

Poultry Fortune

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Inside...**Editorial:**

The Decent Poultry man of India Shaik Imam No More



Shaik Imam 1930 – 2021

NECC
Completes
39 years;
Strengthen it
to Get Better
Price to Farmers Produce
– the Egg



Poultry sector in trouble
on Covid surge, again



Aviagen India Hosts
Second Annual
Leadership Summit

Nutritional Strategies
for Poultry Gut health in
Antibiotic-free
Production

Trouw Nutrition's 2020
Mycotoxin Analysis and
Risk Assessment



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**1960's
NEPHROPATHOGENIC
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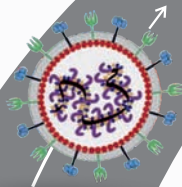
**1950's
REPRODUCTIVE
FORM**

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III, IV, IX
and X**

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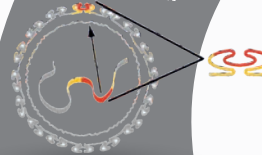
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PROBLEMATIC

Efforts to control viral and bacterial diseases in animal healthcare should always be done by various efforts. Maintenance of strict management, implementation, administration of vaccines and biosecurity program are some efforts that are often done by farmers in order to eliminate Viral, Fungal and Bacterial diseases.

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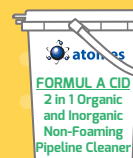
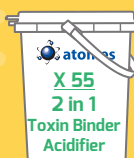
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- Editor



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Editorial

11. The Decent Poultry man of India Shaik Imam No More.

NECC Completes 39 years;
Strengthen it to Get Better Price to Farmers Produce – the Egg

News

14. The Decent Poultry Man of India Shaik Imam No More.

22. Chicken prices drop to ₹ 160 / kg owing to curfew in Maharashtra, Karnataka.

22. Poultry sector in trouble on Covid surge, again.

26. Aviagen India Hosts Second Annual Leadership Summit.

28. Masagana Farm expands with Royal Pas Reform.

28. IDMA & VICTAM 2021 event postponed.

30. Karnataka Poultry Farmers & Breeders Association holds Abhivandanam Programme.

33. CPDO & TI APP - Your information portal ON THE GO...

34. Online Panel discussion held on Soybean and other Oilmeals Demand and Supply Outlook-Present & Future.

37. Hester Biosciences acquires vaccine technologies from ICAR - IVRI.

37. Unbridled Speculation in Soyabean.

Special Feature

38. NECC Completes 39 years; Strengthen it and Get Better Price to Farmers Produce – the Egg.

Articles

54. Nutritional Strategies for Poultry Gut health in Antibiotic-free Production.

56. Impact of Heat Stress on Poultry.

58. Trouw Nutrition's 2020 Mycotoxin Analysis and Risk Assessment.

ADVERTISERS' INDEX

A. P. Poultry Equipments	8	Nutrex	29
Alltech Biotechnology Pvt Ltd	5	Provet Pharma Pvt Ltd	23
Alura Animal Health & Nutrition	19 & 47	Srinivasa Farms Pvt Ltd	2
Atomes India Chemicals Pvt Ltd	7	Team Agrotech Pvt Ltd	61
Beijing Smile Feed Sci. & Tech. Co. Ltd	6	Vaksindo Animal Health Pvt Ltd	63
Boehringer Ingelheim India Pvt Ltd	15	Venkateshwara BV Biocorp Pvt Ltd	10 & 17
Danisco Animal Nutrition (IFF)	57	Venky's (India) Pvt Ltd	62
DOSATRON	27	Ventri Biologicals	3
Indovax Pvt Ltd	21	Vibrant Remedies (I) Pvt Ltd	25
Kemin Industries South Asia Pvt Ltd	BC	Zhanjiang Hengrun Machinery Co Ltd	50 & 51
Morning Bio	4	Zeus Biotech Pvt Ltd	13
Novus Animal Nutrition (India) Pvt Ltd	FC		

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The Decent Poultry man of India Shaik Imam No More

NECC Completes 39 years; Strengthen it to Get Better Price to Farmers Produce – the Egg



Dear Readers,

The May 2021 issue of **Poultry Fortune** is in your hands.

I write this editorial with deep sorrow about the demise of Shaik Imam, Chairman of Kasila Farms Ltd on 14 April 2021 at

Hyderabad at the age of 91 years. His wife Jameela Babukhan died in 2020. The family of Shaik Imam was among one of the noted business families in Hyderabad, India.

One of the most remarkable revolutions in the Indian poultry industry began with Shaik Imam with the introduction of automated poultry mechanisms of the West and an imagination of a greater scope for the industry. He was the most successful person in Broiler breeding farms and most of the present big and medium size integrators and breeders in India were his franchisees in 1980s and 1990s for Kasila Farms Ltd. He successfully took up projects like Layer pureline farms, Specific Pathogen Free Eggs production, Commercial feed production, Commercial breeding farms and Commercial farms.

He was a true example of simplicity and diversity. He drove his car until the age of 88.

Shaik Imam was known and was treated as the decent and respectable personality in Indian poultry industry. He was very disciplined, hardworking, prompt, punctual and soft spoken. He was the down to earth person and mingled with everyone – from the top to the attendant level in a polite manner. He never spoke negatively or harshly about anyone. Even the competitors got up and respected him whenever there was an occasion to meet in meetings and get-togethers. He never instructed even his children and in fact gave them freedom to choose about their career and personal life. The upcoming younger generation may take him as a role model to develop good qualities for the career and life.

Throughout his life he was a non-controversial person, liked and respected by one and all. His life and the way he did business and maintained

relations with family, employees, customers and the competitors – one can take him as an example to come up and lead a life. He personally used to receive the visitors at the reception of his office and took them to his chamber.

I pay my tributes to him and will remember him for the times I spent with him.

♦♦♦♦♦

National Egg Co-ordination Committee which was formed in May 1982 with the slogan “My Egg - My Price - My Life” by late Padmasri Dr B. V. Rao has completed 39 years of its formation and we congratulate all those worked and contributed for its position today. Venkateshwara Hatcheries and its Chairperson did good job in keeping NECC an active national body after her beloved father Dr B. V. Rao's demise in 1996. NECC was formed with great pains and difficulties which myself witnessed in 1981-82.

There is a need of analyzing the performance and achievements of NECC in the past 39 years in fulfilling its objective of providing remunerative farm gate price to eggs of farmers and focus on future plans to make it a true national body helping the farmers and the industry to prosper.

If NECC was not there, farmers would not have got better egg price. The exploitation of middlemen would have continued now also. Sometimes farmers criticize heavily against NECC and make noise at its offices across the zones. Egg price fixing committee and the farmers should sit together and resolve such issues amicably.

NECC Committee members at EC - Central, Zonal and Local level should be able to speak frankly and discuss with the Chairperson the facts of the market conditions and what is needed to be done to provide better and profitable price to farmers produce - the Egg. And the farmers while demanding good farm gate price should also work to protect and strengthen the unique national body - NECC. This industry needs NECC and it must perform well and make the slogan “My Egg - My Price - My Life” comes true all the time. Farmers, Traders and NECC have to work conjointly and bring prosperity.

♦♦♦♦♦

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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India's poultry sector, valued at around ₹100,000 crore, is going through a rough ride yet again, the third time in a space of 14 months. But this time, its problems have been compounded by high production costs as critical inputs such as soyameal and edible oils prices have doubled, coupled with night curfews and lockdown uncertainty and limited timing of shops affecting the sales of eggs and chicken. Restrictions on people's and vehicular movements in different States and overall negative sentiment are impacting on poultry industry.

♦♦♦♦♦

In the News section, you may find news about –

► **Aviagen India** organised its second Annual Leadership Summit on March 25 - 26 at the Taj Palace Hotel in Mumbai, India in which their customers got benefited from speaker knowledge on current hot topics such as genetic progress, world poultry trends, the increasing influence of social media and branding in the commodity market. It was an occasion to sharing knowledge to benefit customers and the industry at large. Due to ongoing travel restrictions, speakers addressed attendees virtually.

► **A state-of-the-art** Poultry Disease Diagnostic Laboratory and R&D Centre is coming up on the campus of the Karnataka Veterinary, Animal and Fisheries Sciences University in Bengaluru. The Centre will be a boon to Karnataka and also the country as it will be involved in pioneering research in the field of poultry sciences, according to Dr B. Sushanth Rai.

► **The Solvent Extractors' Association of India (SEA)** President Atul Chaturvedi says the fact that Soyabean contract on NCDEX is witnessing unbridled and excessive speculation in the last few weeks and prices of soyabean have reached Rs.7,250 per quintal which was just Rs.5,750 per quintal a month ago. It is hard to fathom what has changed so dramatically in such a short period of time to warrant this unprecedented upswing in prices. This excessive speculative activity has the potential to seriously disturb the smooth functioning of the Solvent Extraction Industry engaged in processing Soybeans as the availability of beans has practically dried up all of a sudden leading to all kinds of misinformation being bandied about. Poultry industry which is heavily dependent on Soya meal to feed the birds has been driven to the wall and finding it difficult to survive in these pandemic times. Needless to say Soya meal exports will now be out of question as we are heavily out-priced in international markets.

► **CLFMA OF INDIA** organized Online Panel discussion on Soybean and other Oilmeals Demand and Supply Outlook-Present & Future on 12 April 2021. It was held with the objective to discuss the Present Raw Material Situation (Demand & Supply) of Soybean and other Oil meals in India and to enable all industry players to come together and show solidarity for representing the government in all matters, as an expert opinion about this burning topic was the need of the hour. The online panel discussion started with a welcome address by Mr Neeraj Kumar Srivastava, Chairman, CLFMA OF INDIA, who moderated the session.

In the Articles section –

► Article titled **Nutritional strategies for poultry gut health in antibiotic-free production** written by Dr Anjan Mondal highlighted that maintaining the healthy poultry gut is key aspect for antibiotic free poultry production. Feed and water hygiene and formulation of balance diet with combinations


of different antibiotic alternatives play important roles to maintain proper gut health. The author of the article Dr Anjan Mondal says that Poultry producers need to focus on whole poultry production management system to make successful antibiotic free (ABF) production.

► Article titled **Impact of Heat Stress on Poultry** written by Damien Blondeau and Kurt Van de Mierop highlighted that stress is a method adopted by the body to cope with any challenge. Birds in particular are very sensitive to environmental challenges such as high ambient temperatures which cause heat stress. In poultry, heat stress has undesirable effects on gut health, nutrient digestion and absorption, the immune system and increases the oxidative stress levels, leading to a decrease in productivity and increase in economic losses for producers. For birds to maintain their normal body temperature and metabolic activities when they are outside of their thermo neutral zone, they have to consume energy that would preferably be used for growth and meat / egg production.


Readers are invited to send their views and comments on the news and articles published in the magazine which would be published under "Readers Column". Time to time, we shall try to update you on various aspects of poultry sector. Keep reading the magazine **Poultry Fortune** regularly and update yourself. Wish you all fruitful results in your efforts.

M.A.Nazeer
Editor & Publisher
Poultry Fortune

LET'S EDUCATE OURSELVES, ONCE AGAIN!



A AVOID CROWD	B BEWARE OF FAKE NEWS	C CLEAN YOUR HANDS	D DON'T GO OUT	E EMPTY THE STREETS	F FEED THE PETS
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The Decent Poultry Man of India

Shaik Imam No More

Hyderabad: Shaik Imam, Chairman of Kasila Farms Ltd, passed away on 14 April 2021 at his home in Hyderabad. He was 91 years. He left behind four sons Khalid Imam, Ajaz Imam, Sajid Imam and Ilyas Imam. His wife Jameela Babukhan died in 2020. The family of Shaik Imam was among one of the noted business families in Hyderabad.

While the elder son Khalid Imam is continuing in poultry, his other sons are settled in different businesses like Interior designing, Real estate and Drinking water plants.

Hyderabad is known for several things right from its jewels to its food. Little does anyone know that one of the most remarkable revolutions in the Indian poultry industry also began in Hyderabad. With the introduction of automated poultry mechanisms of the West and an imagination of a greater scope for the industry, Shaik Imam stands as a legend in the poultry industry of India.

Born on 22 February 1930, Shaik Imam did his schooling at Nampally Government High School and B.Sc. in Chemistry at Nizam College. Though initially pursued Pharmacy, his interest was in manufacturing and the industry, which led him to shift to Microbiology. In 1948 he moved to America to do his M.S. with Microbiology at University of Nebraska, USA.



Shaik Imam
1930 – 2021

Shaik Imam fondly remembered his stay in America as probably

farm that Shaik Saab had seen - Verdant, with no human beings and fully automated. This inspired him to think of something similar in the Indian context.

After his studies in the University, Shaik Imam worked with the Health Department of the Municipality of Nebraska. He was also invited to continue to work in America, but Shaik Imam wanted to come back to India. After frequent visits to Prof Earl's farm,



Shaik Imam, extreme left, along with classmates and friends after his graduation in USA.

the best part of his life. Being the only Indian in the University during his studies, he attracted curiosity among his American friends, some of whom also became family. One such exceptional friendship was with Prof Dick Earl, who was in the Poultry Department at the Agricultural College of the University. The Professor was also a consultant at a poultry company and had his own farm. His was the first automated

he began to get a better understanding of the farm and the knowledge of an organizational setup. When he told the Professor

that he was interested in working on a similar set up in India, the Professor asked him how he would manage the feed. Shaik Imam was bewildered with that question and asked - "What is feed?"

Incidentally, the first thing Shaik Imam started working on when he came back to India in 1962 was set up Hy-fed Feeds, the first formulated feed company in India. He initially received training and literature from the Technical Cooperation Mission, a scheme that came to India in 1962. The poultry experts under the TCM scheme helped him with the development of the feeder, healthcare, drinking facility and other equipment to make and mix feed. He also made strong relationship with Dr Moor and Dr B. V. Rao, who contributed to his growth in his pursuits in poultry industry. When Shaik Imam started Hy-Fed Feeds, the farmers were the first ones who were immensely benefited and became permanent customers. Meanwhile, Godrej and Hindustan Lever also started feed companies, but they could not manage to get entry into Andhra Pradesh. This was the period when poultry industry in the country was beginning to make visible changes.



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Hy-Fed Feed was fully functional till 1967 and simultaneously, around 1966 Shaik Imam began doing trials with birds. By 1967, he set up the **first Hyline franchise in India and Hy-Fed Feeds** was replaced by **Hy-Fed Hatchery** with the first batch of 500 birds. He was the biggest franchisee of Hyline birds till 1972, after which the company left India. However, by 1971, Shaik Imam built his own hatchery on 10 acres land in Malakpet, which began with two incubators and grew steadily for over ten years. His wife Mrs Jamila Banu and his brother Mr Vikaruddin were instrumental in building and nurturing the hatchery. Dr Sitarama Rao, a retired Veterinarian joined him and had contributed immensely to the hatchery.

In 1981, Shaik Imam started basic breeding farm of **Hubbard Pureline birds** under the banner **Kasila Farms Pvt Ltd** and had the exclusive franchise for Hubbard Farms Inc, USA in India. He started **Horizon Farms Pvt Ltd**, a parent farm in Mambapur in the year 1985 and tutored his eldest son Mr Khalid Imam in it. He also started Lohmann (LSL) Pureline Layer breeding unit at Vikarabad near Hyderabad under the name of **Select Breeders Ltd** in the year 1989-90 for which Mr Ajaz Imam was incharge. He guided Mr Sajid Imam to start (SPF) **Specific Pathogen Free Eggs production** project in the year 1994 at Kandlapally village, Vikarabad and floated **Select Biologicals Pvt Ltd**. Shaik had a keen interest in exports which led him to establish **Kasila Farms** in Sharjah, UAE and it was taken care by his youngest son Mr Ilyas Imam which exported upto 12 countries. By 1992, Shaik Imam developed his own broiler breed **Hubchix**.

The company is still having



Shaik Imam and his elder brother Allauddin

Kasila purelines which were initially known as Hubbard purelines till the end of collaboration agreement tenure.

Shaik Imam's contribution to the poultry industry in India – whether it was mechanizing farms, introducing better bird lines or opening up markets, reflects in the status of the industry as the fastest growing sector in agriculture. Over the years, his friends and colleagues became family and his family, especially his wife and brothers, supported his work in the industry with much care. He has also received exceeding support from the Government in all his initiatives and



Kasila Farms Ltd started in 1981 in collaboration with Hubbard Farms (U.S.A.). Shaik Imam in the brooding shed.

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Shaik Imam with his sons Khalid, Ajaz, Sajid and Ilyas Imam



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Parvez Imam with his Uncle Shaik Imam

has maintained healthy cooperation with the state. Shaik Imam was known and was treated as the decent and respectable personality in Indian poultry industry. He was very disciplined, hardworking, prompt, punctual and soft spoken. He was the down to earth person and mingled with everyone – from the top to the attender level in a polite manner. He never

spoke negatively or harshly about anyone. Even the competitors got up and respected him whenever there was an occasion to meet in meetings and get-togethers. He never instructed even his children and gave them freedom to choose about their career and personal life. The upcoming younger generation may take him as a role model to develop good qualities for their career and life.

Later in the year 2017, he was awarded 'The Living Legend' award for his contribution to the poultry industry globally.

This living legend has left us all in void on the 14th of April 2021.

Most of the inputs of this news are provided to us by Mrs Surekha Venugopal, Promoter of S.V. Marketing, who initially joined as a personal Secretary to Shaik Imam and was elevated to higher designations in various sectors. Poultry Fortune appreciate Mrs Surekha for the inputs provided.



Brother-in-law Basheeruddin Babu Khan (left) with Shaik Imam

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Shaik Imam was an intrinsic part of my life

I was very sad to hear the news that Covid-19 pandemic had claimed a stalwart of poultry industry and a very dear friend – Shaik Imam, who was an intrinsic part of my life.

As I recollect, Shaik Imam was running Hy-Fed Feeds in Hyderabad. He was the first distributor to be appointed by Dr T. W. Millen, Chairman of Hi-Bred India Pvt Ltd to receive Hy-Line Parent Stock in 1966, after which, there was no looking back.

Shaik Imam and we grew together to become 18 Associate Hatcheries in India and Nepal. We had our annual Associate Hatcheries meeting at different places viz. New Delhi, Poona, Kathmandu, Srinagar, Bangalore etc., where Shaik Imam was a key contributor. We engaged Alyque Padamsee to coin a jingle for promoting eggs which was relayed from 18 stations of All India Radio at 08:00 a.m. sharp for years.

Hi-Bred sponsored his cousin Syed Mahmood to Hy-Line International, USA for 3 months training. One year, Shaik Imam was awarded the coveted Hy-Line Challenge Trophy for best Associate Hatchery performance.

While travelling to Hyderabad, I was often taken to his home as Jameela had specially prepared Haleem for me.

Shaik Imam was the one who initially supplied 5,000 Hy-Line chicks to Mr C. Jagapati Rao in Vijayawada to get him started.

After leaving Hy-Line, Shaik Imam ran very successful Kasila Farms.

I am sorry to lose my friend. May his soul rest in peace.

Gurdip Singh,
Managing Director,
Hi-Bred India Pvt Ltd,
Karnal, Haryana.

Shaik Imam was a very good human being

Shaik Imam was a gentleman, a very good human being and had always helped anyone in need. He was very ethical person and throughout his life he did business with ethics. He was my first Guru (teacher) and he encouraged me well, and my second guru was late B. V. Rao.

I always remember Shaik Imam's generous nature. I kept remembering the old good days during which time I used to buy his Hy-Line birds, debating and discussing about poultry industry. In 1960s when he was the franchisee of Hy-Line Layer, I used his layer chicks in my farm, which I started in 1965 in Hyderabad.

His demise will not only leave a void in our lives, but in the hearts of all those who knew him. I convey my feelings to his children, brothers and family members.

With heartfelt condolences.

C. Jagapati Rao,
Chairman,
Srinivasa Farms Pvt Ltd,
Hyderabad.

"Shaik Imam sir is a role model for me"

Shaik Imam sir was my first boss and there never existed an employee - employer bond between two of us. The reason behind me considering him as my fatherly figure is that I have lost my father at a very early stage and never got to be guided. The feeling was mutual for us. He never missed an event unattended. From my wedding to my children's birthday parties which were all small scale, he had shown up with a big smile and with the entire family. He taught us the values.



Surekha and her husband Venugopal felicitating Shaik Imam

I'm personally very blessed to be under his guidance. He had nurtured and groomed me to be the person I am today in front of you all.

He was a true example of simplicity and diversity which very fondly reminds me of him driving his car to work until the age of 88. He never believed in awards and recognition which is one of the reasons he never received any until the age of 87. This award ('The Living Legend') was accepted by him with the greatest effort put across by his eldest son Mr Khalid Imam. It took us a lot of convincing to see him up on the stage on that day.

I cannot stop quoting examples of him, his simplicity and humbleness.

Today, I stand straight and look up to him every single day of my life thanking him in every step I take. **He is not just a role model for me, but for my children too, who fondly call him - Shaik Tatha (Grandfather).**

Will always move forward in life with all the life lessons learnt from you Sir. We all miss you and this is not a final goodbye. **YOU WILL ALWAYS LIVE IN OUR HEARTS FOREVER AND EVER.**

Mrs Surekha Venugopal,
Managing Partner,
S.V. Marketing,
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Chicken prices drop to ₹160/kg owing to curfew in Maharashtra, Karnataka



Chicken shop owners have attributed the dip in chicken prices to drop in marriages, celebrations and functions across the city

Hyderabad: Early closure of hotels and restaurants due to night curfew in addition to reduced import to neighbouring states owing to lockdown has resulted in massive drop in skinless chicken prices from Rs 280 per kg few weeks ago to Rs 160 per kg in the retail market on 29 April 2021.

Earlier this time broiler chicken had become costlier by 30 per cent due to rising demand and lower production.

While the production has come back to normal, reduced demand from the hospitality industry due to night curfew in Telangana for the last one week has led to massive reduction in demand.

"The hospitality industry accounts for almost 30 per cent of the total revenue of the poultry industry. Since hotels, restaurants and pubs are closing down by 8 pm, the consumption at these places has reduced drastically over the last one week," said Dr Ranjit Reddy, President, Telangana Poultry Breeders Association.

Telangana produces close to four crore kilograms

of chicken every month. What's made matters worse is lockdown declared in neighbouring states by the state governments.

"Lockdown imposed by neighbouring states such as Maharashtra and Karnataka has severely affected the inflow and outflow of chicken in these states. Due to the lockdown in neighbouring states, birds from those states are also coming to Telangana, resulting in an imbalance in supply and demand thereby impacting the chicken prices," said Vinay Samudrala, owner of a hatchery in Warangal. Chicken shop owners have attributed the dip in chicken prices to drop in marriages, celebrations and functions across the city.

"Usually during summer, the prices of chicken are on the higher side due to rising temperatures and increase in bird feed prices. However, this year, even though the prices of chicken have dropped, not many people are coming forward to buy chicken," said Ashok, owner of a chicken shop in Begumpet, according to reports in news papers.

Poultry sector in trouble on Covid surge, again

Broiler meat rates nosedive even as input cost rise on costlier soyameal, edible oils

30 April 2021: India's poultry sector, valued at nearly ₹90,000 crore, is going through a rough ride yet again, the third time in a space of 14 months. But this time, its problems have been compounded by high production costs as critical inputs such as soyameal and edible oils prices have doubled.

"We struggled during the Covid pandemic last year mainly because fears were spread about consumption of poultry meat. This year, we are affected because of financial reasons as weekend consumption of poultry products has been affected," said a broiler meat supplier to retail units in Chennai without wishing to be identified.

The problem for the poultry industry is that in many States, shutdowns are being clamped on Sundays when people tend to consume more non-vegetarian items.

"On a single Sunday we sell poultry meat that is equal to the total sales on the remaining six days of the week," the supplier said.

Output costs up 40%

"Our production costs have increased by over 40 per cent since last year. This makes the current problem more acute," said Vangili Subramanian, President, Tamil Nadu Egg Poultry Farmers Marketing Society (PFMS).

"Increase in soya prices coupled with lockdown uncertainty and limited timing of shops are few main reasons (for the sector being affected)," Prassana Pedgaonkar, GM at Venky's, said when asked for the reasons for drop in chicken and egg prices.

Vasant Kumar Shetty, President, Poultry Farmers and Breeders Association (PFBA), Maharashtra, said the problems faced by the industry are mainly since sales have been reduced as shops are open for only for a short while and the "uncertainty of sale has affected the offtake by traders considerably".

The problem in Tamil Nadu is that now broiler meat cannot be sold even on Saturdays. "Last Saturday, no social distancing was followed, forcing the State Government to shut down outlets on that day too. This has actually resulted in panic sales," said the broiler meat supplier.

In Andhra Pradesh and Telangana, restrictions on people's and vehicular movements in different States and overall negative sentiment have impacted the poultry industry.

Lockdowns and night curfews in Maharashtra, Karnataka and Telangana have disrupted the supply chain network of poultry farmers and

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The sector faces loss for the third time in a space of 14 months

limited their ability to send the consignments to Maharashtra and Karnataka. "The window for movement in Maharashtra is just between 8 am to 11 am. You can't transport the goods in the night," N Prakash, owner of an egg business in Hyderabad.

Live birds price

Sushant Rai, President, Karnataka Poultry Farmers' and Breeders Association (KPFBA), said that farmgate prices are well below the cost of production.

In Karnataka, against a price ₹ 85 - 95 per kg of live birds fetched during early March, current prices are hovering around ₹ 70 - 85. Retail consumer prices are, however, holding on to around ₹ 200 a kg across various cities such as Bengaluru and Mangaluru, Rai said.

In Tamil Nadu, live birds prices are ruling at ₹ 60 a kg in places such as Chennai compared to production costs of over ₹ 80 a kg, said the broiler meat supplier.

"Farmgate prices have

dropped to around ₹ 40 a kg. In retail outlets, sales were done at ₹ 50 a kg on Wednesday and we saw good demand. But this is not a viable option," PFMS' Subramanian said.

He said that the current situation could make it difficult for broiler meat growers to break even. "The problem is more acute in the broiler sector than egg," he said.

Broiler problems

Broiler meat farmers have to sell off a bird once it is around 40 days old since maintaining it after that could become a problem. "There are two problems when summer has begun. One, birds become heavy and cannot survive extreme heat. Two, they need more space which most farmers, who do contract jobbing, cannot afford," the PFMS President said.

Usually, a poultry bird's weight is around 1.3 - 1.4 kg when it is 40 days old. These need 1.3 sq ft of space to move around. But when they gain weight to around 2 kg, they need more space thus adding to a small growers' problems.

"For someone like me

who produces 20,000 birds, the loss is at least ₹1 lakh a week," said the Chennai-based broiler meat supplier.

Subramanian said in view of all these, growers will have no option but to cull chicks. "Mostly we will cull chicks that are a few days old besides these grown up birds," he said.

For the poultry sector, the Covid second wave has come at a time when it had recovered from the impact of avian influenza, which affected it during October-November, and the production was coming off nicely.

"Sales volumes of broiler meat have come down by 50 per cent because of the negative sentiment, restriction on timings and people not going to hotels," said Ram Reddy, Managing Director of Sneha Farms in Hyderabad.

Andhra Pradesh and Telangana generally sell about 12-15 lakh (broiler) birds a day. Though the production levels come down by at least 10-15 per cent owing to lean demand, the second wave-induced reduction has hit

the industry very hard.

"Now, that normal cycle has been disrupted again and we have to go through a painful period before things normalize," said Subramanian.

The problem for those in the layer-bird sector is not that very acute. They can always adjust and sell accordingly.

Egg prices

Egg prices, which were ruling at ₹4.85 per piece during April 17-21, had dropped by over 20 per cent to ₹3.85 earlier this week but have gained 10 paise in the last two days.

"Egg prices are likely to look up further since there is some movement," said an official of the National Egg Coordination Committee from Namakkal, the hub of India's poultry sector where 3.08 crore eggs are produced a day.

In Andhra Pradesh and Telangana, the price of an egg at the farm gate is hovering at 3.65 a piece, just about the level that meets the production costs.

The issue for all of them is that when prices of their products have dropped, production costs have increased.

According to T P Sethumadhavan, Deputy Director, Kerala Animal Husbandry Department (KAHD), poultry feed price including broiler and layer-feed affect the cost of production of chicken and egg.

Feed prices make up 70 per cent of the production costs in the poultry sector, he said.

Courtesy: The Hindu Business Line

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Aviagen India Hosts Second Annual Leadership Summit

Company is committed to sharing knowledge to benefit customers and the industry at large



Back row from left: Dr Bidgar - Vice President, Poultry Operations – Baramati Agro; Gulrez Alam - Director – Indian Broilers; Dr Chandrasekar - Managing Director – SKM Animal Feeds & Foods; Pradeep Krishna – Director, SKM; Debaraj Das - Chief Operating Officer, Poultry – Baramati Agro; Dr Vikas Dhull - Director – Skylark Hatcheries; Paul Gittins - Senior Advisor – Aviagen India; Kowshikraj - Operations Manager – Aviagen India; Dr Jaiswal - President, Indian Broilers; Suresh Chitturi - Managing Director, Srinivasa Farms Pvt Ltd; Ashish Gupta - Managing Director – Sampoorana Feeds; Jagbir Dhull - Managing Director, Skylark Hatcheries; Bahadur Ali - Managing Director, Indian Broilers; Marc Scott - Business Manager – Aviagen India and Putu Yashita - Vice President, Poultry, Japfa Comfeed India.

26 April 2021, Udumalpet, India: Aviagen India was pleased to welcome customers from SKM Feeds, Indian Broiler Group, Baramati Agro, Srinivasa Farms, Japfa Comfeed, Skylark Hatcheries and Sampoorana Feeds to the Taj Palace Hotel in Mumbai during March 25 - 26 for its second Annual Leadership Summit.

Full agenda of beneficial topics

Aviagen customers benefited from speaker knowledge on current hot topics such as genetic progress, world poultry trends and the increasing influence of social media and branding in the commodity market. To ensure a safe and secure environment for all, Aviagen India took necessary safety

precautions and adhered to the social distancing guidelines surrounding the pandemic. Due to ongoing travel restrictions, speakers addressed attendees virtually.



Dr Chandrasekar and his son Pradeep from SKM Animal Feeds and Foods, Erode.

Keynote speaker Dr Santiago Avendano, Aviagen Genetics Director, shared his insight on future genetic progress for the Ross 308 AP®, and explained how the merging of genetics and technology has produced a powerful tool of rapid progress in bird performance.

Rupert Claxton, Meat Director, GIRA Foods, was upbeat about the prospects for the global market and its growth in poultry meat production and consumption. Despite concerns about imports, the development of processing and the reoccurring challenges posed by avian diseases, he

predicted that the industry is robust enough to withstand the headwinds and continue to become a significant player in the global poultry market.

“There are challenges to any event taking place under the current circumstances. However, Aviagen is committed to its customers and the team ensured that we all were well taken care,” commented Dr R. K. Jaiswal, President, Indian Broiler Group. “Aviagen’s supremacy in broiler genetics speaks volume through Ross 308 AP performance. Aviagen has become successful through a robust and diligent R&D process based on the consumer market. This day-by-day progress as shown by Dr Santiago has built our confidence in the Ross



Bahadur Ali, Managing Director, Indian Broiler Group

308 AP product and service provided by the team.”

The two-day meeting wrapped up with a



Gulrez Alam, Indian Broilers, addresses virtual speaker Rupert Claxton

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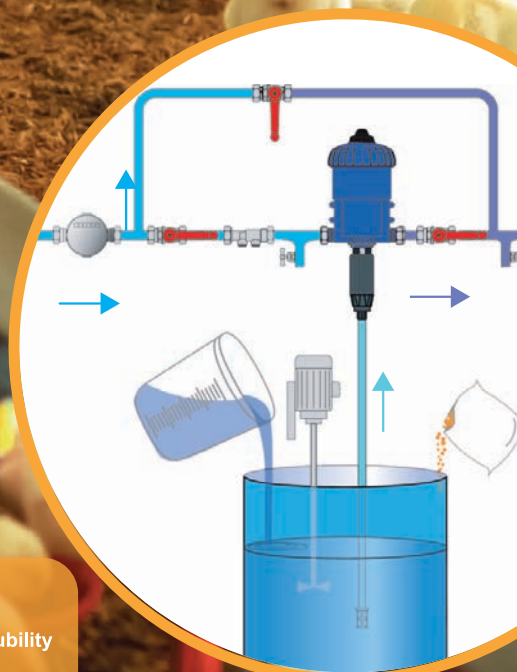
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Marc Scott thanks Debaraj Das and Dr Shivaji Bidgar from Baramati Agro for attending the event.

presentation from Bob Dobbie, former President of International Business for Aviagen, who shared experience from his

45 years in the poultry industry. Bob gave insights for managing diverse markets, different cultures and growing

markets in various stages of development. He emphasized the importance of succession planning and the need to focus on building the next generation of industry leaders.

Positive response to event

"I am extremely happy with the outcome of our second leadership summit. The level of engagement by attendees, exchanging of brilliant ideas, and strengthening of our common bonds were inspiring to the team and

me. I look forward to our next summit and each and every opportunity to meet with Aviagen's valued customers throughout the country," remarked Dobbie.

"The genetic potential of the Ross 380 AP continues to improve, and we are committed to providing our producers with knowledge and advice to maximize this potential, as well as strengthen their success in an ever-evolving market," added Marc Scott, Aviagen India Business Manager.

Masagana Farm expands with Royal Pas Reform

Philippines, 22 April 2021: Egg production enterprise Masagana Farm, based in Bulacan in the Philippines, has extended its collaboration with Royal Pas Reform to meet growing consumer demand for table eggs in the Bulacan and Manila areas. Based on Royal Pas Reform's integrated hatchery solutions, the family run hatchery started operations in 2020. This was the first phase of Masagana's strategic development to provide its own supply of layer hens for the company's highly successful fresh-egg sales operation.

That first phase included 6x SmartSetPro™-2 setters – including Adaptive Metabolic Feedback (AMF™) and Energy Saving Module (ESM™) – and 2x SmartHatchPro™ hatchers. In the second phase, 6 further setters and 2 hatchers have been added,



Wilbert Uy, Marketing Manager, Masagana Farm

which brings the hatchery's total capacity to 7.8 million day-old chicks per annum.

Willy Uy, Masagana Farm's owner, comments: "From the first phase we saw Royal Pas Reform as a knowledgeable partner. They put in the time and the effort to make sure any project they are involved in is a success. We consistently have outstanding service from Royal Pas Reform and excellent performance from their equipment."

Because of the Corona virus restrictions that were in place during this development, Royal Pas Reform was not able to send a supervisor from

The Netherlands to the Philippines. However, FSI (Filtration Solutions, Inc.), Royal Pas Reform's representative in the Philippines, was able to play a central role in the success of the installation.

"We are very grateful to our partners at FSI for their excellent support in ensuring the smooth and efficient

delivery of the project under such challenging circumstances", says Bas Kanter, Royal Pas Reform's Sales Director in Asia. "This latest phase – in Masagana's 30th anniversary year – marks another milestone in the company's growth journey and we are very pleased to be a part of it."

IDMA & VICTAM 2021 event postponed

19 April 2021: Due to covid restrictions around the world, with regret, we would like to inform you that the IDMA AND VICTAM 2021 event for May 27 - 29, 2021 has been postponed and will be rescheduled.

The decision to postpone the event was requested by our valuable associations that support IDMA AND VICTAM, exhibitors and visitors.

We will inform you with new dates as soon as possible. However, we would like to thank our business partners, associations, exhibitors

and visitors for their support and cooperation in this challenging time. We believe that in the upcoming days, the circumstances for such events will be more fruitful and productive for our participants.

We trust that we will overcome the challenges of this pandemic situation together. Your health and safety is our priority and in this regard we would like to emphasize that our decision to reschedule the fair is to have a successful fair in the future.

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Karnataka Poultry Farmers & Breeders Association holds Abhivandanam Programme



*Felicitating of Dr G. B. Puttanaiah, Chairman, Technical Committee, KPFBFA; seated.
Standing L-R: Dr Anjan Goswami, P. S. Nanda Kumar, M. C. R. Shetty, K. S. Ashok Kumar, Dr Ralph Pinto,
Dr Harsha Kumar Shetty, Dr Sushanth Rai B., K. S. Akhilesh Babu and Inayath Ulla Khan.*

Bengaluru: State-of-the-art poultry disease diagnostic lab soon in Bengaluru.

A state-of-the-art Poultry

Disease Diagnostic Laboratory and R&D Centre is coming up on the campus of the Karnataka

Veterinary, Animal and Fisheries Sciences University (KVAFSU) here in Bengaluru. The Centre will be a boon to Karnataka and also the country as it will be involved in pioneering research in the field of poultry sciences, according to Dr B. Sushanth Rai, President of the Karnataka Poultry Farmers & Breeders Association (KPFBFA).

Announcing this at 'Abhivandanam' (felicitating) programme of key contributors to the poultry sector, Dr Sushanth

Rai said the KVAFSU had allotted a building on the campus and extended all support to set up the Centre which is going to be a historic milestone in the journey of KPFBFA. The Vice Chancellor of KVAFSU, Dr H. D. Narayanaswamy said that the R&D Centre will enormously help the poultry sector in understanding and dealing with various disease outbreaks.

The President acknowledged the efforts of Dr G. B. Puttanaiah; Dr Narayanswamy, Vice Chancellor, KVAFSU; Dr Yathiraj, Member of Board, KVAFSU and Dr K. C. Veeranna, Registrar, KVAFSU in getting the Centre.

'Unfounded rumours'

Dr Sushanth Rai recalled how rumours regarding chicken being disease carriers spread faster than the Corona virus, resulting in the collapse of the broiler market like never before. The KPFBFA and other associations in the country had to run from pillar to post not only to quell the 'unfounded rumours' but also restore confidence in the market and this was possible in Karnataka as several government officials supported the sector.



Dr Sushanth Rai B., President, KPFBFA, Delivering Presidential Address



Dr Anjan Goswami, General Secretary, Delivering Welcome Address



*Felicitating of Dr K. C. Veeranna, Registrar, KVAFSU; seated.
Standing L-R: Dr Anjan Goswami, Dr H. R. Halambi, Mr A. N. Shetty,
Dr P. S. Mahesh, P. S. Nanda Kumar, Dr Sushanth Rai B.,
Dr Shaheed and Inayath Ulla Khan*



*Felicitating of Prof. S. Yathiraj, Board Member KVAFSU; seated.
Standing L-R: Dr Anjan Goswami, Dr Shaheed, M. C. R. Shetty,
Dr Sushanth Rai B., Narendra Pasuparthi and Inayath Ulla Khan*

The KPFBA felicitated nine distinguished personalities of the poultry sector in a programme called 'Abhivandanam', organised at Hotel Shangri-La, Bengaluru on March 19. The dignitaries who were honoured included: Sri Govindaraju, #45, 2nd Floor, 5th Cross, Vasanthnagar, Bengaluru – 560052 | www.poultrykarnataka.net Page2 MLC, Karnataka Legislative Council; Dr Narayanaswamy, Vice Chancellor, KVAFSU; Prof Dr Yathiraj, Member of Board, KVAFSU; Dr Veerannaa, Registrar, KVAFSU; Dr B. N. Shivaram, Director, Dept. of AH & VS; Sri D. K. Kantaraju, Chairman, Karnataka Cooperative Poultry Federation (KCPF); Dr Shivarudhrappa, K. H. Managing Director, KCPF; Mr M. R. I. Magdum, General Manager, Venkateswara Hatcheries Pvt Ltd and Dr G. B. Puttannaiah, Chairman, Tech Committee, KPFBA. Dr Sushanth Rai thanked the timely cooperation and coordination of many officials such as, Dr Shivarudrappa; Dr M.



Manjesh Kumar Jadav,
General Manager,
VHPL, giving guest lecture

T. Manjunath, the then Director, Dept of Animal Husbandry & Veterinary Services; Mr Ibrahim, IAS, Principal Secretary; Dr O. P. Chowdry, IAS, Joint Secretary, Govt of India; Pawan Kumar Agarwal, IAS, Secretary, Govt of India; and Smt. Vandita Sharma IAS – Development Commissioner. He also acknowledged the Government of Karnataka's initiative for releasing a pro-poultry advertisement in all the major dailies to remove misconceptions about chicken. He also appreciated Mr Inayath Ulla Khan, Executive Secretary for playing active role in delivering his duties specially during and post lockdown.

The poultry sector, he said, was fortunate to have representation in the Karnataka Legislature as well as in the Parliament. The KPFBA congratulated Mr Ranjit Reddy and Mr Chinnaraju, both MPs and Mr Govindaraju, MLC.

Poultry is farming activity

Mr Govindaraju said poultry should be treated as a farming activity and not industry. He said in Karnataka there may be nearly 30,000 poultry farmers and a couple could raise 10,000 birds earning Rs. 60,000 per month.

India has 25 veterinary colleges, but lags behind

Prof Dr S. Yathiraj, Member of Board, KVAFSU, and former dean of KVAFSU said there was need for introspection within the sector as India is far behind many countries in the world in terms of poultry growth. The US has about 25,000 poultry farmers and only 25 veterinary colleges but was in the second position, while India with 55 veterinary colleges and 12 veterinary universities and about 30,000 farmers in Karnataka alone was ranked way behind countries #45, 2nd Floor,

5th Cross, Vasanthnagar, Bengaluru – 560052 | www.poultrykarnataka.net Page3 such as Argentina, Thailand etc. Poultry is the best source of protein and there is need to popularize it more and more.

Shortage of trained manpower

Dr K. C. Veerannaa, Registrar, KVAFSU said as there was shortage of trained manpower in the poultry sector there was need to expand diploma and certificate courses. Congratulating the KPFBA for mooted the lab, he hoped that it would help the small farmers.

Need to focus on marketing

Mr M. R. I. Magdum, General Manager, VHPL, who is known as 'management guru' in the poultry sector recalled how the late B. V. Rao took risks and introduced many new methods of poultry management. He remembered 'how Rao sahib asked the VHPL team to experiment, innovate. Till 1982, there were no poultry birds in the cages. We introduced it and there were positive results as the quality of chicks was good. In 1986 for the first time we introduced broiler parents in to the cages. The production reached a phenomenal 87 per cent and in the slats system it was around 78 per cent. The credit goes to Rao sahib who said unless we take risks, there is no growth. If we have to grow, we have to focus on marketing.'

Dr G. B. Puttannaiah, Chairman of the Technical Committee of KPFBA for many years gave the background to how a decision was taken in just four meetings to



Felicitations of D. K. Kantaraju, Chairman, Karnataka Cooperative Poultry Federation (KCPF); seated. Standing L-R: Mr Vincent Cutinah, Dr Muniyellappa, Harish Gowda, Manjesh Kumar Jadav, Dr Sushanth Rai B., Dr Jeetendar Verma and Inayath Ulla Khan



Inayath Ulla Khan,
Executive Secretary,
delivering Vote of Thanks

set up a state-of-the-art poultry diagnostics laboratory in KVAFSU. He acknowledged the efforts of the Vice Chancellor, Dr Narayanaswamy and Dr Yathiraj and other KVAFSU officials for understanding the needs of the sector and acting quickly upon it.

National Poultry Register soon

The Government of India is soon coming out with a National Poultry Register which will ensure authentic national documentation of valuable sovereign genetic resources. Documentation of indigenous breeds is expected to help in their sustainable use, improvement and preservation, according to Dr P. S. Mahesh, Joint Commissioner, Government of India and Director of Central Poultry Development Organization and Training Institute.

He was addressing the members of the Karnataka Poultry Farmers and Breeders Association as part of the 'Abhivandanam' programme for key contributors to the poultry sector, here recently. Dr Mahesh exhorted the members to help in the enumeration of poultry which would commence soon. It will be designed similar to Arogya Setu app as to help in easy digital

registration of poultry resources. The NPR is essential to have proper records of farmers and other players and poultry and provide necessary inputs for the organized growth of the sector, he said.

National Poultry Board on the anvil

Dr Mahesh also mentioned that on the anvil is setting up a National Board for Poultry similar to the Coffee Board or Tobacco Board to come up with strategies for the growth of the poultry sector. Presently, the focus is on supply management than on 'demand development' and cited the example of a poultry company which had used celebrity endorsements and it was making huge business post that. Poultry has the best nutrition and it was imperative to run campaigns such as 'Dawa math khao, anda khao' (don't eat medicine, eat eggs).

Many eminent poultry personalities, business leaders, scientific communities, government officials, academicians and other stake holders such as Dr Devegowda, President, IVPI; Dr Muniyellappa, Scientist, IAH & VB; , Dr Byre Gowda, Director, IAH & VBI, Dr Raghavendra Bhat, Director, NIANP and many others graced the occasion.

Dr Anjan Goswami, General Secretary, KPFBA welcomed the gathering while Mr Inayath Ulla Khan, Executive Secretary, proposed a vote of thanks. The programme wrapped up with mimicry artist Dayanand entertaining the audience.

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Bangalore: CPDO & TI under Government of India, Ministry of Fisheries, Animal Husbandry & Dairying, Department of Animal Husbandry & Dairying, located at Hessarghatta, Bangalore was established during 1972 to cater to the training needs of the country and of other developing countries in poultry Production and allied activities. This institute imparts advanced and specialized training to the technical officers of the Central/State govt. Organizations, agricultural universities, bank and insurance corporations, Cooperative sector, poultry and meat corporations and private sector poultry Organizations of the country. Under various

sponsored schemes like ITEC, COLOMBO PLAN, SCAAP, FAO, Foreign officials from 55 countries have represented in the training at this Premier institute.

CPDO & TI started online trainings for Vets/ Graduates/prospective entrepreneurs on Poultry from **September 2020** which includes **EPAW – Entrepreneurship Week, Entrepreneurs Day (ED) and ODF – Online Discussion Forum**. EPAW is a programme designed for providing basic knowledge takeaways on poultry sector, management, nutrition, diseases, Government of India schemes, rural poultry including business

models for adoption. This programme is designed for four days including Entrepreneurs Day wherein successful entrepreneurs are invited to share their inspirational stories by their dedication and hard work. ODF – is mainly designed to discuss in depth about a specific issue in poultry sector. So far, three ODF are organized focusing on 1. Alternate Species (Duck/ Turkey/Quail/Guinea Fowl). 2. Pan India poultry training facilities both in public and private sector. 3. Poultry Feeding Trends in India.

CPDO & TI organized all these events online through zoom network and live telecasted in CPDO&TI youtube channel: **CPDO & TI TRAINING**, Hybiz TV youtube channel and posted in CPDO&TI facebook: **cpdoti.bangalore**.

CPDO&TI App: This Institute conceptualized an app presently in Android platform – Google playstore in order to create a diary of past and present events retrievable in a user friendly format. This app was released on 27 March 2021 during the third ODF at the Institute.

CPDO & TI App is designed with a choice of language in the first page with both English and Kannada, the

regional language. Once the language is selected, the viewer will have a display of Entrepreneurs day and Online Discussion Forum list based on the dates of the event. Further entering the selection of Entrepreneurs Day of a particular date, he/she will see a display of speakers with their image and the talk delivered on that day. The viewer can select topic and the speaker of his/her choice and get the information in an edited video format of less than 30 min. Similar is the arrangement if it is clicked on Online Discussion Forum. On the top of the app page, both facebook and website links of the organization is made available to navigate to both facebook and website of CPDO & TI for further detailed information. At the bottom, setting button can be used at any time to navigate back to the language of selection.

A small attempt is made to dub few of the events of Entrepreneurs day and ODF in Kannada, the regional language for the selected viewers. Presently this app is only in Android format, however, ios – appstore format will be released soon.

CPDO & TI app can be downloaded by typing CPDO&TI in Google play store or scanning the QR code attached in the information sheet.

The graphic is a promotional poster for the CPDO&TI APP. At the top, it features the Government of India emblem and the text: 'CENTRAL POULTRY DEVELOPMENT ORGANISATION AND TRAINING INSTITUTE, HESSARGHATTA, BANGALURU - 560 088'. Below this, it says 'GOVERNMENT OF INDIA, Ministry of Fisheries, Animal Husbandry & Dairying | Dept. of Animal Husbandry, Dairying'. The main title 'Introducing CPDO&TI APP' is prominently displayed, followed by 'your information portal ON THE GO'. A hand is shown holding a smartphone displaying the app's interface. To the left of the phone, there are three circular icons representing 'Entrepreneur's Day', 'Online Discussion Forum', and 'Training Programs'. To the right, there are icons for 'A' (Android), 'G' (Google Play), and 'P' (Play Store). At the bottom, a QR code is shown with the text 'scan to Download now'. The footer contains contact information: '+91 80 2846 6236 / 2846 6226', 'cpdoti@gmail.com', 'cpdoti.org', 'cpdoti.bangalore', and 'CPDO&TI TRAINING'.

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Online Panel discussion held on Soybean and other Oilmeals Demand and Supply Outlook- Present & Future



**Dr Davish Jain,
Chairman, SOPA**

12 April 2021: CLFMA OF INDIA, the apex organization and the voice of the country's dynamic livestock sector conducted an "Online Panel Discussion with the objective to discuss the Present Raw Material Situation (Demand & Supply) of Soybean and other Oil meals in India and to enable all industry players to come together and show solidarity for representing the government in all matters, as an expert opinion about this burning topic was the need of the hour.

The online panel discussion started with a welcome address by Mr Neeraj Kumar Srivastava, Chairman, CLFMA OF INDIA, who moderated the session, he started by introducing CLFMA OF INDIA to the panellists and participants.

The panellists were Dr Davish Jain, Chairman, Soybean Processors' Association of India (SOPA), Dr B. V. Mehta, Executive Director, Solvent Extractors' Association of India, Mr

Bahadur Ali - IB Group and President of All India Poultry Breeders Association (AIPBA), Mr B. Soundararajan - MD, Suguna Holdings and Former Chairman of CLFMA OF INDIA, Dr B. Masthan Rao, Chairman, BMR Group, Dr P. Krishnaiah, IAS (Retd.), Advisor, Shrimp Feed Manufacturers Association and Dr Dinesh Bhosale - Regional Sales Director, AB Vista South Asia and Former Chairman of CLFMA OF INDIA.

Dr Davish Jain, Chairman, Soybean Processors' Association of India (SOPA), thanked CLFMA OF INDIA for inviting him as the panellist and



**Dr B. V. Mehta,
ED, SEA**

appreciated CLFMA OF INDIA to organize the panel discussion at the relevant time and gave an update of the demand and supply outlook of Soybean and meal keeping in mind the backdrop of covid crisis. He said that, the poultry and aquaculture put together requires 5 million tons of soya meal annually and to



**Dr B. Masthan Rao,
Chairman, BMR Group**

produce this a processor requires 6.5 MT/65 lakh tonnes of soya seeds, he said that, though the soya bean crop has been good the prices of the meal have gone up by 50% from Rs. 35/- to Rs. 58/- per kg. the demand from the poultry industry for soymeal has declined, He also said that, the soymeal consumption for feed industry has declined to 27 lakh tonnes as against 29 lakh tons during the same period last year in the period October 2020 to March 2021.

He said that, during the covid crisis year, most of the people invested in the commodity markets and real estates. With the huge stimulus packages introduced by all the countries all over the world lot of funds are seen pouring around in the commodity markets and in physical markets and in stock and real estate markets. There was a loss in the soyabean market of Argentina also, which is the largest exporters of soya bean oil in the world.

This year 104 MT of

soyabean has been produced as per SOPA estimates. There will be 93.5 lakh tons available for crushing and sowing needs and other direct consumption, hence the residual meal after taking care of 18 lakh ton of exports should suffice i.e. 16 lakh tons has already been exported in first six months and for the remaining period exports should not be more than 2-3 lakh tons and the reason is that, the Indian exports contract has already been completed and as mentioned earlier the consumption of 27 lakh tons was estimated for the first 6 months and next 6 months the estimates of the consumption from feed industry is 23 lakh tons and the residual soya bean crop as per the SOPA's estimates at the end of March 2021 is 36.64 lakh tons of soya, which



**B. Soundararajan,
MD, Suguna Holdings**

accounts roughly about 3 MT of soymeal or 30 lakh tons of soymeal for exports.

Mr B. Soundararajan gave the consumer perspective of the reason for spurt in the prices of soymeal even though there is availability. As per his overall estimation in India the broiler feed production



Bahadur Ali,
Chairman, AIPBA

is 14.5 MT, Breeder Feed accounts for about 3.3 MT and Layer Feed is 10.22 MT. Poultry alone will require the total consumption of estimated soymeal of 56 lakh tones excluding aqua and dairy feed and is estimated based on the prices which may go up or down by another 10%. if prices are lower than the consumption will be 60 lakh tons and if high it will be around 50 lakh tons. Currently 4.5 MT of meal is required in the country and overall, we are paying around Rs 20,000 to Rs 25,000/- more than the normal market prices. This is the excess price premium presently paid by the poultry industry.

Mr Bahadur Ali said, that the poultry industry has reacted late and the poultry industry has asked for import of 12 MT and the govt has to consider this or not was questionable. He added that the price hike is due to the NCDEX commodity trading and the govt. should control this forward trading and we have to approach the govt. and ask them to support the soyabean farmers and the poultry industry as well. Also, the poultry industry has started utilizing other alternate feed like DOGS, sunflower, maize protein

and are not dependent on soya meal alone, but the price hike is artificially created on the social media. He also said that, the Feed Consumption in the poultry has reduced by 20% to 25% due to summer (April, May, June) and due to corona, the poultry production is reduced by 20%.

Dr P. Krishnaiah said that the Shrimp Feed Manufacturers Association has estimated the requirement of soymeal including aquaculture to be 9 lakh tons.

Sudden surge of prices of soya meal directly impacts the cost of aqua feed and the major reason is soymeal



Dr P. Krishnaiah, IAS Retd.,
Advisor, Shrimp Feed
Manufacturers Association

constitutes 60 % of the feed volume of aqua feed and in shrimp culture, feed cost alone is 60 - 75 % and in this, 60% is by way of soymeal, hence, there is a direct impact on the aquaculture industry. Main reason for price hike is due to hoarding by certain states. He suggested to request import of soymeal of up to 9 lakh tons. He added that Fish and Shrimp sector has provided an employment opportunity for about 20 lakh individuals in the rural areas.

Dr B. V. Mehta appraised that there is a surplus



Neeraj Kumar Srivastava,
Chairman, CLFMA of India

availability of other oil meals in the country. This year, we had a bumpersoyabean, ground nut and cotton crop.

Rice bran production is 8.5 to 9 MT out of this 5.5MT is processed for rice bran oil. 3 MT of rice bran is used by cattle and poultry feed. out of 5.5 MT, we produce about 1 MT of the rice bran oil, 4.5 MT of rice bran extraction, out of 4.5 MT, we export about 2-3 MT mainly to Vietnam. This year there is a failure of crop in Bangladesh and export demand came from Bangladesh and hence export demand from India increased but now Bangladesh will be harvesting a new crop and hence the demand will reduce from Bangladesh. Overall Rice bran is at comfortable level. Out of 8.5 MT of rice bran, if we take out 1 MT of rice bran oil, the availability will be 7 MT of rice bran extract and is consumed by cattle feed industry.

Due to soyabean price increase the mustard oil has become cheaper than the soya bean oil. In the next 4-6 month there will be lot of availability of rape and mustard oil. He said that, to curb the false price rise, NCDEX trading should be regulated.

Also, to address the sentiments of the poultry industry govt. should allow import of at least 0.5 MT of soymeal and this will caution the hoarders.

The govt number of availabilities of soymeal is 13.5 MT as against 9 MT estimated by the industry association and it really a challenging situation to establish imports because of this gap.

Also, world production is not less. He added that, this shortage is a temporary, he advised to slow down distress buying and try to use alternated meals which ever is available in the lean period (March to August).

Dr B. Masthan Rao,



Dr Dinesh Bhosale
RSD, AB Vista, SA

commented that, the Aqua culture particularly shrimp economy is very sensitive to price variation, since 70 -75% of the cost of cultivation of shrimps is feed and any price fluctuation in the feed cost make the cultivation unviable. The BMR group being an organized sector survived with bare minimum margins. Also, Aqua culture employs about 20 lakh farmers and farm workers and another 25 lakhs from non-farm sector are also supported by the aquaculture industry. Most of the shrimp and fish farmers are dependent on the aquaculture.



Suresh Deora,
Honourable Secretary,
CLFMA of India

Shrimp sowing of seeds in the pond will start from the month of Feb. This year the price of feed has gone up and hence shrimp industry is affected. He gave the suggestion to import certain quantity of DOC as it is the main ingredient i.e., 50% for shrimp and 20% offish feed production and the shrimp & Aqua feed industry requirement is around 0.9 mt out of this 46% is soya meal. So far, our consumption of soya meal in Feb and March was hardly 1 lakh MT and another 8 lakh MT we need before Sep. Last year during the same time the prices of soya meal was 37,000/- per Mt ex-factory and now the price is 69,000/- per Mt soymeal. Since in the inclusion of preparation of compound feed 50% is protein, it is not viable, apart from this the ocean freight charges and transportation charges has also gone up. He suggested to present the case to the PMO. He said that the, hoarding is to be prevented first in the states of Maharashtra and MP.

Dr Dinesh Bhosale gave the insights about of impact of soymeal being used as animal feed and compared the use of other meals with soymeal as alternatives

and their limitations. He thanked CLFMA OF INDIA for organizing this online discussion. he said that, if farmers are protected then only our poultry industry can also be protected.

He added that 70% is the feed cost for cattle, fish, shrimp and poultry. If we consider broiler then, we have 35% inclusion of soymeal considered as starter, finisher feed- 30% is used as soymeal inclusion. One broiler gets ready after eating 3500 gms feed and out of this 1 kg is soymeal. Apart from soymeal the regularly used feed is meat and bone meal and synthetic amino acids like lysine, methionine and tryptophan is added while preparing compound feed. Soymeal digestibility is very good, as methionine is less in this.

He said that though, all the panelists are of the opinion that, we have to manage the industry with other alternative feeds, but govt should allow import especially in south India, as it makes the cost cheaper compared to other areas. Hence in south India govt. should allow at least 1MT of soymeal imports, we can discourage GM seeds. but GM soybean DOC can be

imported.

Layer feed has a very complicated ingredients and in this the soymeal inclusion is 5-10% and in the complete life cycle layer bird consumes 48 kg feed and out of this 5 kg it consumes soybean DOC and since the prices of soya has increased and there is a shortage in availability of soya it is only used in chick mash and in the grower mash and layer mash the soybean doc has been completely suspended. If we talk about cattle feed soybean DOC, 100 MMT is required and 12 MMT of cattle feed is manufactured by our industry and remaining 88 MMT raw material is fed to animal directly. The 12 MMT of soybean doc for cattle feed is very less, as calf starter, milk replacer, transition feed, all these high-cost feed uses soymeal DOC. In shrimp and fish feed dehulled soybean is required. He advised all SOPA members to manufacture de-hulled soybean meal and sell it to poultry and shrimp feed industry. He also said that NCDEX should encourage only actual buyers and speculators have no role to play.

Vote of thanks was proposed by Mr Suresh Deora, Secretary, CLFMA OF INDIA. **The main points summarized by him are as follows**

- Govt statistics shows that there is 30 lakh tons of soya availability for the feed industry and the largest consumers for this industry are poultry and aquaculture sectors.
- The prices of soya have gone up by 50% and the biggest culprit for this price increase is speculation by the NCDEX and is fuelled by social media, to ease this we should ask the govt. to allow a lesser quantity of import of soymeal to bring the sentiment down and cool the market.
- The panic buying should be discouraged
- We have to approach the govt collectively on all these issues.
- We have to approach jointly to SEBI for the purpose of regulating the NCDEX from doing speculations but move to real market and examine the controls we have to bring in.-

INDIA SOYBEAN: SUPPLY/USAGE/STOCK									
MTH	PRDN 2020-21 : 104.55 LT OPENING STOCK: 5.16 LT MP 41.72/MAH 45.44/RAJ 8.58/TELANGN 1.64/KTK 3.72/IMPORT 3.00 LT TOTAL SUPPLY 100.71 LT			PRDN 2019-20 : 93.06 LT OPENING STOCK: 1.70 LT MP 40.10/MAH 36.29/RAJ 6.54/AP 1.50/ CG 0.53/ GUJ 0.86 LT/IMPORT 3.00 LT TOTAL SUPPLY 97.76 LT			PRDN 2018-19 : 109.33 LT OPENING STOCK: 1.50 LT MP 59/MAH 38/RAJ 9.45/AP 1.57/ CG 1.10/ GUJ 1.2 LT/IMPORT LIKELY 1.80 LT/TOTAL SUPPLY 112.83 LT		
	ARRIVAL	CRUSH	STOCK FARMER + MILL	ARRIVAL	CRUSH	STOCK FARMER + MILL	ARRIVAL	CRUSH	STOCK FARMER + MILL
OCT	18.00	9.00	87.48	12.00	7.20	82.32	21.00	9.50	88.74
NOV	19.00	11.00	76.22	18.50	9.00	73.01	20.00	10.50	77.86
DEC	15.00	12.00	63.75	15.00	9.80	62.96	15.00	11.50	65.82
JAN	12.00	12.50	51.19	9.00	8.40	54.36	11.50	10.00	55.45
FEB	6.00	7.50	43.44	4.50	6.50	47.61	5.50	7.50	47.69
MAR	4.75	6.50	36.64	1.25	4.00	43.35	4.00	9.00	38.42
APR				0.20	3.70	39.41	4.00	6.00	32.18
MAY				2.00	6.50	32.65	3.75	5.50	26.46
JUNE				5.00	7.20	25.16	4.50	5.50	20.74
JULY				5.00	7.20	17.74	5.00	6.50	14.04
AUG				3.00	6.00	11.65	3.00	5.00	7.85
SEP				4.00	5.50	5.36	3.00	5.50	2.20
TOTAL	74.75	58.50	36.64	79.45	87.50	11.70	100.25	93.50	2.20
LAST YEAR	60.25	44.90	43.65	100.25	93.50	2.20	STOCK EXCLUDE FOR SOWING 12.00 LT NEW CROP ARRIVED IN SEP 2 LT. EXPORT 1.68 LT		
SOURCE : SOYBEAN PROCESSORS ASSN. OF INDIA, INDORE									

Hester Biosciences acquires vaccine technologies from ICAR - IVRI

To launch vaccine for classical swine fever, sheep pox in eight months

New Delhi, 8 April 2021:

Animal healthcare firm Hester Biosciences on Thursday said it has acquired technologies from the Indian Council of Agricultural Research – Indian Veterinary Research Institute (ICAR – IVRI) for production and commercialisation of vaccines for classical swine fever and sheep pox. Classical swine fever vaccine and sheep pox vaccine have been developed within the country by using locally isolated strains, Hester Biosciences said in a filing to BSE.

The technologies were developed by ICAR-IVRI

and the commercialisation of the technologies was facilitated by Agrinnovate India, a company owned by the Department of Agricultural, Research & Education, Ministry of Agriculture, it added.

"Both the vaccines have been extensively tested by IVRI for safety and potency and have been found to provide 100 per cent protection," Hester Biosciences said.

The company plans to launch both the vaccines commercially in approximately eight months, it added, says a newspaper report on April 9, says a report in The Hindu Business Line.

Unbridled Speculation in Soyabean

The Solvent Extractors' Association of India has sent a memorandum to Securities Exchange Board of India (SEBI) regarding Unbridled Speculation in Soyabean.

Mumbai: We would like to bring to your kind notice the fact that Soyabean contract on NCDEX is witnessing unbridled and excessive speculation in the last few weeks and prices of soyabean have reached Rs.7,250/- per quintal which was just Rs.5,750/- per quintal a month ago. It is hard to fathom what has changed so dramatically in such a short period of time to warrant this unprecedented upswing in prices, said Mr Atul Chaturvedi, President, The Solvent Extractors' Association of India (SEA) through a press release.

This excessive speculative activity has the potential to seriously disturb the smooth functioning of the Solvent Extraction Industry engaged in processing Soybeans as the availability of beans has practically dried up all of a sudden leading to all kinds of misinformation being bandied about. Poultry industry which is heavily dependent on Soya meal to feed the birds has been driven to the wall and finding it difficult to survive in these pandemic times. Needless to say Soya meal exports will now be out of question as we are heavily out-priced in international markets.

In view of the sudden spurt in price of soybean and since its price is rising every day, the arrivals have reduced as the Traders and farmers don't sell in hope of better price with markets getting spiked every day. Moreover, at this price, crushers find

disparity of Rs.4,000/- to Rs.5,000/- per tone of processing and in the process, the availability of soybean meal has reduced dramatically. Price of soymeal, Ex-factory has touched >Rs.60,000/- per ton from Rs.40,500/- per ton a month ago and created a panic in the poultry industry which is the major consumer of soymeal.

The market is now completely dominated by the speculators and moving upward every day. In the process, both soya crushing and poultry industry are suffering which has the potential of fueling further the Food inflation in the country.

With Futures Market delinked from physical market, seriously impacting price discovery, we would request SEBI to examine the current scenario and take whatever suitable actions are required to maintain the orderly development of the market. The memories of Castor Contract imbroglio in the past are too fresh in everyone's mind and we do not want history getting repeated.

We trust our submissions would be taken due notice and immediate remedial actions are initiated to rectify this anomalous situation which has disturbed Soya as well as Poultry industry.

Atul Chaturvedi,
President,

The Solvent Extractors' Association of India (SEA).

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NECC Completes 39 years; Strengthen it and Get Better Price to Farmers Produce – the Egg

Has NECC achieved its slogan “My Egg, My Price, My Life” in its 39 years journey ?

By M. A. Nazeer, Editor, Poultry Fortune

The movement of National Egg Coordination Committee (NECC), a poultry farmers national body in India promoted by Late Padmasri Dr B. V. Rao with the slogan “My Egg, My Price, My Life” established in May 1982 has completed 39 years of its formation. The body has seen many ups and downs in its 39 years journey and became a symbolic in Indian poultry industry.

Poultry Fortune Editor M.A. Nazeer who just started his career after studies in 1980 got associated with NECC movement as a journalist since its inception in 1981-82 along with B. V. Rao and some 12 to 15 followers all over India, and this team travelled all over India to explain to poultry farmers the need of the movement and to get farmers consent for the establishment of NECC. I still remember the guts of B. V. Rao, his talents and passion in convincing people when the team reached Jalandhar Town in Punjab when Bhindranwale Movement was in peak, and when it became difficult to move in the rural poultry farming areas of the state. On persuasion, B. V. Rao was welcomed along with his team to travel and meet poultry farmers in the rural areas of Punjab.



Late Padmasri Dr B. V. Rao

Prior to 1970s, poultry was a backyard rural household activity, but with the scientific advancement and with the formation of NECC, it has attained a pivotal position over the years forming a very important constituent of rural economy.

It all started when Dr B V Rao met a few farmers who wanted to form a co-operative egg marketing in the lines of Dr Kurien's milk co-operative. Dr Rao did not think it was possible but took to the idea of setting up a system that could stop the exploitation of poultry farmers by middlemen. The idea manifested itself in a forum of

poultry farmers with the support of government. It did not take long to realize the Rao's plan would have to do without the government quotient. The alternative was the touring of all poultry farming areas across the country and mobilizing farmers opinion.

“My Egg - My Price - My Life” slogan made it clear to the egg farmers that their interests were primarily in this movement. His ill-health did not prevent Dr B V Rao from undertaking the tours along with his companions and large number of farmers which include Poultry Fortune Editor

M.A. Nazeer. Among poultry media persons, B. V. Rao had a special liking for M. A. Nazeer for his curiosity and aggressiveness in journalism profession and his writings on poultry and its stakeholders.

Such was B. V. Rao's missionary zeal and his entire devoted team came forward to carry the torch of his idea. Yet, when the movement gained momentum, undeterred by the doctor's warnings, Rao placed himself the head of the touring team.

The response from the farmers all over the country was overwhelming – whenever news reached that Rao



Anuradha J. Desai, Chairperson, NECC

and his team was headed their way, farmers had gathered to give them their support. The tour spanned every poultry pocket in eight states – from Punjab, Haryana and Delhi in the North, through U.P. and M.P. in Central India, and Gujarat in the West to Andhra Pradesh in the South.

Sleeping in humble huts, eating with farm folks, talking to them of the teachings of Gandhi and the spirit of Unification of Shivaji, Dr B V Rao and his team convinced the farmers of the need to band together. After months of campaigning for a cause that would empower the farmers, at last, in May 1982 a national egg price was arrived at and publicized. It had the approval of all the poultry farmers across the eight states.

Today, the NECC holds a unique place in the country's organizational

map. Besides its role as helpmate to poultry farmers, it has taken on itself a social crusade – every May 14th, the anniversary of the forming of NECC with the distribution of free boiled eggs in various schools, hospitals and general public.

As quoted by Dr M S Swaminathan, “Dr B V Rao fostered the “Egg Revolution” in India by following the path of co-operation rather than confrontation. His vision, his mastery of every minute detailed relating to the poultry industry, and above all, has humanity and self-effecting made him an ideal leader”.

Poultry industry has been transformed into a vibrant industry from just a backyard activity during 1960s. Thanks to Padmasri Dr B V Rao for his vision, foresight and dedicated efforts for the growth, development and modernization of Indian poultry industry today, poultry industry is playing a pivotal role in Indian economy.

With the support of its considerable contribution to the GDP, provision of rural employment, eradication of malnutrition etc, under the protective umbrella of NECC, everybody connected to poultry has grown with the able guidance of Dr B V Rao, inimitable and legendry doyen of the poultry industry and the continuous co-operation from his companions V. N. Dubey, P. V. Soma Raju, C. Jagapati Rao, P. R. Kibe, N. Vinayaka Rao, M. P. Seshiah, M. B. Desai, Dr H. S. Shivanna, G. R. Nataraj, Harihara Gopalan, Ashok Sahani, S. K. M. Maeilanandhan, N.



Chandrababu Naidu felicitating B. V. Rao in 1996

S. R. Anjaneya Chowdhary, Dr K. Balaswamy and other poultry farmers. NECC has become a common platform to the poultry industry to voice out their grievances and to combat any untoward situation related to their industry. It was very much proved during the period of reported outbreak of bird flu rumours in the month of February 2006.

The establishment of NECC by late Dr B. V. Rao, who had hailed as the Father of Modern Poultry Sector in India, is one of the most important milestones in the history of Indian poultry industry.

NECC functions under three-tier system with the election to its committees once in every five years, i.e. it has got around 35,000 members, 28 Zonal Committees and 81 Local



"Khao Khao Ande Khao"
B. V. Rao distributing Eggs to Bus passengers in 1982 in Hyderabad.



Poultry Fortune Editor M. A. Nazeer and his family members with B. V. Rao in 1990s during an occasion in Hyderabad.

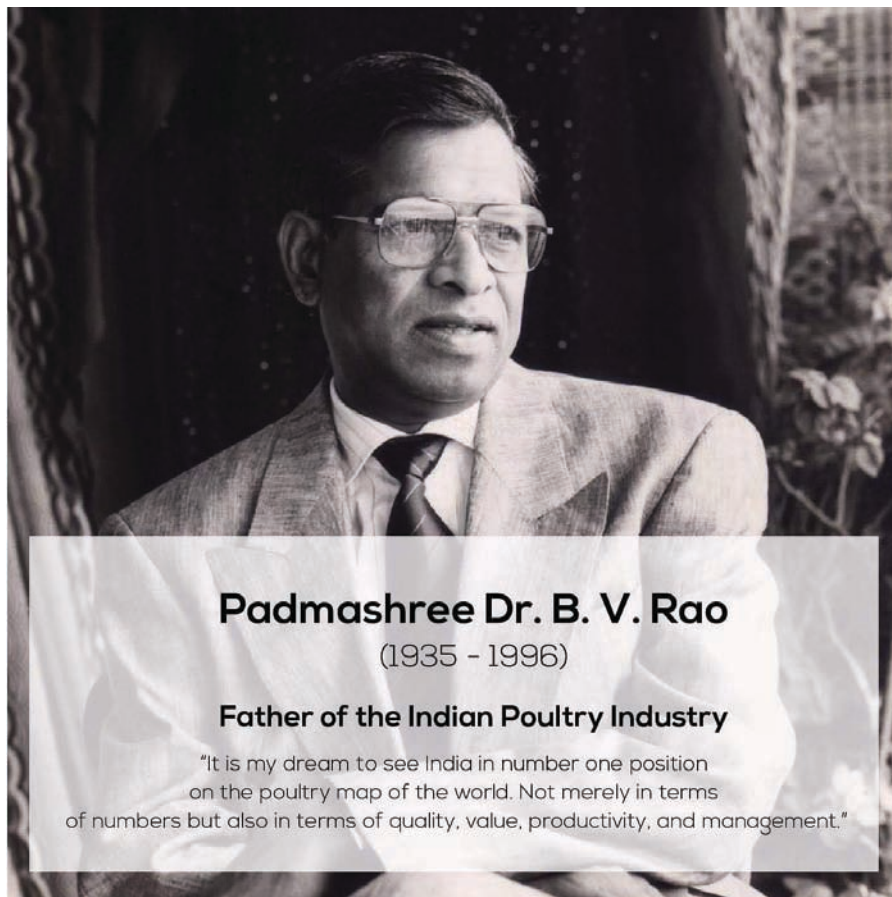
Committees in India. Members elect Local Committees; Local Committees elect Zonal Committees; and Zonal Committees elect National Executive Committee. Executive Committee elects Chairman (Chairperson), Vice Chairmen, Treasurer, and accordingly NECC functions under the governance of Executive Committee, Zonal Committees and Local Committees at their respective levels in a democratic way.

NECC has made rapid strides in ensuring its recommended egg price for its poultry farmer members by taking the demand; cost of production and consumer affordability into consideration. From the inception of NECC a steady and reasonable uptrend is being noticed in the egg prices in line with the increased cost of production and ceaseless efforts of the unique organization – NECC.

Before the establishment of NECC, it was the experience of the farmers that they were not getting a fair price for their produce – eggs, and they were at the mercy of the middlemen who were eating away a big chunk of the margins by manipulating the demand and supply of eggs. The farmers were compelled to sell the eggs at the price declared by the middlemen. Although they were the producers of eggs, they had no say or voice in announcing the price for their poultry produce - Eggs. This kind of exploitation by the middlemen inhibited the growth of poultry industry and in many cases even resulted in closure of small farms. Further, it was also noticed that there was resistance to egg consumption by the general Indian public on account of religious considerations and other misconceptions.

The situation has changed with the establishment of NECC which has succeeded to a great extent in freeing the farmers by declaring egg rates, monitoring the demand and supply position and diverting eggs from

"NECC has made rapid strides in ensuring its recommended egg price for its poultry farmer members by taking the demand; cost of production and consumer affordability into consideration"



surplus zones to deficit zones.

National Egg Co-ordination Committee (NECC) is a non-profit autonomous organization committed to the economic well-being of poultry farmers and all round development of poultry industry in India. It was formed in the year 1982 under Societies Registration Act, 1860 and later on registered as a Trust under Bombay Public Trust Act with its registered office at Pune in Maharashtra State.

Some of its main objectives are:

1. To promote the welfare of poultry farmers in relation to poultry industry.
2. To ensure that poultry farmers are given a fair and reasonable price for their products i.e. eggs and poultry meat; and to undertake any activity and / or to incur any expenditure in order to achieve this objective.
3. To bring about a greater sense of awareness among poultry farmers about recent developments, trends and innovations pertaining to the industry.
4. To bridge the communication gap that exists among poultry farmers

which has lead to exploitation of poultry farmers in rural areas.

5. To form a strong and united body that will identify the general difficulties and problems faced by poultry farmers and attempt to solve these problems in the most satisfactory manner.
6. To organize a strong and pervasive advertising campaign that will enlighten the consumer on the high nutritional value of egg and poultry meat, thereby promoting the consumption of eggs and poultry meat, which lead to further expansion and growth of poultry industry.
7. To co-ordinate and work in liaison with other organizations, Central and State Governments, public and private institutions whose objectives are similar or complimentary to those of the NECC, towards the attainment of its objectives.

NECC shall not be operated for profit in its functioning to achieve the aforesaid objects. Provided that any activity carried out by NECC for the promotion of the above cited



He is passionate: B. V. Rao used to talk to the Birds in farms!

objectives shall not be construed to be an activity for profit.

Indian poultry now has the proud distinction of being **the second largest egg producer in the world with a production of nearly 90,000 million eggs per annum. The per capita egg consumption is around 75 eggs. The consumption in the nearby developing countries is estimated to be 200 to 250 eggs.**

NECC is an autonomous body with over 35,000 poultry farmers as its members formed with the primary aim of overall poultry development and farmers welfare. Since its inception in 1982, NECC has grown into a matured organization and expanded its scope of activities to support its main objective of ensuring a reasonably remunerative price to egg producers for their poultry produce – eggs and overall poultry development in the country.

The main activities of NECC include:

- ▶ Price announcement
- ▶ Price support operations through NAFED
- ▶ Export promotion
- ▶ Co-ordination amongst zones
- ▶ Advertising, promotion, publicity and consumer education for boosting egg consumption.
- ▶ Extension activities
- ▶ NECC review various publications on the nutritional values of egg.
- ▶ Indian Poultry in the 21st Century

- ▶ Poultry farming – a national commitment & plan for growth.
- ▶ Market research
- ▶ Market identification and development
- ▶ Satna Project – 1988-89
- ▶ Egg Cart Scheme
- ▶ Video on wheels – Coverage of rural areas in various states with mass media program enlightening the nutritional value of eggs.
- ▶ Eggs on wheels - Rural publicity in A.P. state
- ▶ Preparation and submissions to the State and Central Governments on the issues affecting the poultry industry.
- ▶ Market Intervention Scheme
- ▶ Member of International Egg Commission (IEC, London) – representing India on behalf of poultry farmers to share their views, latest developments in the overseas on poultry.
- ▶ Support to agriculture produce like Maize, Soya, Bajra etc.
- ▶ Creation and generation of rural employment
- ▶ Egg is the cheapest product to eradicate mal-nutrition
- ▶ Considerable contribution to the GNP

Price Suggestion or Suggested Price Announcement

NECC has got 28 Zonal Offices with 88 Local Committees all over India.

Depending upon the market situation, the farm gate price for eggs is announced at almost all zonal levels. With this mechanism farmers are rest assured a reasonable price for their poultry produce – Eggs. Prior to the formation of NECC, the average egg price was less than 30 paise at Hyderabad. With the existence of NECC in the year 1982 with the slogan of – “My egg – my price – My life” – Dr B V Rao and the efforts of NECC, the average yearly egg price of 37 paise in the year 1982 was brought to the level of 125 paise (approximately) for the year 2006.

Market Intervention

Whenever there is drop in the egg consumption on account of festivities and other reasons, a severe glut was noticed resulting in stock pile up at various production centers. Unless these surplus eggs are diverted, it is very difficult to have the normalcy in the egg market. The egg trading is a totally unorganized sector. Due to its perishable nature, there should be a regular movement of eggs from the production centers to the consumption centers.

Under these circumstances, there will be stock pile up with the farms. Because of dullness, traders will not procure eggs from the farmers. Under these circumstances, NECC with the help of NAFED and Agrocortex India Limited (ACIL) procured eggs from the surplus pockets and stored them in various cold storages at consumption centers. Market Intervention Operation (MIO) and Market Intervention Scheme (MIS) were started in the year 1985 and NECC was successful in undertaking its activity since then from time to time as and when warranted.

The Govt. of India recognized the scheme being undertaken by NECC under MIS. The Government also allocated certain budget and declares the minimum support price every year. The Government has declared its floor price as 43 paise per egg in the year 1986 gone to the level of 110 paise at the end of March 1997. Whenever the price comes below the floor price, NAFED with the help of ACIL intervenes in the market.



B. V. Rao receiving Padmasri Award from the then President of India Venkataraman.

Government has agreed to share the losses, if any, to the extent of 25 % on these operations. It is observed from the past, on several occasions that the market intervention mechanism helped to increase the price by arresting the further fall in the egg price.

Support to Agriculture produce like Maize, Soya, Bajra etc.

Poultry sector is consuming 60 to 70% of the overall produce of maize, soya etc in the country helping maize and soya farmers to realize a remunerative price and demand for their agricultural produce.



B. V. Rao with his wife Uttara Devi and children Anuradha J. Desai, Venkatesh Rao and Balaji Rao in 1980s

Creation and Generation of Rural Employment

Poultry sector is providing direct and indirect employment to around 6 million people and also providing self-employment by way of setting up of poultry farms particularly in the rural areas. As 70 % of the population in our country is rural based and the poultry sector is mainly scattered in the rural areas, it is helping in generating and creating employment to the rural people.

Egg is the cheapest product to eradicate Mal-Nutrition

As against the recommendation of National Institute of Nutrition (NIN) for the per capita consumption of 180 eggs, we have reached 68 - 70 eggs. And still there is lot of gap in the per capita consumption. In case we reach their recommendation, there will be lot of additional employment creation and considerable amount of GNP contribution to the government. Today, egg is considered to be the cheapest produce in the eradication of mal-nutrition. By taking the same in to consideration, many state governments in the country introduced egg in Mid Day meal scheme to the school going children, Anganwadis, Women and Child Welfare Schemes etc.

Considerable contribution to the GNP

Poultry industry is contributing approximately Rs. One lakh crores to the GNP, including Rs. 30,000



crores from layer industry. Stability in egg prices, increased per capita consumption are all commendable results. The steady growth of 10 % in poultry sector will provide food and employment to the rural poor and revenue to the small entrepreneurs. Apart from providing valuable assistance in the battle against mal nutrition, it is making a quite and substantial contribution to the gross national product (GNP).

Export Promotion

One of the main objectives of NECC for the development of poultry industry and welfare of the farmers in the nation is to ensure the balance between the demand and supply of eggs in the domestic market with the recommendation of a reasonable price for eggs and arresting further drop in the egg price during glut. Accordingly, NECC has been encouraging the farmers and egg exporters by providing subsidy to meet their freight and other incidental expenses. By this way, NECC has been encouraging exporters to have a dent in to the international markets bringing poultry activities of our country on the global poultry map.

Co-ordination amongst Zones

The Zonal Chairmen and the office bearers of NECC are constantly in touch with the Chairman of their neighbouring zones, for sharing the technology, demand-supply situation,

latest developments in poultry etc. This co-ordination helps the farmers in their respective zones to share their views.

The Chief Executive Officer of NECC is the incharge for the staff of all NECC offices located in India. He gets the work done through NECC staff located at various zonal levels for collection and dissemination of information related to poultry. The staff of NECC dedicated to work for the development of poultry in all aspects with the collection of poultry related information from time to time. The Chief Executive provides the relevant information to the Chairmen of various zones and EC Members about the day to day developments in poultry and receives instructions / suggestions from them for the development of poultry sector as a whole.

Rural Publicity

With a view to generate awareness among the masses and for boosting the consumption of egg, NECC undertook rural publicity campaign during 1992 - 95 covering the remote areas of Andhra Pradesh, Tamil Nadu, Karnataka, Uttar Pradesh, Madhya Pradesh, Bihar and West Bengal, and received very good response from the masses.

Market Research

A lot of research activities are being undertaken by NECC from time to time for the identification of the selling points, development of poultry industry etc.

With its concerted endeavours, the unorganized poultry sector is slowly transforming into organized one. With the amendments by the government and also day to day challenges in the industry, all the concerned in



*The Pride daughter of B. V. Rao –
Anuradha J. Desai*

the industry are coming in line with organized one. This will help the existing farmers and new comers to have a steady growth in a systematic manner for the sustainability and growth of poultry industry in the country.

Although size of farmers rearing Hybrid Commercial Layers in India is over 35,000 nos, active and organised poultry farmers would be between 18,000 and 20,000. These farmers are divided into three categories such as:

- ▶ Large size Farmers: 100,000 and above layer birds.
- ▶ Medium size Farmers: 50,000 to 100,000 layers.
- ▶ Small Farmers: upto 50,000 layer birds farm.

Top 10 States in India

Before bifurcation of Andhra Pradesh state, A.P. was No. 1 in egg production in India. Now, Tamil Nadu occupied No. 1 position in egg production with 5 crore laying birds capacity; Telangana and Andhra Pradesh states are in No. 2 and No. 3 positions with 4.50 crore laying capacity each state; Haryana (Barwala) in No. 4 position with 3.5 crore laying capacity; Karnataka in No. 5 position with 1.6 crore in laying capacity and Maharashtra in No. 6 position with 1.5 crore layers.

As the new farmers are coming up in Uttar Pradesh, Bihar, Odisha and West Bengal – Layer population is increasing well in these four states. India is producing 30 crore eggs daily

Top 10 States for Layers

- 1) Tamil Nadu : 5 crore Laying capacity
- 2) Telangana : 4.5 crore Laying capacity
- 3) Andhra Pradesh : 4.5 crore Laying capacity
- 4) Haryana (Barwala) : 3.5 crore Laying capacity
- 5) Karnataka : 1.6 crore Laying capacity
- 6) Maharashtra : 1.5 crore Laying capacity
- 7) Punjab :
- 8) Odisha :
- 9) West Bengal :
- 10) Uttar Pradesh :

with an annual production of 10,000 eggs. The per capita egg consumption in the country is estimated at 75 eggs.

Namakkal, Hospet, Hyderabad, Vijayawada, East Godavari, West Godavari district, Barwala, Pune, Warangal are the top 10 zones / centers in India with over one crore layer birds population.

Future Plans

NECC top management is planning to digitalise the egg production from all zones, sale of eggs, demand & supply trends on weekly basis and they are working on it seriously.

Annual revenue Rs 15 crore:

NECC has a revenue of about Rs 15 crore annually. Most of the 35,000 layer farmers in India are the members of NECC by paying Rs 1 each member who have a minimum of 250 layer chicks purchase. On each chick purchase, NECC gets one rupee per chick as farmers contribution, whenever farmers buys chicks from the hatcheries.

NECC spends 10 % of its revenue towards Administrative expenditure, 70 % towards advertising and promotion of egg consumption, and remaining 20 % towards eggs distribution and other support expenditure.

NECC has 50 employees working all over India and has its head quarters

Cost of production of an Egg is Rs 4.

Rs 1.20	Growing stage amortization upto 18 weeks age, which includes chick price, vaccines, medicines, electricity etc.
Rs 2.80	Feed cost.
Rs 4.00	Cost of production of an Egg.

at Hyderabad and zonal offices in 28 places across the country.

The Founder Chairman of NECC, B. V. Rao got elected repeatedly till 1996 when he passed away. Since 1996, Ms Anuradha J. Desai is the Chairperson for the body. Earlier, elections for NECC used to be once in two years and later it was made once in five years.

Bharat Egg Producers Association (BEPA) was established in 2004 with Ms Anuradha J. Desai as its chairperson to promote the interests of farmers.

To help maintain farm gate egg price she established three cold storage facilities each with two crore eggs capacity in Sholapur (Maharashtra),

Namakkal (Tamil Nadu) and Kharagpur (West Bengal). Another cold storage unit is going to come up in Kanpur (Uttar Pradesh) by the end of this financial year. Farmers would keep their eggs in cold storage only when prices are very low, and will sell stored eggs when prices are better. Farmers get 50 % subsidy. Eggs are kept in cold storage in cartons each of 210 eggs for 3 months which comes to 3 paise per egg per month.

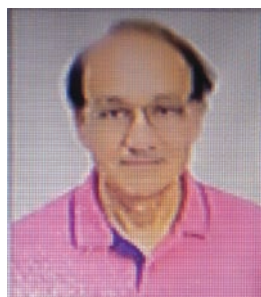
It was stated that Zonal Chairmen are given full freedom to decide and fix egg price depending on market conditions of the area, and focus is given to maintain coordination among them for smooth movement of eggs.

**"Khao Khao – Ande Khao,
Roz Khao – Ande Khao".
Make this happen again
on 14 May 2021 all over India.
- Poultry Fortune**



Key Senior Executive of NECC

- ▶ **Ajit Singh, CEO**
based at Chandigarh and looks after North India operations of NECC. He has over 20 years experience in NECC.
- ▶ **Dr A. Ezhil Kumar, COO**
based at Hyderabad and takes care of South, East and Western regions operations of NECC. He has about 30 years experience in poultry.
- ▶ **P. V. Narayana Rao, General Manager – Finance**
based at Head Quarters, Hyderabad. He has been in the by finance position since inception of NECC in 1982.
- ▶ **V. S. Balasubramaniam, AGM**
based at Namakkal, Tamilnadu.
- ▶ **Nikesh Gupta, AGM, NECC**
based at Ambala, Haryana.
- ▶ **Sanjeev Chintawar, Manager – Business Development**
based at Head Quarters, Hyderabad.



Ajit Singh, CEO, NECC



**Dr A. Ezhil Kumar, COO,
NECC**



**P. V. Narayana Rao,
GM – Finance, NECC**



**V. S. Balasubramaniam,
AGM, NECC**



Nikesh Gupta, AGM, NECC



NECC Team an Asset: NECC Senior Executives and the Staff members during an occasion in Hyderabad

NECC has 17 EC Members and 8 special Invitees totaling to 25 members at the central Committee.

Executive Committee Members – NECC, Central

Chairperson :

Mrs Anuradha J. Desai

Vice Chairmen :

Mr B. Venkatesh Rao

Mr Sandeep Mehta

Mr K. V. S. Subba Raju

EC Members:

Mr D. Sudhakar

Mr R. Gunasekaran

Mr Padala Subba Reddy

Mr K. Narayana Reddy

Mr B. Rama Rao

Mr M. Krishna Reddy

Mr Sachin Garg

Mr Patchala Siva Sankara Rao

Mr K. Thangamuthu

Mr Bandla Ganesh Babu

Mr Nadimpally Chinna Venkata Raju

Mr Laxman Sankar Bhosale

Mr K. Satyanarayana Raju

Dr Kalakota Somireddy

Mr D. Sashi Kumar

Mr Sudhir Kumar

Mr V. Subramaniam

Mr Anneda Mohan Reddy

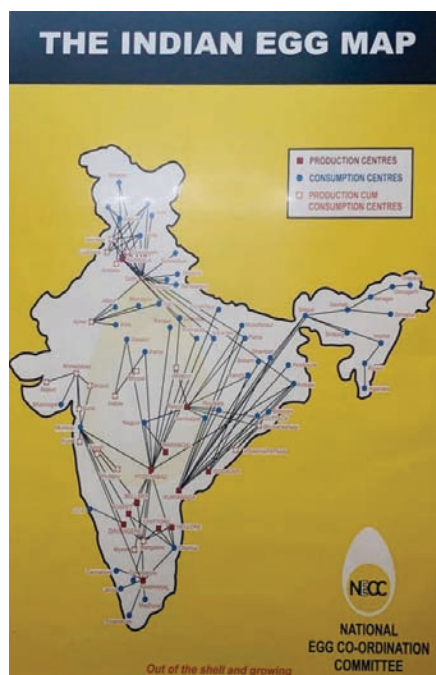
Mr B. Rajender

Mr Ganni Ramakrishna Chowdary

Mr B. Srinivasulu Naidu

Zonal Chairmen – NECC

S.No.	Name of the Zone	Zonal Chairman
1	East Godavari Zone, Anaparthi, Andhra Pradesh	Mr K. V. Mukunda Reddy
2	West Godavari Zone, Andhra Pradesh	Mr Godithi Gangadhara Rao
3	Vijayawada Zone, Andhra Pradesh	Mr Tummala Kutumba Rao
4	Vizag Zone, Andhra Pradesh	Mr T. U. Bhaskar
5	Chittoor Zone, Andhra Pradesh	Mr V. Ramesh Babu
6	Hyderabad Zone, Telangana	Mr G. Chandra Shekhar Reddy
7	Warangal Zone, Telangana	Mr E. Pradeep Rao
8	Chennai Zone, Tamil Nadu	Mr A. Mohan Reddy
9	Namakkal Zone, Tamil Nadu	Dr P. Selvaraj
10	Bengaluru Zone, Karnataka	Mr B. R. Sainath
11	Hospet Zone, Karnataka	Mr M. S. R. Prasad
12	Mysuru Zone, Karnataka	Mr M. P. Sathish Babu
13	Ajmer Zone, Rajasthan	Dr Raj Kumar Jaipal
14	Ambala Zone, Haryana	Mr Anil Shahi
15	Chandigarh Zone, Punjab	Mr Parveen Garg
16	Ludhiana / Amritsar Zone, Punjab	Mr S. Inderjit Singh Kang
17	Sangrur Zone, Punjab	Mr Suresh Shahi
18	Lucknow Zone, Uttar Pradesh	Mr Desh Deepak Gupta
19	Delhi Zone	Mr Surender Kumar Bhutani
20	Berhampur Zone, Odisha	Mr Suwendu Kumar Sahu
21	Kolkata / Midnapore Zone, West Bengal	Mr Madan Mohan Maity
22	Chattisgarh Zone	Mr Achin Banerjee
23	Ahmedabad Zone, Gujarat	Mr Miten Girish Bhai Patel
24	Surat Zone, Gujarat	Mr Ashvin Bhai R. Patel
25	Jabalpur Zone, Madhya Pradesh	Mr Ravi Ramdas Mishra
26	Mumbai Zone, Maharashtra	Mr M. B. Desai
27	Pune Zone, Maharashtra	Mr Sham K. Bhagat
28	Miraj Zone, Maharashtra	





NECC Central and Zonal Committee Members during its meetings at Pune with Chairperson Anuradha J. Desai & Vice Chairman B. Venkatesh Rao



A Surgical Strike on Bacteria

eXolution
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Every farmer should feel himself an Arm of NECC

Below is the response of Mr T. U. Bhaskar, Zonal Chairman, NECC, Vizag, Andhra Pradesh.

I sincerely appreciate the efforts of Poultry Fortune for publishing feature on National Egg Co-ordination Committee on the occasion of its 39th Anniversary. I try to give the answers to your questions.

Poultry Fortune: How is the functioning of NECC since its inception in 1982 till today?

T. U. Bhaskar: NECC is functioning at its best since its inception in 1982 to till today. If it is not functioning properly it will not remain this much long time.

Has NECC successful in fulfilling its slogan of "My Egg – My Price – My Life"? Are you satisfied with NECC's objective of providing / fixing remunerative and profitable farm gate price for Eggs?

Bhaskar: "MY EGG – MY PRICE – MY LIFE" slogan looks to be so simple, but it is very hard to implement. As you know the scenario of poultry industry before NECC and after NECC. We can proudly divide the period as before Era of NECC & after Era of NECC. With the relentless efforts of our beloved leader of Dr B. V. Rao Sab, this great National level common platform was created for the welfare of the poultry industry. All these credit goes to Dr Rao and his team. With a Great Vision of the elders, now the industry is shaped in the corporate level from cottage level. Before establishment of NECC, the Farmers were unable to understand the market scenario and at which rate they have to sell their product. At that time there is no effective communication facility, just on the belief of the middlemen words they used to sell their products. Many times farmers were deceived by the middlemen.

After formation of NECC the farmers were able to know the basic price, so it helps to sell their product as per their



**T. U. Bhaskar, Zonal Chairman,
NECC, Vizag, A.P.**

demand. As you know, our products are Fragile and Perishable, as per the situation and season the farmers will sell their products. But whether it is remunerative or not is not the matter, as per the market demand and situation the Elected Farmers Body is announcing the suggested Egg Rates day to day. As we all are aware, that any agro product will not yield the profits entire year long. Especially for our product there are so many hurdles in the shape of Seasons, Sentiments, and Natural calamities etc. Our poultry farming activity is depending upon so many other sectors like Transport department, Labour, Power, Water, Medicines / Vaccines, pulp trays and especially Feed and its ingredients. If any of those other sectors having any up and down or obstacles, immediately it will reflect on our industry. As per my opinion, NECC is exercising at its best efforts to provide better price as per the market situation and demand. Have you got the benefit from NECC in your layer farming activity in the past 39 years? What are your experiences with it? How far is NECC useful to you and to the Indian poultry industry?

Bhaskar: NECC is always providing

support to the Industry all the time. Not only me, each and every farmer is getting benefits invisibly from the efforts of NECC. With the help of National level platform in the name NECC, we all are representing the Government Organizations / Central / State Governments, addressing our problems on behalf of farmers and getting the solutions. And even Government is also recognizing the NECC as one of the main organization which works for the welfare of poultry farmers and industry.

What do you suggest to be done to further strengthen NECC and for its better and effective functioning in the interests of poultry farmers and poultry industry in India?

Bhaskar: My sincere suggestion is every farmer should feel that he is also an Arm of NECC. When questioning about Who is NECC? NECC is nothing but all of us like Famers, Traders, Hatcheries, Feed Manufacturers, and other related persons all together part and parcel of NECC. To get the better price every farmer also contribute their services to focus on marketing and promotional activities. And finally, all farmers should try to stand unanimously on one word, it will provides so many advantages to farming community and industry.

Because of NECC, farmers are getting a better price for their egg, but for NECCs efforts they would have got much lower realization which would have hindered the growth of poultry industry in India. Before NECC was formed, farmers faced lot of problems and struggled to sell their eggs. After NECCs entry and evolution, farmers are getting a better remunerative price. If we consider egg as one of the agricultural commodities the price spread, i.e. farmers' realization in consumers price, in terms of percentage is around 70 to 75%, which is the highest among all the agricultural commodities. NECC has recognition here in India among farmers and various government institutions and internationally recognized by organization like IEC. All these things happened by the seed sown by late Dr B. V. Rao.

Be United To Stand and Stand behind the Organisation

Below is the response of Dr K. Somi Reddy, Executive Committee Member, NECC.

Poultry Fortune: How is the functioning of NECC since its inception in 1982 till today?

Dr K. Somi Reddy: Since its inception in 1982 under the leadership of Padmasri Late Dr B. V. Rao, the NECC has been mostly accounted for the welfare of poultry farmers and egg traders and functioning successfully under the able leadership of present Chairperson Mrs Anuradha J. Desai.

Has NECC successful in fulfilling its slogan of "My Egg – My Price – My Life"? Are you satisfied with NECC's objective of providing / fixing remunerative and profitable farm gate price for Eggs?

Dr Somi Reddy: The slogan of "My Egg – My Price – My Life" holds good even to-day among the poultry farmers. The objective of NECC from the beginning to promote egg consumption and make poultry farming remunerative by achieving a better possible price to eggs at the farm gate. It was never in the objective to get remunerative price every day and we have to assess the achievement on an yearly basis.

Have you got the benefit from NECC in your layer farming activity in the past 39 years? What are your experiences with it? How far is NECC useful to you and to the Indian poultry industry?

Dr Somi Reddy: Most of the layer poultry farmers have developed confidence in their activity and expanded their strengths in farming during these years in good number. The only reason for this kind of expansion is nothing but due to NECC activities.

What do you suggest to be done to further strengthen NECC and for its



Dr K. Somi Reddy,
Executive Committee Member, NECC

better and effective functioning in the interests of poultry farmers and poultry industry in India?

Dr Somi Reddy: United we stand and divided we fall. This is an Organisation under co-operative sector run by farmers elected democratically. Every poultry farmer in his zone should follow the guidelines of organization and should own it by participating in its activities to survive in this competitive world. Egg is the cheapest protein to the masses in a country like India. Govt. should also think, helping poultry is helping Indian agriculture, promote egg consumption which helps food security. People who think it is somebody's NECC will fail to achieve anything for the betterment of their society.

Once again I say **BE UNITED TO STAND AND STAND BEHIND THE ORGANISATION** by participating regularly in its activities for betterment of our lives.

National Egg Co-ordination Committee which was formed in May 1982 with the slogan "My Egg - My Price - My Life" by late Padmasri Dr B. V. Rao has completed 39 years of its formation and we congratulate all those worked and contributed for its position today. Venkateshwara Hatcheries and its Chairperson did good job in keeping NECC an active national body after her beloved father Dr B. V. Rao's demise in 1996. NECC was formed with great pains and difficulties which myself witnessed in 1981-82.

There is a need of analyzing the performance and achievements of NECC in the past 39 years in fulfilling its objective of providing remunerative farm gate price to eggs of farmers and focus on future plans to make it a true national body helping the farmers and the industry to prosper.

If NECC was not there, farmers would not have got better egg price. The exploitation of middlemen would have continued now also. Sometimes farmers criticize heavily against NECC and make noise at its offices across the zones. Egg price fixing committee and the farmers should sit together and resolve such issues amicably.

NECC Committee members at EC - Central, Zonal and Local level should be able to speak frankly and discuss with the Chairperson the facts of the market conditions and what is needed to be done to provide better and profitable price to farmers produce - the Egg. And the farmers while demanding good farm gate price should also work to protect and strengthen the unique national body - NECC. This industry needs NECC and it must perform well and make the slogan "My Egg - My Price - My Life" comes true all the time. Farmers, Traders and NECC have to work conjointly and bring prosperity.

– Editor, Poultry Fortune

Visitors served boiled egg at NECC HQ; Make over its office

Since February 2021, the HQ of NECC at Hyderabad is providing boiled egg / scrambled egg / omelet as a snack along with Tea to its visiting guests.

Although NECC is 39 years old and grown up in many folds, there is no development change in the office premises of its HQ premises, giving shabby look to the visitors. The chairperson may kindly look into it and tell the concerned to bring corporate office look with facilities at its Hyderabad Head Quarter Office.



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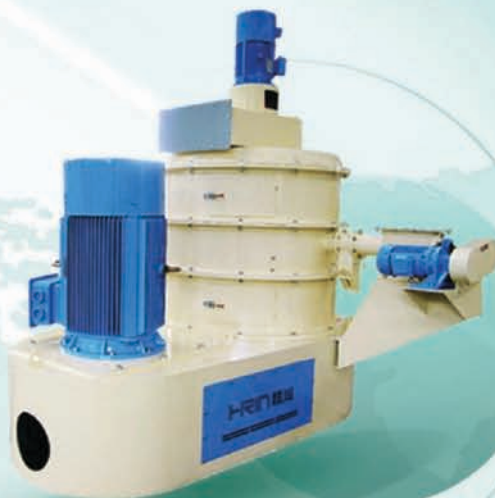
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Hy-Line W-80 Young Flock Performance Particulars

Farm Name		Geetha Poultry Farms Jogi Peta - Telangana	Uddanam Agro Farms & Feeds, Srikakulam Dist - Andhra Pradesh	Maduri Poultry Farm, Kommara, West Godavari Dist - Andhra Pradesh	Sree Poultries Krishna Dist - Andhra Pradesh
Batch Size		20032	10431	48625	57950
Hatch Date		12-06-2020	10-05-2020	16-05-2020	23-05-2020
Age in Weeks	STD WEEKLY AVG H.D PRODUCTION%	Actual Performance			
		12-06-2020	10-05-2020	16-05-2020	23-05-2020
19	10.00	0.00	6.07	2.35	1.69
20	35.00	0.65	26.41	17.35	12.32
21	56.00	12.00	54.78	45.17	39.37
22	80.00	50.08	78.92	66.08	67.02
23	88.00	79.92	89.93	84.06	82.10
24	91.00	90.78	91.55	87.22	88.30
25	93.00	94.49	96.19	91.27	90.39
26	94.00	95.21	96.91	91.16	91.77
27	94.30	96.64	97.06	91.19	90.98
28	95.00	97.33	95.09	91.33	91.23
29	95.30	96.10	95.49	90.87	89.20
30	95.60	96.33	95.75	91.12	92.07
31	95.60	96.13	96.02	90.98	94.38
32	96.00	96.07	96.76	90.92	93.83
33	96.00	96.27	97.38	91.29	91.18
34	96.00	95.95	97.64	91.22	90.03
35	96.00	95.67	98.10	91.37	90.27
36	96.00	95.07	98.27	90.44	89.2
37	95.00	95.15	98.51	90.07	91.65
38	95.00	95.22	95.06	90.68	91.74
39	95.00	93.32	95.28	91.36	91.15
40	95.00		94.86	91.34	90.55
No of weeks above 90% production		16	17	16	14
Cum. H.H Eggs		114.65 / 124.1 STD (-9.45)	130.77 / 129.20 STD (+1.5)	120.7 / 129.20 STD (-8.5)	121.0 / 129.20 STD (-8.2)
CUM. FEED PER EGG in gms		128.3	125.84	125.22	125.68

* Note : Figures highlighted in yellow have achieved more production than the standards.

* Note : Numbers highlighted in green colour exceeded 90% egg production.

Hy-Line W-80 a Robust, Strong and Consistent Performer!

Hy-Line genetically selected special version of the Hy-Line W-80 is continuing to excel under India's unique conditions. The elite birds in the India genetics program are evaluated on their ability to achieve the preferred local egg size, ever-increasing egg numbers, long persistency of lay and ideal onset of lay, with a continued commitment to superior shell quality late into lay.

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Hyline W80 commercial layers are more efficient compared to their competitors, as they produce more eggs with less feed. The Impeccable record of consistency, week on week with high performance across the regions bears the testimony. Hyline W80 delivers high value and profits to the egg producers. The layer commercial farmers are reporting the best performances resulting in more profits with no pullet eggs adding to more saleable eggs with good strong shell quality.

Hy-Line W-80 Young Flock Performance Particulars

Srinivasa



Farm Name	Madhuri Poultry Farm. West Godavari Dist - Andhra Pradesh	Sree Lakshmi Poultry Farm. Vizag - Andhra Pradesh	Pillaipalli Farm. (Shed -6) Hyderabad-Telangana.	Srinivasa Poultry Farm. Krishna Dist - Andhra Pradesh	Pillaipalli Farm. (Shed -5) Hyderabad-Telangana
Batch Size	25483	10998	34823	7905	35784
Hatch Date	06-08-2020	11-08-2020	24-07-2020	14-07-2020	25-06-2020
Age in Weeks	STD	WEEKLY	H.D	PRODUCTION%	
19	10.00	17.63	0.04	13.48	3.32
20	35.00	42.73	0.74	42.64	21.56
21	56.00	69.32	6.60	69.22	55.14
22	80.00	83.60	34.26	83.66	78.60
23	88.00	89.34	69.52	88.69	89.32
24	91.00	91.53	84.65	90.67	92.72
25	93.00	92.25	89.84	91.46	94.24
26	94.00	92.65	91.94	91.44	94.98
27	94.30	92.80	94.34	91.43	94.45
28	95.00	92.08	95.11	92.32	94.58
29	95.30		95.09	92.50	94.35
30	95.60			91.77	94.34
31	95.60				94.33
32	96.00				94.29
33	96.00				94.43
34	96.00				95.34
35	96.00				95.63
36	96.00				95.00
37	95.00				94.13
38	95.00				
39	95.00				
40	95.00				
No of weeks above 90% production	5	4	7	10	13
Cum. H. H. Eggs	53.05 / 50.95	46.15 / 57.45	64.67 / 64.50	82.28 / 83.70	103.1 / 104.95
CUM. FEED PER EGG in gms	122.24	121.4	121.15	114.2	

* Note : Figures highlighted in yellow have achieved more production than the standards.

* Note : Numbers highlighted in green colour exceeded 90% egg production.



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W-80

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Egg Numbers
- 2 PERSISTENCY**
For Long Single-Cycle Production
- 3 EXCELLENT**
Egg Shell Strength
- 4 EFFICIENCY**
Great feed savings resulting in profitability, More Eggs on Less Feed

Nutritional Strategies for Poultry Gut health in Antibiotic-free Production

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Dr Anjan Mondal
Senior Technical Manager,
Novus International.



A healthy chicken gut is essential for optimum digestibility, maximum nutrient absorption, immunity development and disease resistance. Disruption of gut integrity and imbalance of gut microbiota may have negative effects on feed conversion, productivity, and health of chicken.

For the last few decades in poultry production, antibiotic growth promoters (AGPs) have been widely used in poultry diets to promote growth, improve feed efficiency and control dysbacteriosis and enteric diseases. Unfortunately, the extensive use of antibiotic growth promoters at subtherapeutic doses in poultry diets has the possibility to generate antibiotic resistant pathogens in animal products. Antibiotic-free poultry production is a common trend worldwide because the use of antibiotics has been banned by governments in many countries and due to increasing concerns about antibiotic resistance. These circumstances have ensured a search for alternative strategies to modulate gut development and health in poultry.

Strategies to modulate gut health in antibiotic-free poultry production

Feed quality

- Optimum nutrient digestion and absorption depends on high quality feed ingredients.
- Feed particle size is very important for gizzard development. A well-developed gizzard is essential to enhance grinding activity, leading to not only increased gut motility and greater digestion of nutrients, but also to greater reduction in particle size entering the small intestine, ultimately increasing the accessibility of the feed to digestive enzymes. Poor pellet quality and excess fine particles can reduce gizzard function which can increase the incidence of feed passage (undigested feed in the animal's waste) and dysbacteriosis or microbial imbalance.
- High levels of antinutritional factors in the feed could

Highlight Points

Maintaining the healthy poultry gut is key aspect for antibiotic free poultry production. Feed and water hygiene and formulation of balance diet with combinations of different antibiotic alternatives play important roles to maintain proper gut health. Poultry producers need to focus on whole poultry production management system to make successful antibiotic free (ABF) production.

lead to poor digestibility, resulting in more undigested protein in the intestinal lumen. The presence of undigested protein in the lumen favors the proliferation of pathogenic bacteria, such as *Clostridium perfringens*. Supplementing the diet with good quality exogenous protease enzyme has been shown to considerably improve protein digestibility.

- High concentrations of trypsin inhibitors in diets have a negative effect on nutrient digestibility and gut health. Trypsin inhibitors are directly correlated with rapid feed passage and dysbacteriosis. Thermal processing of soybean meal is critical because negative effects from undercooked and overcooked soybean meal on digestion have been cited. Undercooked soybean meal has higher concentrations of trypsin inhibitors whereas overcooking decreases digestibility of the proteins. Inclusion of a good quality protease in the diet can reduce the impact of trypsin inhibitors on digestion.
- Coarser particle size of soybean meal, close to 700-900 µm, favors higher digestion of soybean protein and minimizes the negative effects of antitrypsin factors.
- A high content of soluble non-starch polysaccharides (NSPs) in the feed can increase viscosity in the gut, decreasing the passage rate of feed in the stomach (digesta). This leads to decreased absorption of digesta and increased incidence of wet droppings. The addition of an exogenous NSP enzyme in feed can considerably decrease NSP levels and reduce the risk of bacterial enteritis.
- Mycotoxins can alter the normal gut functions, such as barrier function and nutrient absorption. Where feed storage is concerned, control measures need to be implemented to minimize grain damage and conditions

that could increase mold and insect spoilage. Adding a broad-spectrum mycotoxin binder to the diet can reduce the adverse effect of mycotoxins on poultry health.

- Rancid oils and fats should be rejected since they have been shown as a path to enteric diseases. Proper storage conditions in tanks and transportation lines should be evaluated frequently to control rancidity development within the feed mill. Additionally, the use of antioxidants in feed can reduce oxidation and thereby reduce rancidity.
- Certain feed ingredients and additives have been shown to modulate gut microbiota and the immune system in poultry. Those dietary factors should be considered when formulating broiler diets (Figs 1 & 2). Several classes of feed additives have been proposed and evaluated in poultry preproduction, including organic acids, essential oils, probiotics, prebiotics, enzymes, and trace minerals. These feed supplements are used as an alternative to antibiotic growth promoters to modulate gut microbiota and enhance gut integrity for better growth, feed efficiency and improved bird health (Fig 2).

Water quality

Water is the most important nutrient for poultry and is involved in every physiological process of a bird. Water is also a medium that can transport bacterial, viral and protozoan infections in poultry houses. Unfortunately, the importance of water quality is usually overlooked. Water quality is essential for proper digestion, so its physicochemical characteristics should be measured, controlled and improved on the farm.

The water's pH is an important factor that can influence microbial populations in water and in the animal's gut, thus maintaining microbiota balance in the lumen environment. The ideal water pH for poultry should be between 5 and 7, because alkaline pH (that above 7) is shown to reduce the activity of digestive enzymes. Studies show that birds can tolerate a low pH of 3.5. Drinking water with carbonates and other salts that increase the alkalinity and hardness can cause problems. Hardness and alkaline pH of water create an environment for biofilm and endotoxins to thrive in the

water tank, pipeline, and drinker due to the proliferation of algae and microbes.

Conclusion

To better optimize poultry digestibility and performance in antibiotic-free production, there is a need to develop cost effective alternative strategies that manipulate gut microbiota. Several feed additives including organic acids, essential oils, probiotics, prebiotics, exogenous enzymes, and trace minerals have been successfully used for better gut health and efficient production performance in poultry. Combinations of these various alternatives with proper farm management and biosecurity measures are the key to maximizing poultry performance in this antibiotic free era.

Fig.1 The vicious cycle of poor gut health

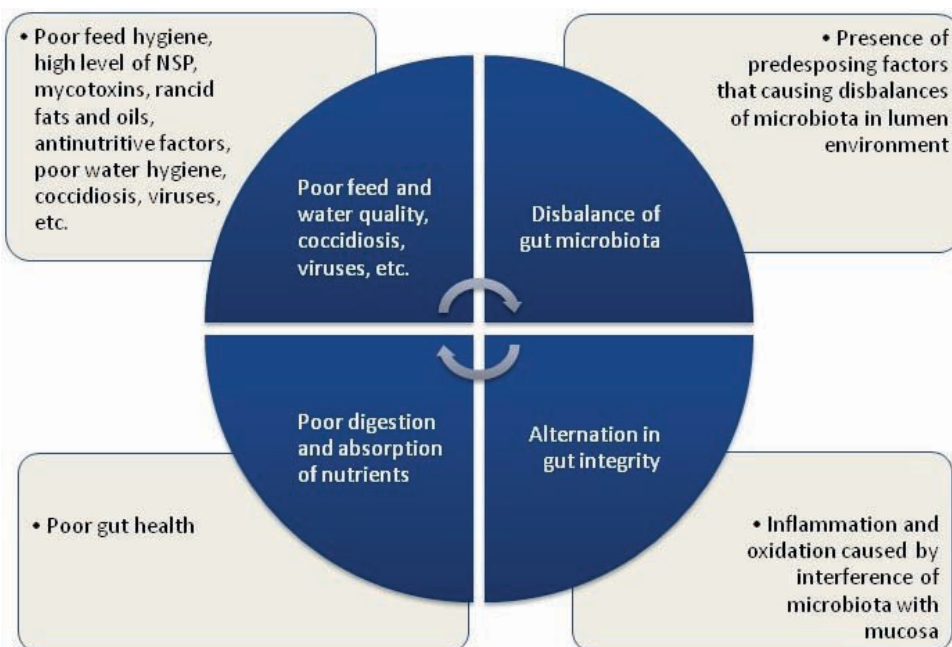
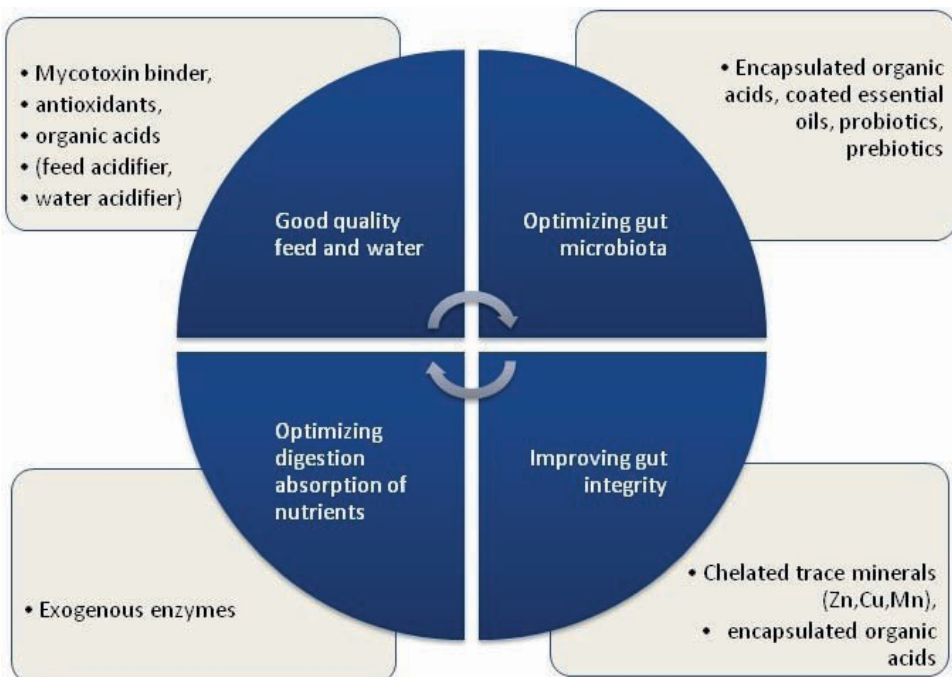


Fig.2 Nutritional strategies to improve gut health in antibiotic free production



IMPACT OF HEAT STRESS ON POULTRY

amit.patra@nutrex.eu

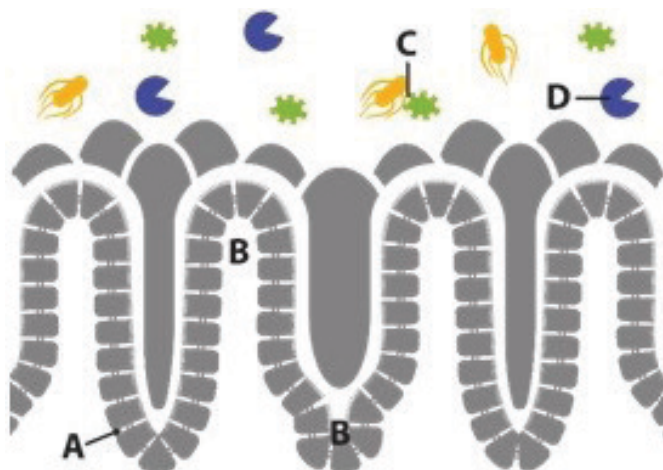
Damien Blondeau, Kurt Van de Mierop

Nutrex NV, Belgium

Stress is a method adopted by the body to cope with any challenge. Birds in particular are very sensitive to environmental challenges such as high ambient temperatures which cause heat stress. In poultry, heat stress has undesirable effects on gut health, nutrient digestion and absorption, the immune system and increases the oxidative stress levels, leading to a decrease in productivity and increase in economic losses for producers.

Gut health

The gastrointestinal tract is particularly responsive to stressors. Under heat stress conditions, morphological and physiological changes are observed which negatively affect the functionality and integrity of the intestinal epithelium and increase the susceptibility to diseases such as *Salmonella* spp. infections. Heat stress affects the gut permeability due to the disruption and alteration of the tight junction proteins. Also, through vasodilation, heat stress reduces the blood flow to the epithelial cells, resulting in a lower supply of oxygen and nutrients to the enterocytes. Next to the increase of gut permeability, heat stress also affects the intestinal microbial populations. Heat stress increases the abundance of harmful bacteria while decreasing the abundance of beneficial bacteria. This profoundly changed microbiota population also contributes to an increased gut permeability and immune and metabolic dysfunction.



The gastrointestinal tract is particularly responsive to stressors whereby the tight junctions (A), villi height and crypt depth (B), the microbiota composition (C) and the digestive enzymes (D) are affected.

Highlight Points

Stress is a method adopted by the body to cope with any challenge. Birds in particular are very sensitive to environmental challenges such as high ambient temperatures which cause heat stress. In poultry, heat stress has undesirable effects on gut health, nutrient digestion and absorption, the immune system and increases the oxidative stress levels, leading to a decrease in productivity and increase in economic losses for producers. For birds to maintain their normal body temperature and metabolic activities when they are outside of their thermo neutral zone, they have to consume energy that would preferably be used for growth and meat / egg production.

Nutrient absorption and digestion

The gut plays a vital role in nutrient absorption and digestion. Morphological alterations of the gut epithelium are observed in heat-stressed poultry. Villus height, crypt depth, villus width, and/or the ratio of villus height to crypt depth are all affected by heat stress, resulting in a reduced villus absorptive surface area and a negative impact on nutrient absorption. In addition, nutrient absorption is reduced due to changes in the expression of intestinal nutrient transporters. Besides the fact that heat stressed birds reduce their feed consumption, heat stress also leads to a reduced dietary digestibility. The digestibility of carbohydrates, proteins and lipids is reduced by alterations in the activities of digestive enzymes such as amylase, maltase, lipase, trypsin and chymotrypsin. Ultimately, certain essential nutrients such as proteins, amino acids, minerals and vitamins become deficient.

Immune system

Heat stress increases susceptibility to diseases in poultry as it has an immune suppressing effect. The function of the lymphoid tissues such as the thymus, spleen and bursa, is decreased during heat stress. Lower levels of total circulating antibodies are observed resulting in a reduced vaccination efficiency. The function of macrophages is also negatively affected by heat stress. Their number performing phagocytosis as well as their phagocytic ability and their participation in oxidative burst is reduced, resulting in a less effective immune response.

Contd on Page 60

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Trouw Nutrition's 2020 Mycotoxin Analysis and Risk Assessment

Avinash Bhat, Laboratory Manager

Swamy Haladi, Global Programme Manager - Mycotoxin Risk Management

Sabiha Kadari, Technical Manager

– **Trouw Nutrition**

Email: chandani.parihar@nutreco.com

Highlight Points

Mycotoxins are the natural products produced by filamentous fungi or moulds that induce toxic response in animals when consumed even at low concentrations. Mycotoxins have no characteristic odor and generally do not alter the organoleptic character of feed materials and food. There are two main groups of fungi which produce mycotoxins – the field fungi that infect crops and produce mycotoxins before harvest and the storage fungi that occur mainly after harvest and produce mycotoxins under storage conditions. Mycotoxins are produced in almost all of feed raw materials, feed crops and finished feeds both in the field, transportation, storage and during production process. Improper practices such as poor farming and harvesting methods, inadequate drying, handling, packaging, storage, pest management and transport conditions along with favorable conditions for fungal growth accentuates the risk of producing mycotoxins. Most of the mycotoxins are highly heat and chemical resistant, means that common heat treatment or cooking, baking, pasteurization etc., cannot destroy the mycotoxins.

The control of mycotoxin contamination should be based on two strategies:

1. Prevention of the production of mycotoxins.
2. Detoxification of mycotoxin contaminated material.

Mycotoxins are the natural products produced by filamentous fungi or moulds that induce toxic response in animals when consumed even at low concentrations. A variety of fungal species, predominantly belonging to *Aspergillus*, *Penicillium*, *Fusarium*, *Alternaria* and *Claviceps*, colonize their host and produce mycotoxins. More than 600 mycotoxins are being reported and 30 of them receiving great attention belongs to group of Aflatoxins, Ochratoxins, Fumonisin, Trichothecenes, Zearalenone, Ergot alkaloids, *Alternaria* toxins, Patulin and Emerging mycotoxins (fusaproliferin, moniliformin, beauvericin, NX2 toxin and enniatins). Out of these 30 mycotoxins, the big six mycotoxins that include the Aflatoxins, Fumonisin B₁, Deoxynivalenol, T-2 toxin, Zearalenone and Ochratoxin A are routinely analyzed at various laboratories and feed mills.

Mycotoxins have no characteristic odor and generally do not alter the organoleptic character of feed materials and food. Many of the mycotoxins are produced by more than

one fungal species, while some moulds are capable of producing more than one mycotoxin. There are two main groups of fungi which produce mycotoxins – the field fungi that infect crops and produce mycotoxins before harvest and the storage fungi that occur mainly after harvest and produce mycotoxins under storage conditions.

Various environmental factors and physicochemical properties of the host and organism affect both the growth and production of mycotoxins in many types of fungi. These factors are temperature, humidity, pH, water activity (a_w), nutrients, level of inoculation, nature of substrate, physiological status, other microbial interactions. It is very difficult to describe the set of optimal conditions required for production of mycotoxins. Temperature ranging from 10–40°C, physiological pH of 8.4 and Water activity (a_w) of more than 0.6 are some of the favorable conditions for mould growth. Field fungi typically need 70-90% relative humidity, a temperature of 20-25°C, a_w>0.85 and 0.99 for active and optimal growth respectively. On the other

hand, storage fungi require relatively low humidity and high temperature for thriving.

Mycotoxins are produced in almost all of feed raw materials, feed crops and finished feeds both in the field, transportation, storage and during production process. Improper practices such as poor farming and harvesting methods, inadequate drying, handling, packaging, storage, pest management and transport conditions along with favorable conditions for fungal growth accentuates the risk of producing mycotoxins. Most of the mycotoxins are highly heat and chemical resistant, means that common heat treatment or cooking, baking, pasteurization etc., cannot destroy the mycotoxins. The control of mycotoxin contamination should be based on two strategies:

1. Prevention of the production of mycotoxins.
2. Detoxification of mycotoxin contaminated material.

In Europe, Rapid Alert system for Food and Feed (RASFF) monitors the contamination of food and feed by mycotoxins on weekly basis. Trouw Nutrition has setup mycotoxin monitoring and risk assessment programs across the globe, through NutriOpt Mycotoxin Risk Management Program. The system pools and utilizes the data collection by the network of Rapid assay technologies such as Mycomaster, ELISA and other connected devices to the NutriOpt network.

Data Collection

Mycomaster is a rapid, on-field mycotoxin analysis kit developed by Trouw Nutrition and it works on the principle of quantitative lateral flow immune assay. It has calibrations for more than 40 different commodities including finished feed, milk and raw materials. The ability to analyze complete feed and milk is a unique feature of the Mycomaster.

The data indicated below are from the various analysis that were carried out at Trouw Nutrition Laboratory.

Mycotoxin Data Analysis:

Aflatoxins, Ochratoxins and Fumonisin were the major mycotoxins analyzed. A total of 810 sample analysis were carried out. A summary of mycotoxin contamination in the complete data set is summarized in Table 1 and Figure 1.

The samples were further analyzed based on the major commodity types and summarized in Table 2 to 4 and Figure 2. Table 2 summarizes commodity contamination by aflatoxins; Table 3 summarizes the commodity contamination by fumonisins and Table 4 summarizes the commodity contamination by ochratoxins.

The dataset indicated poultry feed as major commodity analyzed for mycotoxin contamination. A total of 76 broiler feed samples and 133 layer feed samples were analyzed. Both the feeds were 100 percent contaminated with aflatoxins; further 100 percent of layer feed was contaminated with ochratoxins, whereas it was 98 percent with broiler feed. Fumonisin contamination level was 97 and 95 percent for broiler and layer feed, respectively. The distribution range of mycotoxin contamination in poultry feed is further summarized in the Figure 3. Broiler feed had higher level of contamination by ochratoxins and fumonisins, whereas

layer feed has slightly higher contamination level for aflatoxins.

Based on Trouw Nutrition's Practical Mycotoxin Guidance Values, mycotoxin risk analysis for various species was performed (Table 5). There was high risk for aflatoxins in broiler, layer and ruminant feeds while the risk was medium for aqua species. Medium and low risk was observed for ochratoxins in broiler chickens and layers, respectively, while ruminant feeds were quite safe. Only broiler feed showed low risk for fumonisins. Data was not enough to evaluate risk for ochratoxins and fumonisins in aqua species.

Interpretation:

- The mycotoxin data, although limited, clearly confirmed multiple mycotoxin occurrence in Indian raw materials and finished feeds.
- Given the tropical crop growing conditions and storage facilities in India, it is not surprising to see the major occurrence of aflatoxins, ochratoxins and fumonisins. As expected, DON was not a major issue for India-grown raw materials. T-2 results are further indicative of changing climatic conditions leading to poor survival of T-2 producing fungus in India.
- Mycotoxin concentrations in various feed types indicated a high risk from aflatoxins while the risk was moderate and low for ochratoxins and fumonisins. Overall broiler feed showed greatest risk followed by layer, ruminant and aqua feed.

Mycotoxin	Total Tests	Total Contaminated	Average Contamination Level in ppb	Median Contamination Level in ppb	Minimum Contamination Level in ppb	Maximum Contamination Level in ppb
AFLA	424	389	31	18	3	150
DON	10	0	0	0	0	0
FUM	153	121	1579	1100	250	6000
OCHRA	190	174	16	12	2	150
TZHT2	26	0	0	0	0	0
ZEA	7	4	48	52	26	64

Table 1. Summary of mycotoxin concentrations in total dataset of feeds and raw materials

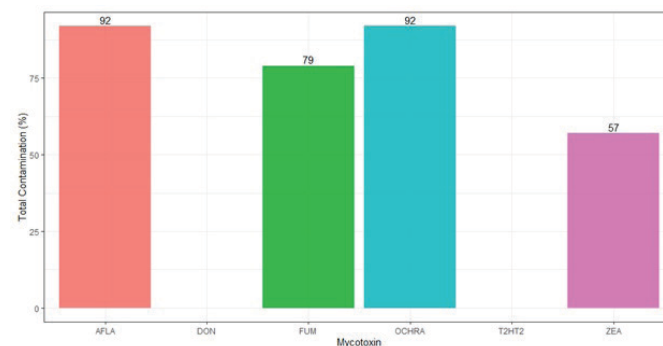


Figure 1. % mycotoxin contamination of total dataset of feeds and raw materials

Table 2. Summary of aflatoxin contamination in various commodities

Commodity	Total Tests	Total Contaminated	Contamination (%)	Average Concentration ppb	Median Concentration ppb	Minimum Concentration ppb	Maximum Concentration ppb
Maize	63	47	75	50	31	3	150
Protein source*	42	39	93	29	14	3	111
Rice product	47	36	77	24	17	3	67
Broiler feed	76	76	100	25	17	3	150
Layer feed	133	133	100	29	19	4	150
Ruminant feed	43	43	100	28	13	4	121
Aqua feed	10	8	80	11	9	5	19
Other	10	7	70	65	62	26	134

* Protein Source includes soya bean meal, groundnut cake, sunflower meal, rapeseed meal and cotton seed meal

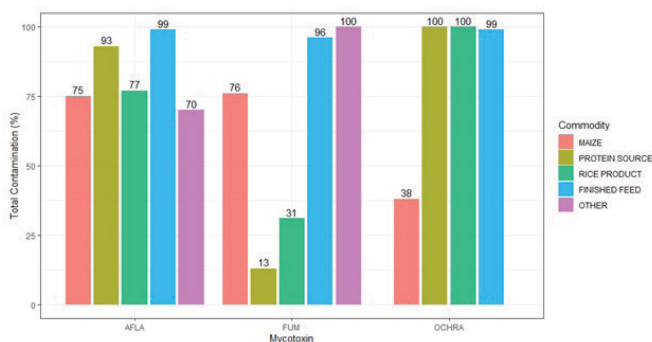
Table 3. Summary of fumonisin contamination in various commodities

Commodity	Total Tests	Total Contaminated	Contamination (%)	Average Concentration ppb	Median Concentration ppb	Minimum Concentration ppb	Maximum Concentration ppb
Maize	25	19	76	1079	900	250	2900
Protein source*	15	2	13	1100	1100	600	1600
Rice product	13	4	31	1088	600	350	2800
Broiler feed	37	36	97	1829	1500	400	6000
Layer feed	58	55	95	1551	900	250	6000
Ruminant feed	1	1	100	1000	1000	1000	1000
Other	4	4	100	2963	3200	450	5000

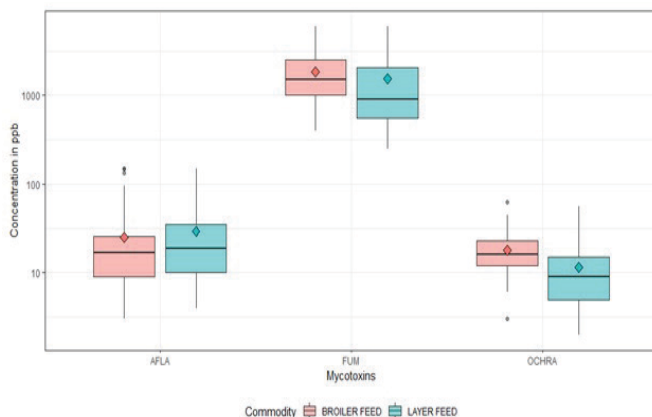
* Protein Source includes soya bean meal, groundnut cake, sunflower meal, rapeseed meal and cotton seed meal

Table 4. Summary of ochratoxin contamination in various commodities

Commodity	Total Tests	Total Contaminated	Contamination (%)	Average Concentration ppb	Median Concentration ppb	Minimum Concentration ppb	Maximum Concentration ppb
Maize	24	9	38	4	2	2	19
Protein source*	17	17	100	44	23	5	150
Rice product	15	15	100	8	5	2	19
Broiler feed	50	49	98	18	16	3	62
Layer feed	83	83	100	11	9	2	56
Ruminant feed	1	1	100	4	4	4	4

**Figure 2. Summary chart of Mycotoxin contamination in different commodities**

- a) Protein source includes soya bean meal, groundnut cake, sunflower meal, rapeseed meal and cotton seed meal.
- b) Finished Feed includes broiler feed, layer feed, ruminant feed and aqua feed.

**Figure 3. Box plot depicting mycotoxin distribution range in Broiler Feed and Layer Feed.**

Symbol \diamond represents average mycotoxin concentration in ppb. The line inside the box represents median value. The lower and upper horizontal lines of the box represent 25th and 75th percentile levels of mycotoxin. The vertical line (whisker) represent the maximum and minimum distribution range level. The small dots above and below the whisker represent outlier values. The box usually represents maximum sample value distribution.

Table 5. "Color Code" for mycotoxins in various feed types

Feed type	Aflatoxins	Ochratoxins	Fumonisin
Broiler feed	26	18	1829
Layer feed	29	11	1551
Ruminant feed	28	4	1000
Aqua feed	11	NA**	NA**

*Color code: Red – High risk; Orange: Medium risk; Yellow: Low Risk; Green: Safe zone
**Not analyzed (NA)

Abbreviations used in the analysis

AFLA: Aflatoxin; DON: Deoxynivalanol; FUM: Fumonisin; OCHRA: Ochratoxins; T2HT2: T2 and HT2 Toxin; ZEA: Zearalenone

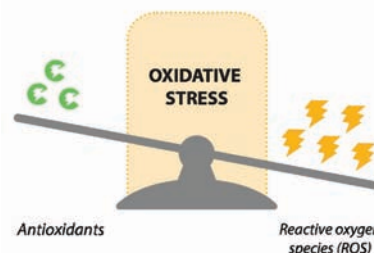
Conclusion:

Mycotoxins are inevitable threat to livestock industry. A holistic approach needs to be planned and executed for optimal control of ill-effects of mycotoxins on animal performance. The key lies in proper analysis of mycotoxins in various feed and feed materials. One should not limit just with the analysis of mycotoxin contamination levels, and should go a step ahead with compilation, analysis and interpretation of the data. This practice will give an idea of the mycotoxin trends over a period of time and will aid in taking necessary steps with respect to the optimal management of possible mycotoxin risks.

(Contn. from page 56) **Impact of Heat Stress on Poultry**

Oxidative stress

Under environmental stress conditions, like heat stress, cells have a higher energy need and consume double the amount of energy as usual. To fulfill this need, the energy metabolism increases leading to a higher electron leakage out of the electron transport chain in the mitochondria and an increased production of reactive oxygen species. In addition, the increasing concentration of ROS during oxidative stress contributes to an increased intestinal permeability, which facilitates the translocation of bacteria. Furthermore, animals experiencing heat stress have a reduced antioxidant capacity. Consequently, the bird's body will enter a stage of oxidative stress that will damage cells and tissues and causes a further decrease in the bird's performance.



Growth and production

For birds to maintain their normal body temperature and metabolic activities when they are outside of their thermo neutral zone, they have to consume energy that would preferably be used for growth and meat / egg production. When birds are panting to lose heat, they lose 540 kcal of energy for every 1 ml of water evaporation. Additionally, during heat stress, feed consumption decreases while water intake increases resulting in a higher feed conversion rate and a lower weight gain and dressing percentage in broilers. Layer and breeder flocks exhibit a decrease in egg production, size and shell quality, hatchability and fertility due to heat stress.

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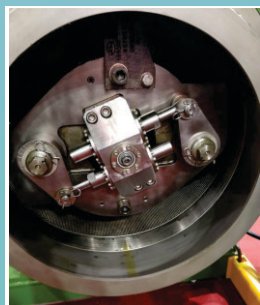


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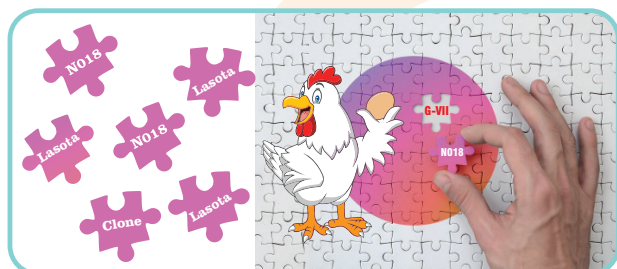
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