat digestibility in animals correlates with fat characteristics, amount added to the diet, and animal-specific factors like age. Young birds, for instance, possess limited natural lipase and bile salt production, resulting in restricted fat digestion. Emulsifiers added to the diet can enhance fat digestion. The process of fat digestion involves several stages. Initially, large fat globules undergo emulsification in the watery gut environment, facilitated by peristaltic movement. Bile salts act as natural emulsifiers, aiding the mixing of typically immiscible fat and water. This process forms smaller fat droplets to increase surface contact for the enzyme lipase. Produced by

the pancreas, lipase functions to break down the fat.

Fats and oils consist of three fatty acids and glycerol, forming esters. Lipase hydrolyzes these esters, releasing fatty acids and one monoglyceride. Subsequently, micelles are formed—water-soluble aggregates of lipid molecules containing polar and non-polar groups. These molecules arrange in micelles with polar groups on the outside interfacing with the aqueous phase, while non-polar components create the inner lipid core. Emulsifiers like bile salts and monoglycerides play a role in micelle formation. Upon encountering the microvillous membrane, these micelles are disrupted, allowing the fatty acids to be absorbed by the lipophilic cell membrane.



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Nutritional emulsifier

Nutritional emulsifiers play a crucial role in the digestion of fats and oils. These compounds are formed from esters comprising three fatty acids and glycerol, with lipase catalyzing the release of two fatty acids and one monoglyceride through hydrolysis. Micelles, water-soluble clusters of lipid molecules encompassing polar and non-polar segments, are subsequently formed. Their arrangement involves polar groups on the exterior, interacting with the aqueous phase, while non-polar components form the micelles' inner lipid core.

Natural emulsifiers like bile salts and monoglycerides aid in micelle formation. However, their efficacy can be limited in facilitating fat digestion, particularly in young animals with restricted bile salt production. Additionally, the nature of dietary fat can hinder digestibility; fatty acid mixtures high in free fatty acids tend to lack monoglyceride formation, thus reducing emulsification.

Characteristics of fatty acids also impact micelle formation and subsequent digestibility. Long-chain unsaturated fatty acids and monoglycerides form micelles efficiently, while saturated fatty acids, due to their lower polarity, exhibit reduced micelle-forming abilities. Consequently, saturated fatty acids, prevalent in animal fats, are generally less easily digested compared to unsaturated fatty acids found in vegetable fats.

Higher levels of free fatty acids and certain characteristics of dietary fats can limit digestibility. Exogenous nutritional emulsifiers aid in enhancing digestibility, particularly in less digestible fats, and their effectiveness is more pronounced with higher levels of added fat. However, even in highly digestible fats, positive effects from these emulsifiers have been observed in various cases.

BioEmulsin DS-The novel natural nutritional emulsifier

BioEmulsin DS is not just like another conventional emulsifier, BioEmulsin DS is a nutritional emulsifier that

plays a pivotal role in enhancing fat digestibility among poultry birds. BioEmulsin DS provides benefits beyond emulsification and ensures optimized fat utilization therefore makes poultry flock more fat and energy efficient.

Significant and higher production of bile secretions improves fat emulsification:

Supplementation of BioEmulsin DS physiologically stimulates significantly higher bile acid production. Bile acids are natural surfactants that facilitates emulsification of bigger fat globules into micro fat droplets. BioEmulsin DS help break down larger fat globules into smaller droplets. These tiny droplets offer a larger surface area, making it easier for digestive enzymes to access and break down fats into absorbable components.

Significant and higher production of pancreatic lipase enzyme enhances fat digestibility:

Pancreatic lipase plays important role in fat digestion. Supplementation of BioEmulsin DS stimulates release of pancreatic lipase. However, pancreatic lipase cannot hydrolyse fat into fatty acids until bile pool available for activation of lipase.

Optimized Utilization: BioEmulsin DS ensures optimized absorption of fats of feed ingredients and other lipids/oils added to the poultry feed as supplements. This aids in the absorption of fats and fat-soluble vitamins by the intestinal lining, thereby enhancing overall fat utilization.

Performance Boost: Improved fat digestibility contributes to better overall health and performance in birds by ensuring more efficient use of dietary energy. This leads to enhanced growth, development, and energy balance.

BioEmulsin DS supplementation maintains bile pool – bile is available for fat emulsification and for lipase activation, therefore BioEmulsin facilitates better fat digestion and conversion of micro fat droplets into SCFA & LCFA.

Absorption – BioEmulsin DS ensures optimized absorption of fats of feed

ingredients and other lipids/oils added to the poultry feed as supplements. For the optimum absorption of Long chain fatty acids (LCFA), bile acts as carrier.

To summarize, BioEmulsin DS acts on two target organs – Liver and Pancreas and provides comprehensive and intricate mode of action of fat emulsification, digestion, absorption and assimilation. BioEmulsin DS is designed in such a way that it trigger higher physiological production of bile and stimulates activity of pancreatic lipase enzyme.

BioEmulsin DS@250g/ton of feed is a one stop solution for complete replacement of synthetic or natural emulsifiers, lipase enzymes and bile acid extracts from other monogastric species.

Conserving Energy, Cutting Costs

Adding BioEmulsin DS to a diet can offset a decrease in dietary energy. If a diet can be structured with lower energy content, it translates to reduced use of costly fats and oils, thereby lowering overall expenses. The impact on cost hinges on nutritional restrictions in the formula and fluctuating raw material prices, which vary by region and change over time. BioEmulsin DS allows nutritionists to formulate diets with reduced energy content while maintaining performance levels. This adjustment translates to reduced feed expenses and promotes a more cost-effective and sustainable approach in animal production.

Conclusion

Energy stands as a significant cost factor in high-performance animal diets. Fat is the main concentrated energy source within animal feed. A good fat digestibility is very important in order to lower the feed cost. Therefore, dietary emulsifiers are added to animal feed and aid to increase the digestibility of fat and thus the energy efficiency. Employing nutritional emulsifiers enhances fat digestibility, thereby amplifying energy efficiency. BioEmulsin DS usage is highly recommended to make the poultry flocks more fat and energy efficient.



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Prolapse in Hen and it's Control



Dr B. C. Dutta

Poultry Consultant
Email: duttabalais@yahoo.co.in

Prolapse in Hen and it's Control

- Prolapse, better to say Prolapsed Vent (also known as prolapsed oviduct, pickout, cloacal prolapse or blowout) is a common condition in laying hens.
- During the process of laying an egg, the lower part of a hen's reproductive tract is temporarily turned inside out, allowing the hen to lay a clean egg, but sometimes it does not retract again after the egg has been laid. This is called prolapse.
- Prolapse may be resolved if attended to right away immediately.
- If other hens notice the prolapse, they may pick at the prolapsed vent which can cause severe

damage to the hen. The other hens are attracted to the moist glistening texture of the soft tissue, start picking, causing blood loss, and potentially removal of the cloaca, oviduct, parts of the small intestines, leaving a gaping hole where the vent used to be.

- Observation is key to preventing cannibalism and pecking behavior.
- There is no cure for prolapse, so the best method of control is prevention.

CAUSE OF PROLAPSE

Prolapse is a multi-factorial syndrome; often no single cause, rather a combination of several factors responsible for the onset of the problem.

The fundamental factors are related

to the development of the birds during the rearing phase, essentially weight, composition and body structure (skeletal development).

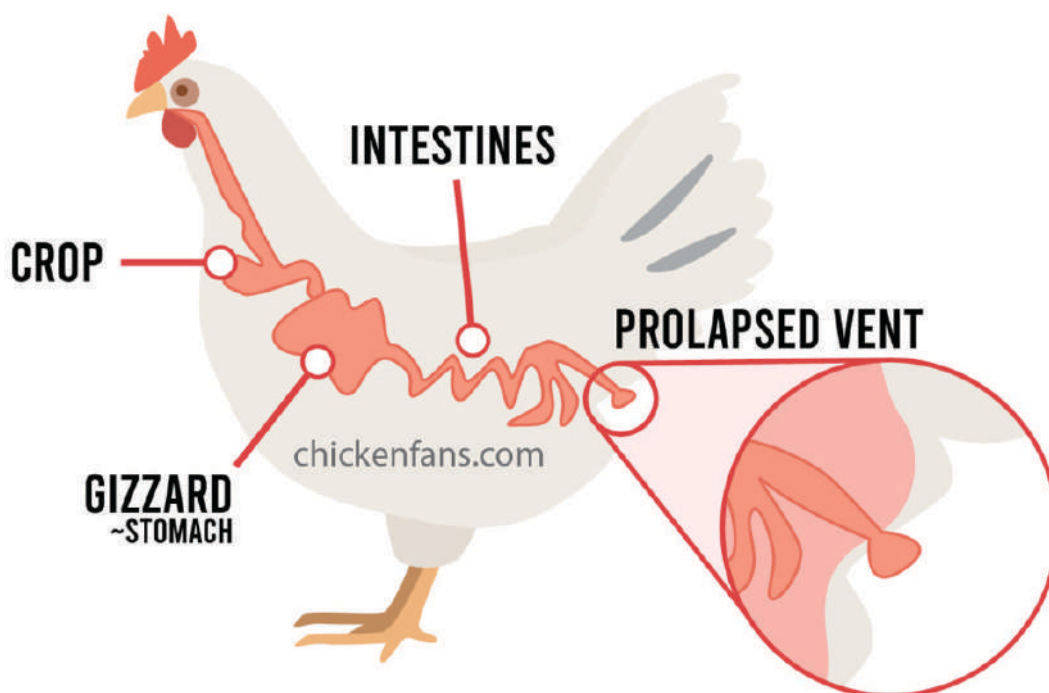
Additionally, hormonal alterations, enteritis, overweight birds, age at the beginning of lay, too early light stimulation, unbalanced diets, production of double yolk eggs and all those conditions that instigates pecking behavior also play role in the occurrence of prolapse.

➤ There are multiple factors alone or together can contribute to prolapse, most of which are caused by **incorrect pre-lay management** or **nutritional changes prior to the start of egg production**.

➤ Prolapse can be related to **poor skeletal development** during rearing, even if the bodyweight during production is at target, if their pelvic girdle is not well developed during the rearing stage.

➤ **Overweight birds** are also more susceptible to prolapse because of **muscle weakness** and a **tendency to lay larger eggs**.

➤ **Too much fat around reproductive organs increases the risk of prolapse**. A buildup of fat around the chicken's abdominal region can narrow the egg passage,



Picture: 1



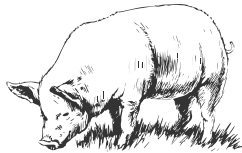
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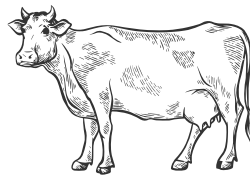
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potentially resulting in the chicken straining to push the egg out, causing prolapse. Prolapse can also occur **if the hen is too young and underdeveloped** to be laying eggs.

- Unbalanced feed can also increase the chance of prolapse. **Calcium deficiency** in the diet can cause challenges with eggshell formation and can also lead to low muscle tone. Weak muscles can make it harder to retract the oviduct back into the body, which increases the time that the oviduct is exposed.
- **Soft shell eggs** can cause the hen to strain hard which also increases likelihood of prolapse.
- **Large eggs, like double-yolk**, can cause the hen to strain too hard, pushing out more inner lining than usual. If a hen is regularly laying large eggs and straining, the cloacal muscles can become stretched, especially with age.
- Prolapse is more **common during peak production periods** and periods of peak egg mass as a result of the large demand placed on birds' metabolism during these times.
- **High light intensity in the hen house** increases the chance of other birds noticing & attracted to the exposed tissue and start pecking, leading to the vicious habit of cannibalism which can quickly spread among the flock. Cannibalism can be managed, but if left to get out of hand it can be very costly and difficult to eliminate.

HOW DO YOU IDENTIFY A PROLAPSED VENT?

- The first signs of a prolapse are blood-streaked eggs, which should prompt investigation to find affected birds. Implement management techniques to reduce the impact immediately.
- A prolapsed oviduct is noticeable as it looks like their insides are falling out of their vent and you may also find blood and feces on



Picture: 2



Picture: 2



Picture: 3

their feathers around the vent.

- If the bird has already been picked at by other birds, tissue may be missing, leaving a bloody gaping hole.
- If the bird has a blowout or it has already been pecked and further injured by other birds, you will be able to spot the hen by her behavior. She will be in noticeable pain and hesitant to move around. She will probably be a bit skittish and want to avoid contact because of the sensitivity and pain. This shows the importance of regular observation to detect issues and react before it becomes serious.

DO WE HAVE TREATMENT FOR PROLAPSE?

- There is no effective treatment for prolapsed vent.
- If a bird is found with prolapsed vent, it must be taken out from other hen & isolate.
- You may spray the affected area with a Antibiotic solution spray such as Oxytetracycline to aid recovery and keep her in isolation until she improves.
- The oviduct may eventually retract, but unfortunately the hen will likely to suffer from prolapse again in the future. In studies done by Jesse Lyons, an extension poultry specialist at the University of Missouri, birds who experienced prolapse often has a reduction in egg production for lifetime.
- If a bird with prolapse is not timely removed and other birds have picked at the vent causing extreme prolapse & severe damage, the bird may die from hemorrhage & shock.
- Adding Vit AD3EC in drinking water is suggested to aid recovery.
- Light Intensity of 40 lux in open system house & 25 – 30 lux in EC house and Duration between 15 – 16 hours help reducing prolapse problem. Never exceed 16 hours of light duration, even less than 15 hours is better.



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- Also, if birds are not at the required body weight at the typical age for photo-stimulation, it is important to delay photo-stimulation until uniformity is 70% plus and birds are at the required weight.
- In Floor system, make sure nest boxes are dark as chickens not only prefer laying in dark comfortable spaces, but other birds are also less likely to see & peck at the exposed prolapsed vent.

PREVENTION OF PROLAPSE

- As there is no effective treatment, the best way to prevent occurring of prolapse is careful and attentive management & Nutrition.
- Likewise, effective management and swift response is the best course of action if prolapse occurs as it will minimize aggravation & cannibalism.
- Key aspects to manage pullets correctly are Nutrition and Light management. It is important in the growing phase to have good growth and uniformity. It is then that the correct nutrition is needed to produce quality eggs, as well as have the required skeletal and muscle development to handle laying.
- A well balanced feed help sustain egg production and maintain body weights at the recommended levels. If the flock is laying a lot of double-yolk eggs then gently restrict feed intake.
- In floor system, the nest boxes need to be well managed too. They need to be dark enough that other hens will less likely to notice prolapsed vents and the hens are not able to stay in the boxes longer than necessary.
- Needs to monitor the flocks regularly (preferably daily during feeding time) to keep an eye on bird behavior & effective management practices.
- Photo-stimulation should only be arranged when the birds reach the required weight and age determined by the breeder. If

pullets come into production too early, they will be more susceptible to prolapse, as well as the potential to lay smaller eggs throughout the production cycle. It also may cause health issues across the flock. When approaching the age of planned light stimulation, assess uniformity, and if the flock uniformity under 70%, delay light stimulation for a week to allow the less developed birds to mature.

- If underdeveloped birds are given light stimulation too early it increases the risk of prolapse and egg peritonitis, reduced hatching eggs, a poorer peak & persistency of lay and more difficult to manage flock. It is important that the light intensity is at the breeder's recommended level.

Important Issues to control Prolapse

1. Age of the Hen

- Often the highest incidence of prolapse occurs around peak production, a time of high metabolic demand for the birds.
- With advancing age, egg tend to increase in size, but making this egg weight growth more flattened, as has been achieved through genetics, will allow the metabolic demand on birds in older flocks to be lower, reducing the risk of developing prolapse.

2. Double yolk Eggs

- As a result of the big size of double-yolk egg, there is a lot of pressure on the uterus and cloacal musculature at the time of oviposition. When these tissues are overstretched, they weaken and the possibility of developing prolapse increases, as it becomes more difficult for the hen to retract the uterus.
- Proper management of the light stimulation at the right age and avoiding over aggressive stimuli, either in amplitude or intensity, is the most important factor to avoid double-yolk egg no.

3. Unbalanced Poultry Feed

- The main nutritional factors to consider in formulas to help

prevent the onset of prolapse are energy, protein, calcium & phosphorus levels. Specifically, the use of a properly formulated pre-lay feed for the specific needs of this brief but essential period, as this is the time when calcium stores are established in the medullary bone, will help to reduce the risk of prolapse later in life.

- Calcium plays an important role, not only for the formation of the eggshell and strong & healthy bones, but also for the proper functioning of the muscles and the maintenance of muscle tone. Muscle weakness can hinder and delay retraction of the oviduct after egg lay and consequently prolapse can occur. Ensuring adequate calcium & phosphorus and Vit D intake at each stage of egg production according to the egg mass produced to guarantee the proper functioning of calcium absorption/deposition/excretion mechanisms is another key factor in reducing the risk of prolapse.
- Excess fat in the abdominal region can narrow the passage of the egg, increasing the pressure that the hen needs to lay it & stretching and weakening the muscles involved. Therefore, a balanced diet that allows the maintenance of body weight in the recommended range and does not favor the accumulation of abdominal fat is key. It is important to avoid formulas with a too high metabolizable energy content, either by excessive intake of carbohydrates or fats.
- The use of very high levels of protein will also increase the risk of prolapse by encouraging the production of larger eggs.
- Finally, the role of fiber should not be underestimated in laying hens; which has a very positive impact on intestinal health, which in turn results in better behavior of laying hens, which ultimately reduce loss due to Prolapse.



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4. Lighting in chicken barns

- Excessive light intensity stimulates the birds' activity and make it easier for them to see the exposed oviduct after egg laying, attract their attention.
- The light stimulus should always be based on body weight and uniformity, never based exclusively on the age of the birds. Although, it is always important to monitor the body weight weekly during the rearing period and ensure that growth follows the recommended growth objectives for the breed.
- An important effect of light is the alteration of the age of onset of sexual maturity of the birds, and of the appearance of the first eggs. It is important to keep in mind that it is not the intensity of light that will fundamentally affect the age of sexual maturity, but the change in the length of the day perceived by the birds (hours of light)
- Chicks that receive a light stimulus before the reproductive tract is fully mature more prone to suffer from prolapse problem later in the laying phase.
- Flocks of excessively early birds will produce small eggs, but are undoubtedly more prone to prolapse problem, as the birds will have a small body structure and an underdeveloped reproductive tract. Flock uniformity is the most important factor here: when the variability in weights is excessive, it will be very difficult to make the right decision regarding the timing of photo stimulation: if only the average body weight is taken into account, for the lighter birds it may be too early, and this will result in prolapse mortality in production.
- At the time of light stimulation, it is advisable not to be too aggressive, avoiding too large increases in duration or a sudden increase in intensity, as this will lead to a higher incidence of double-yolk eggs.

Recommendations to prevent the onset of prolapse in laying hens

- Early detection is essential: an early indicator of prolapse is the presence of eggs with blood-stained shells: remain vigilant and watch closely when collecting and sorting eggs.
- Visit plots frequently, pay attention to sounds that may indicate severe pecking behavior (squawking of aggrieved birds), look for signs of pecking and try to isolate the injured birds.
- In floor system, supervise the use of the nests, verifying that they are in sufficient number for the number of hens housed, that they are comfortable and attractive to the birds.
- Monitor the space available for feeders & drinkers for the number of hens housed. Competition around feeders or drinkers will affect flock uniformity and may lead to abnormal behavior and pecking.
- Closely monitor body weight, growth, and development of birds during rearing. Avoid underweight or overweight birds; adjust management and feeding when necessary.
- The timing of the light stimulus should be determined by body weight and uniformity of the flock.
- Avoid too abrupt photo stimulation.
- Maintain the light intensity inside the house whenever possible according to the breed recommendations. Ideally use artificial lights that can be adjusted in intensity. In case of open houses, try to reduce the intensity of natural light entering the house by darkening windows or using curtains or shading screens.
- Always use well-balanced diets, introducing the necessary changes gradually and according to flock needs: according to body weight in rearing and egg mass produced in production.

FORM IV

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1. Place of publication : Hyderabad, Telangana
2. Periodicity of its publication : Monthly
3. Printer's Name : Sphoorthi Printers Pvt Ltd
Nationality : Indian
Address : 11-5-439, Red Hills, Lakdikapul, Hyderabad – 500 004, Telangana.
4. Publisher's Name : M. A. Nazeer
Nationality : Indian
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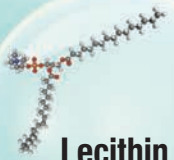
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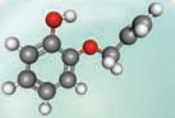
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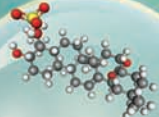
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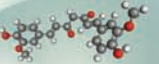
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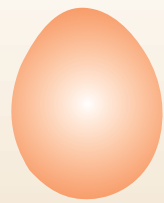
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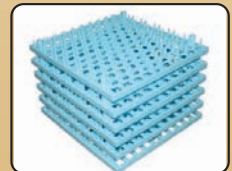
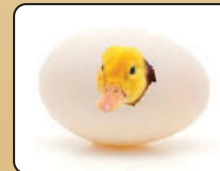
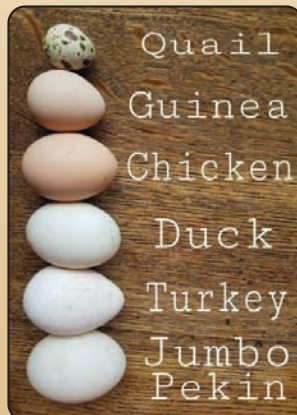
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E-mail : karamsarpoultry@live.com • E-mail : karamsarpoultry70@gmail.com
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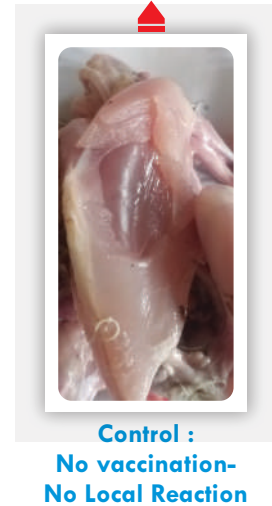
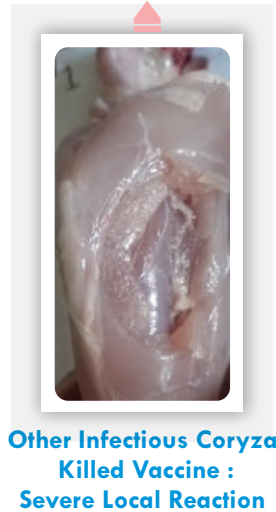
Provimi Animal Nutrition
India Pvt. Ltd
IS-40, KHB Industrial Area,
Yelahanka New Town,
Bengaluru - 560 064,
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