

# Poultry Fortune

Estd. 1991

• Production • Nutrition • Management • Marketing

September 2023

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Booth Y1-Y8, hall 5  
22nd November - 24th November 2023  
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- Editor



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### Editorial

- Poultry feed production and cost are major issues faced by poultry industry in India.

### News



- Cargill Mycotoxin Survey (India).
- 57th Random sample Broiler Test to commence on 1st September 2023 at Central Poultry Performance Testing Centre, Gurgaon.
- O. P. Singh bereaved.
- By March 2024, West Bengal to be self-sufficient in production of eggs for its consumption.
- T. S. Govt allots land for Godrej Agrovet oil palm cultivation in Sangareddy near Hyderabad.

- Pleaded recommendations from 'Vets In Poultry' association for the prevention, control and containment of 'Bird Flu'.
- Venky's India profit tumbles over 60% on lower sales realizations.
- Most Poultry Consumers buy for Price, not Sustainability.
- CLFMA organises its 64th National Symposium with the theme 'Livestock Sector: Looking Beyond the Present'.

### Articles

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- Technology 4.0 Transforms Poultry Processing.



- Alleviating Measures to Face Monsoon Menace in Poultry.

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# Poultry feed production and cost are major issues faced by poultry industry in India

*Coccidiosis is undeniably a devastating disease for poultry industry, impacting not only economically, but also posing a significant public health concern. Natural solutions unlike synthetic drugs not just kills or stops the growth of Coccidia, but also ensure gut integrity, immunity, metabolism, antioxidant capacity and overall performance of the bird with zero residual effect ensuring public safety.*



Dear Readers,

The September 2023 issue of Poultry Fortune is in your hands.

**Poultry feed production** and cost are major issues faced by poultry industry in India. Raw ingredients, such as corn, soyabean,

rice and their by-products: peanut meal, DDGS, corn gluten meal are being used for the production of poultry feed. Due to the competitive pricing of raw material and their non availability in the market, sometimes lower quality feed is made available. These materials may be stored for longer period and due to poor storage conditions, they may get contaminated with fungi due to favourable conditions prevalent in India. Some fungi may produce mycotoxins as secondary metabolites that further contaminate these raw ingredients used for feed production with varying degrees of pathogenicity. They can have additive effect with other mycotoxins, infectious agents or nutritional deficiencies. The Cargill Mycotoxin Survey presents overview of Mycotoxin prevalence in India for the last seven months (January – July 2023).

**In a significant stride towards becoming self-sufficient in egg production**, the West Bengal state Animal Resources Development Department is coming up with five state-of-the-art, environmentally controlled mega commercial layer farms. Poultry eggs are the cheapest source of animal protein. The annual budgetary allocation for the backyard poultry sector, comprising individual beneficiaries and women's Self-Help Groups, has been tripled from Rs 33 crore in 2018-19 to Rs 111 crore in 2023-24. Direct employment

has been provided to more than 14 lakh persons in the last two years alone, a Nabanna official said. Bengal today ranks as the country's fourth largest producer of poultry eggs.

**Food and agri-business company Godrej Agrovet** has been allotted potential area of 47,000 acres in Sangareddy district for oil palm cultivation by the Telangana Department of Agriculture and Cooperation. The area will be utilised to expand cultivation of oil palm and set up oil palm processing units. Potential area is basically the area within which it can expand cultivation of oil palm and set up oil palm processing units. Farmers own the land and will continue to be the owners, the company said to queries.

**57th Random sample Broiler Test** is going to be commenced on 1 September 2023 at Central Poultry Performance Testing Centre, Gurgaon. In this regard applicants' attention is drawn to the importance of the test as well as to the breeders, farmers. Being one of the pioneers in Broiler breeding / Industry, concerned breeders participation will be of immense significance and useful to the poultry industry.

**Veterinarians are contributing** in all the departments of poultry farming and poultry farming employs more than 5000 veterinarians in the country including pharmaceuticals related to poultry. Apart from veterinarians, many skilled and unskilled labourers are direct dependents of poultry sector. The maize, soyabean, rice, wheat and mustard growing farmers' economy depends on the poultry sector too as 70% of the maize and soyabean, de-oiled cake produced is being consumed by the poultry sector. Poultry farming is an agro-allied activity and is an important element of the livelihoods of poor farming communities.

*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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**Venky's India** reported a more than 60 % plunge in its first-quarter profit recently, hurt by lower sales realisations at its oilseed and poultry and poultry products businesses in a seasonally lean period, according to a report. Profit margins of poultry and poultry products segment have been affected due to lower realisations from sale of day-old chicks and grown-up birds, the company said in a statement. High production of eggs is a challenge for the sector, analysts said, adding that a fall in output will improve realisations and profitability.

**The CLFMA of India's 64th National Symposium** concluded on a high note on 19 August 2023 in New Delhi, witnessed the participation of minister and bureaucrats from union government, and industry leaders, who shared insights on the future of the poultry, animal husbandry, dairying and fisheries sectors in the country. The session began with the address by Parshottam Rupala, Minister of Fisheries, Animal Husbandry & Dairying, Government of India. Mr Nadir B. Godrej, Past Chairman, CLFMA of India and Chairman & MD of Godrej Industries Ltd and Mr Tarun Shridhar, IAS (Retd.), Former Secretary, Department of Animal Husbandry and Dairying, Ministry of Fisheries, Animal Husbandry & Dairying, GoI were honoured with Life Time Achievement Award. CLFMA Awards were also given to two scientists Dr Anand Kumar Pathak and Dr Pankaj Kumar Singh.

**In the Articles Section – Coccidiosis?? DON'T SHUTTLE, DO SETTLE...** - authored by **Dr Sathya Sooryan**, said that its 10.4E billion (£7.7-£13.0 billion), global poultry industry pays to coccidiosis every year, equivalent to £0.16/chicken (17.21P/bird) produced (Blake et.al 2020). Coccidiosis is undeniably a devastating disease for the poultry industry, impacting not only economically but also posing a significant public health concern. Natural solutions unlike synthetic drugs not just kills or stops the growth of coccidia, but also ensure gut integrity, immunity, metabolism, antioxidant capacity and overall performance of the bird with zero residual effect ensuring public safety.

Another article titled – **Technology 4.0 Transforms Poultry Processing** - authored by **Samaneh Azarpajouh**, discussed that the growing world population has increased the demand for meat production and has led to rapid growth in the scale of poultry enterprises globally. The poultry industry needs to implement several changes in its production and processing systems to meet the growing demand for poultry products, while taking into account farming sustainability and ensuring high standards in poultry processing plants. Technology 4.0 is reshaping the contours of poultry industry, therefore, it is facing several new challenges. Increasingly competitive dynamics and facilitated market entrance of new competitors are among the most critical challenges in the technology 4.0 era.

Article titled – **Alleviating measures to face monsoon menace in poultry** - authored by **G. Vignesh**, described that wet condition is one of the favourable for more disease to spore out and it will adversely affect the birds health, ultimately loss of birds occur. To overcome, some fine changes in management are made during rearing to keep flock normal in abnormal condition. In a nutshell, poultry production in rainy season is very lucrative and dynamic; according to that we must know

to manage the dynamics of poultry farming in any season (not only in monsoon) to maintain our venture in a profitable manner.

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Readers are invited to send their views and comments on the news, special feature and articles published in the magazine which would be published under "Readers Column". 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  
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# Cargill Mycotoxin Survey (India)

Survey period: January'23 - July'23



Poultry feed production and cost are major issues faced by poultry industry in India. Raw ingredients, such as corn, soyabean, rice and their by-products: pea nut meal, DDGS, corn gluten meal are being used for the production of poultry feed. Due to the competitive pricing of raw material and their non availability in the market, sometimes lower quality feed ingredients are used in poultry feed production. These materials may be

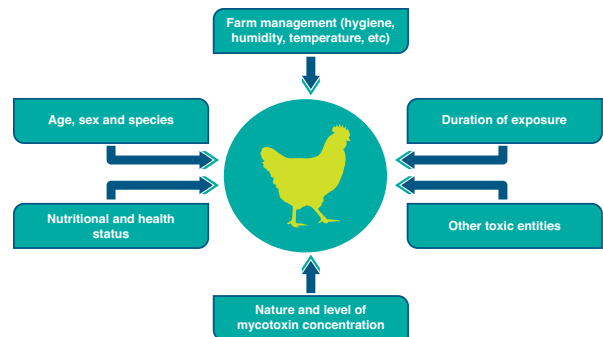
stored for longer periods and due to poor storage conditions, they may get contaminated with fungi, due to favourable conditions prevalent in India. Some fungi may produce mycotoxins as secondary metabolites that further contaminate these raw ingredients used for feed production with varying degrees of pathogenicity. They can have additive effect with other mycotoxins, infectious agents or

nutritional deficiencies. This Cargill Mycotoxin Survey presents overview of Mycotoxin Prevalence in India for the last seven months (January'23 – July'23).

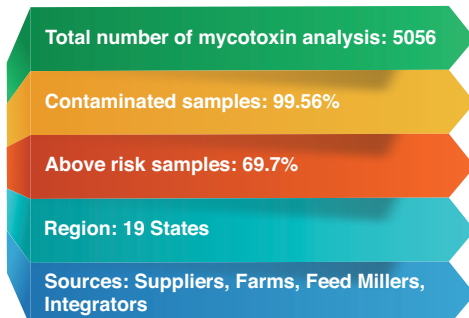
## Key highlights of Mycotoxin Survey:

1. India comes in high risk zone, as 50 – 74% analysed samples were above performance risk level for mycotoxin contamination.
2. Aflatoxin is the most prevalent mycotoxin followed by Fumonisin, Zearalenone and T2. which all can reduce performance and increase disease incidence in Poultry industry. They exert their effects through alteration in nutrient
3. Highly contaminated ingredients are: Deoiled Rice Bran (DORB), Dried Distillers Grain Soluble (DDGS), Corn Gluten Meal (CGM) and Pea Nut Meal. These ingredients should be used judiciously with precautions. Regular mycotoxin analysis should be conducted to know contamination levels for these ingredients.
4. Moderately contaminated ingredients are: Corn, Soyabean Meal (SBM) and Broken Rice. Corn is major constitute of poultry feed & being used more than 50%, Therefore, low level of contamination in corn could be highly harmful for bird.

## Various factors affecting Mycotoxicosis



Exposure to mycotoxins is a worldwide concern as their occurrence is unavoidable and varies among geographical regions. Mycotoxins can affect the performance and quality of production and act as carriers putting human health at risk. There are various factors affecting degree of Mycotoxicosis.



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## Raw Material: All

Mycotoxin	N <sup>o</sup> Samples	N <sup>o</sup> Positive	N <sup>o</sup> Above Performance Risk	Average (ppb)	Maximum (ppb)
Aflatoxin (Total)	4,871	4,859	3,410	50	481
Fumonisin	60	51	35	1,206	8,310
T2 Toxin (Total)	58	58	38	77	513
Zearalenone	67	66	41	69	387

% above Performance Risk ■ 0-24% ■ 25-49% ■ 50-74% ■ 75-100%

## Raw Material: DeOiled Rice Bran (DORB)

Mycotoxin	N <sup>o</sup> Samples	N <sup>o</sup> Positive	N <sup>o</sup> Above Performance Risk	Average (ppb)	Maximum (ppb)
Aflatoxin (Total)	3,819	3,816	3,133	59	375
Fumonisin	20	19	14	1,376	4,170
T2 Toxin (Total)	19	19	13	38	75
Zearalenone	20	20	17	90	226

% above Performance Risk ■ 0-24% ■ 25-49% ■ 50-74% ■ 75-100%

## Raw Material: Soyabean Meal

Mycotoxin	N <sup>o</sup> Samples	N <sup>o</sup> Positive	N <sup>o</sup> Above Performance Risk	Average (ppb)	Maximum (ppb)
Aflatoxin (Total)	45	44	8	6	23
Fumonisin	9	8	4	545	1,950
T2 Toxin (Total)	9	9	6	80	223
Zearalenone	10	10	7	86	187

% above Performance Risk ■ 0-24% ■ 25-49% ■ 50-74% ■ 75-100%

## Raw Material: Groundnut by products

Mycotoxin	N <sup>o</sup> Samples	N <sup>o</sup> Positive	N <sup>o</sup> Above Performance Risk	Average (ppb)	Maximum (ppb)
Aflatoxin (Total)	29	28	21	53	240
Fumonisin	9	5	3	490	1,390
T2 Toxin (Total)	8	8	4	30	65
Zearalenone	9	9	2	29	138

% above Performance Risk ■ 0-24% ■ 25-49% ■ 50-74% ■ 75-100%

## Raw Material: Dried Distillers Grain Soluble (DDGS)

Mycotoxin	N <sup>o</sup> Samples	N <sup>o</sup> Positive	N <sup>o</sup> Above Performance Risk	Average (ppb)	Maximum (ppb)
Aflatoxin (Total)	28	28	28	71	257
Fumonisin	9	6	6	624	1,860
T2 Toxin (Total)	11	11	10	170	513
Zearalenone	11	11	9	91	387

% above Performance Risk ■ 0-24% ■ 25-49% ■ 50-74% ■ 75-100%

## Raw Material: Corn

Mycotoxin	N <sup>o</sup> Samples	N <sup>o</sup> Positive	N <sup>o</sup> Above Performance Risk	Average (ppb)	Maximum (ppb)
Aflatoxin (Total)	897	890	197	14	481
Fumonisin	8	8	4	2,619	8,310
T2 Toxin (Total)	7	7	2	20	41
Zearalenone	7	6	1	8	15

% above Performance Risk ■ 0-24% ■ 25-49% ■ 50-74% ■ 75-100%



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### Mycotoxin Mitigation Strategies:

Multipronged strategies have to be curated for combating mycotoxin issue as there are various factors, which are affecting poultry at different level. Prevention is always better than cure.

**Pre Harvest:** Sele of insects & pest, procedure of harve

**Post Harvest:** Pest control, Moisture control, temperature control, cleaning of facilities, regular mycotoxin analysis, ventilated storage facility, Treatment of contaminated raw ingredients, Dilution of contaminated raw ingredients, extra precautions during Monsoon seasons.

Risk Zone	Above Performance Risk (%)
Low risk zone	0 – 24%
Moderate risk zone	25 – 49%
High risk zone	50 - 74%
Severely high risk zone	75 - 100%

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## 57<sup>th</sup> Random sample Broiler Test to commence on 1<sup>st</sup> September 2023 at Central Poultry Performance Testing Centre, Gurgaon

**Gurgaon:** In this regard your attention is drawn to the importance of the test as well as to the breeders, Farmers. Being one of the pioneers in Broiler breeding/Industry, your participation will be of immense significance and useful to the poultry industry.

You are requested to dispatch 650 nos. hatching eggs from your brand of parents to test 300 Nos. Broiler, indicating clearly the name of the stocks/ brands and order of performance of the entries, since this Centre is having limited facilities to test ten entries only.

The eggs for the participation should be randomly collected from the breeding flock in presence of a representative from state Veterinary/ Animal Husbandry Department and a Certificate to the effect should be enclosed along with the consignment.

The eggs thus collected should be properly cleaned, fumigated and packed in "NEW CARD BOARD FILLER FLATS" and egg boxes

with adequate ventilation. It is suggested that hard board or plywood sheets of filler flats size should be placed at the bottom and top portion of each box. The boxes should be tied with cotton or jute rope facilitating proper handling. Label the boxes prominently highlighting "HATCHING EGG, FRAGILE, HANDLEWITH CARE, THIS SIDE UP" etc. should be pasted on each box on every side. This minimizes the egg breakage during transit. Extra care should be taken while loading the boxes in Vehicle/Train/ Air cargo etc. MARKING OF ANY THING ON EGGS SHOULD BE AVOIDED. The marking on eggs defeat the very purpose of unbiased testing. Hence the entries with marked eggs will be rejected in totally.

The participants/breeders are requested to pay Rs7,500/- (Seven Thousand Five Hundred Only) per entry as demand draft drawn in favour of Pay & Accounts Officer, Plant Protection & Misc. Faridabad (S8I Branch code 00734) along with

entry form. Each entry should be accompanied by a health Certificate from State Animal Department to the effect that the hatching eggs collected are free from salmonella and Mycoplasma infection and the parent stocks are. Vaccinated against major poultry diseases like M.D, R.D 1.8.D & Bird flu .The entry form duly completed in all respect should reach this Office by 31st August, 2023.

In case participation by any associate using the brand name of its principals should be allowed, if it has been authorized by the principals in writing with copy to the under signed.

The consignment of eggs should be addressed to the Director, Central Poultry performance

Testing Centre, Narshingpur, Gurgaon-122004 (Haryana), E-Mail - cpptccggn@gmail.com

and dispatched preferably by AIR TO I.G.I AIRPORT (Terminal 3), DELHI, so as to reach us on 31st August, 2023 latest.

The actual date, mode of dispatch and Numbers of boxes, Total No of eggs etc. should be intimated to this office at least one week in advance by mail /phone/ fax/Telegram followed by post copy. The Railway/ AIR Cargo RR Number and details of consignment may be mailed (message/ whatsapp to 9582047101 / 7508925669) to this office just after booking to facilitate taking delivery of the consignment on time.

## O. P. Singh bereaved



**Pune:** Mr B. Singh, father of Mr O. P. Singh, Managing Director, Huvepharma SEA (Pune) Pvt Ltd and ABTL passed away on 18 August 2023 at 97 years of age. Mr O. P. Singh is the second and the younger son of B. Singh.

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## By March 2024, West Bengal to be self-sufficient in production of eggs for its consumption

**Kolkata:** In a significant stride towards becoming self-sufficient in egg production, the West



Bengal state Animal Resources Development (ARD) department is coming up with five state-of-the-art, environmentally controlled mega commercial layer farms, each having a capacity of 3 lakh birds at Mekhliganj (Cooch Behar), English Bazar (Malda), Purulia, Salboni (West Midnapore) and Haringhata (Nadia). These five government poultry farms are expected to start egg production from December 2023 onwards and by March 2024, are expected to together contribute an additional 46 crore eggs annually. Moreover, under the West Bengal Incentive Scheme, a total of 156 private poultry projects have been set up. Of these, 107 units have already started egg production, adding 141 crore eggs per year to the state's production. The remaining 49 poultry units in the private sector are expected to start production within this financial year and bring in an additional 86 crore eggs per annum. During

2020-21, the state was importing about 400 crore eggs annually.

Today, as a result of the multi-pronged action taken by the state, there has been an appreciable rise in poultry egg production and the egg import has fallen from 400 crore eggs per annum to 65 crore per annum within 2 years. "The state's demand for eggs has been estimated at 1440 crore per annum. By March 2024, we will be self-sufficient in the production of eggs required for our consumption with 46 crore eggs to be procured from the government and 86 crore from the private sector," Swapan Debnath, state ARD minister said. The state expects to start exporting eggs to other regions from the year 2024-25. Chief Minister Mamata Banerjee in October 2021, announced the government's decision to accord high priority to the poultry sector to make the state self-sufficient in egg production in a time-bound manner, considering

the state's rising demand for eggs, especially the requirements of mid-day meals, ICDS centres, etc.

Poultry eggs are the cheapest source of animal protein. "The annual budgetary allocation for the backyard poultry sector, comprising individual beneficiaries and women's Self-Help Groups, has been tripled; from Rs 33 crore in 2018-19 to Rs

111 crore in 2023-24. Direct employment has been provided to more than 14 lakh persons in the last two years alone," a Nabanna official said. Bengal today ranks as the country's fourth largest producer of poultry eggs, the largest producer of goat meat and the third largest producer of all meat products (as per the Government of India's published data).

## T. S. Govt allots land for Godrej Agrovet oil palm cultivation in Sangareddy near Hyderabad

**Sangareddy:** Food and agribusiness company Godrej Agrovet has been allotted potential area of 47,000 acres in Sangareddy district for oil palm cultivation by the Telangana Department of Agriculture and Cooperation.

The area will be utilised to expand cultivation of oil palm and set up oil palm processing units, the company said recently.

"We are delighted to receive an additional district in the fresh allotment released by the government of Telangana," managing director Balram Singh Yadav said. Khammam and Bhadradi Kothagudem are other districts where the company has land for oil palm cultivation.

"Our expertise of more than three decades in the oil palm business has enabled us to provide

variety of resources in addition to educating farmers on sustainable oil palm plantation processes. That said, some more aggression and support from State would have definitely come a long way in doing its bit to reduce nation's dependency on the oil palm imports in the coming years," he said in a release.

Potential area is basically the area within which it can expand cultivation of oil palm and set up oil palm processing units. Farmers own the land and will continue to be the owners, the company said to queries.

Godrej Agrovet said it had recently inaugurated an edible oil refinery at Chintalapudi in Eluru district of Andhra Pradesh, its first such downstream project for value-added products in oil and fats.



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## Pleaded recommendations from 'Vets In Poultry' association for the prevention, control and containment of 'Bird Flu'

Vets In Poultry (Veterinarians working in poultry farming industry) is an association of veterinarians working in poultry farming across the country with more than 900 + members. The members of the association include experienced pathologists, geneticists, microbiologists, nutritionists, academics and zoonotic disease specialists, and poultry entrepreneurs.

Veterinarians are contributing in all the departments of poultry farming and poultry farming employs more than 5000 veterinarians in the country including Pharmaceuticals related to poultry. Apart from the veterinarians many skilled and unskilled laborers are direct dependents of the poultry sector. The maize, soya bean, rice, wheat, mustard growing farmer's economy depends on the poultry sector too as 70% of the maize and soya bean de-oiled cake produced is being consumed by the poultry sector. Poultry farming is an agro-allied activity, is an important element of the livelihoods of poor farming communities.

The objective of this proposal is to provide sound technical inputs and policy advice by following OIE and other international guidelines which will help in harmonizing poultry farming in India.

We appreciate the government's intentions and efforts to contain the recent Bird flu outbreak. We would like to bring to your notice that there is a gap between OIE and GOI guidelines. We also feel that little amendments in these guidelines will help poultry farmers who are already struggling to survive after the Covid crises.

Please find below our 6 point agenda in line with existing GOI, OIE guidelines and our proposed recommendations for your kind perusal and necessary action..

### 1. Notification of outbreak 1.1 Government of India guidelines -

The State would notify the disease and immediately carry out all control and containment measures after getting the positive report for the samples from NIHSAD, Bhopal. (Annexure I, Page 3, Chapter 3, Para 3 of Action Plan for Prevention, Control & Containment of Avian Influenza - Revised – 2021)

### 1.2. OIE guidelines –

As per OIE guidelines, it is necessary to assess the pathogenicity of influenza A virus isolates for domestic poultry. Although all naturally occurring “highly pathogenic avian influenza” strains isolated to date have been either of the H5 or H7 subtype, most H5 or H7 isolates have been of low pathogenicity.

The methods used for the determination of strain virulence for birds have evolved over recent years with a greater understanding of the molecular basis of pathogenicity, but still primarily involve the intravenous inoculation of a minimum of eight susceptible 4- to 8-week-old chickens with an infectious virus; strains are considered to be highly pathogenic if they cause more than 75% mortality within 10 days, or inoculation of 10 susceptible 6- week-old chickens resulting in an intravenous pathogenicity index (IVPI) of greater than 1.2.

Characterization of suspected highly pathogenic strains of the virus should be conducted in a virus-secure biocontainment laboratory. (Annexure-II, OIE Avian Influenza Manual, Chapter 3.3.4, page 1, para 4)

### 1.3. Proposed recommendation –

We recommend following OIE guidelines of intravenous pathogenicity index (IVPI) before declaring HPAI which will help to understand the virulence of the virus.

Rationale - Most H5 or H7 isolates from the field have been of low pathogenicity

### 2. Infected zone & culling of birds

**2.1. Government of India guidelines -** The area within one km from

the site of confirmed AI will be designated as “Infected Zone”. The rest of the area within 10 km is the “Surveillance Zone”. (Annexure I, Page 3, Chapter 3, Para 5 of Action Plan for Prevention, Control & Containment of Avian Influenza - Revised – 2021)

Stamp out all the live poultry birds/ other captive birds within the infected zone. (Annexure I, Page 28, Chapter 3, Para 3 of Action Plan for Prevention, Control & Containment of Avian Influenza - Revised – 2021)

### 2.2. OIE guidelines –

When outbreaks are detected, stamping out is generally applied at the level of the infected farm or within a short radius around the infected premises in conjunction with active surveillance. (<https://www.oie.int/en/animal-health-in-the-world/avian-influenza-portal/prevention-and-control/>)

### 2.3. Proposed recommendation –

- i. Birds found positive with HPAI from infected flock should be depopulated.
- ii. Healthy birds in the infected zone should not be destroyed merely on suspected grounds. Sero- surveillance of poultry birds within 1 km of epicenter should be done and if tested negative should not be culled and allowed to sale.
- iii. Feed should not be destroyed in the assumption that it might be infected rather alternative method like fumigation should be adopted



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### 3. Movement of the poultry birds, feed, medicines, and equipment

#### 3.1 GOI guidelines -

Absolute ban on movement of poultry, closure of poultry and egg markets/ shops, restrict access to wild and stray-birds, restriction of movement of persons & vehicles, destruction/ culling of birds in the infected zone, disposal of dead birds, destruction of infected materials, cleaning and disinfection of farm premises and farm implements (commercial and backyard Poultry), implementation of the Post Operation Surveillance Plan (POSP), declaration of freedom status and repopulation of birds in the infected zone, etc.

(Annexure I, Page 3, Chapter 3, Executive summary section of Action Plan for Prevention, Control & Containment of Avian Influenza - Revised – 2021)

#### 3.2 OIE guidelines -

Strict quarantine and controls on the movement of poultry and any potentially contaminated vehicles and personnel; (<https://www.oie.int/en/animal-health-in-the-world/avian-influenza-portal/prevention-and-control/>)

#### 3.3 Proposed recommendation –

3.3.1. Movement of poultry feed, medicine, vaccines should be allowed in infected as well as surveillance zone.

3.3.2. Sale and transportation of healthy birds and eggs should be allowed in the alert zone only if tested negative for HPAI.

3.3.3. Marketing of birds/ chicks/eggs through hawkers, vendors, etc. should be allowed in the alert zone and surveillance zone for uninterrupted supply to consumers.

3.3.4. Movement of poultry feed, medicines, vaccines should be allowed in alert & surveillance zone  
Rationale – If the supply of poultry feed, medicines, vaccines and equipments is interrupted then healthy birds may die of starvation and other health issues and it will lead to further economic losses to poultry farmers.

#### 4. Restocking

##### 4.1 GOI guidelines -

Farmers may re-start poultry production and marketing 90 days after the release of the sanitization certificate. (Annexure I, Page 34, Chapter 4, Para 2 of Action Plan for Prevention, Control & Containment of Avian Influenza - Revised – 2021)

##### 4.2 OIE guidelines –

As per OIE restocking can be done after a period of 21 days

##### 4.3 Proposed recommendation –

Restocking should be allowed after 21 days as per OIE guidelines after thorough disinfection of the infected premises

##### Rationale –

To ensure the quick revival of livelihood of the farmers who have to repay the bank loan, farm labor salaries, etc.

#### 5. Compensation

##### 5.1 GOI guidelines – For Maharashtra state

- For layer bird up to 8 weeks – Rs 20/- per bird

- For layer bird above 8 weeks – Rs 90/- per bird
- For broiler bird up to 6 weeks – Rs 20/- per bird
- For broiler bird above 6 weeks – Rs 70/- per bird
- For table eggs – Rs 3/- per egg
- For poultry feed Rs 12/- per kg
- Breeder pullet up to 24 weeks – not mentioned
- Breeder pullet above 24 weeks – not mentioned
- Breeder hatch able eggs – not mentioned

##### 5.2 OIE Guidelines -

Systems of financial compensation of farmers and producers who have lost their animals as a result of mandatory culling ordered by national authorities vary around the world.

##### 5.3 Proposed

**recommendation –** Limited access to compensation funds and inefficient payment mechanisms discourage farmers from reporting suspicious disease occurrence. Current compensations offered for culling poultry birds by GOI are meager and not as per actual expenses incurred for all mentioned poultry birds, eggs, and feed items.

We recommend below compensation as per actual field costing because poultry farmers not only purchase poultry bird at the substantial price but also incur other cost in rearing and maintaining bird such as feed, medicine, vaccine, labor, bank interest and other overheads

- For layer bird up to 8 weeks – Rs 208/- per bird
- For layer bird above 8 weeks – Rs 381/- per bird

- For broiler bird up to 6 weeks – Rs 140/- per bird
- For broiler bird above 6 weeks – Rs 160/- per bird
- For table eggs – Rs 5/- per egg
- For layer feed Rs 25/- per kg
- For broiler feed Rs 30/- per kg
- Breeder pullet up to 8 weeks – Rs 2326/-
- Breeder pullet above 16 weeks – Rs 2466/-
- Breeder pullet above 24 weeks – Rs 2700/-
- Breeder hatch able eggs – Rs 18/- per egg (Annexure ... attached for detailed calculations)

#### 6. Vaccination:

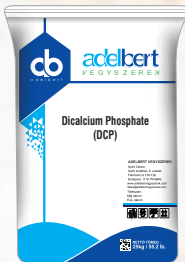
Globally vaccination has proved very effective in high-risk countries. China, Indonesia, Egypt, and Vietnam implemented vaccination after H5N1 HPAI became enzootic in domestic poultry. Clinical disease and mortality have been prevented in chickens, human cases have been reduced, and rural livelihoods and food security have been maintained by using vaccines during HPAI outbreaks.

In case of the vaccination re-introduction of disease is likely to happen but if this is done by guidelines then it will be helpful. The government should define SOP's for HPAI vaccine production and quality, conduct needs base surveillance for the status of the vaccinated flock.

The government should encourage the vaccination of captive (organized) and backyard birds (unorganized) both to ensure long-term control of HPAI.







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The first case of HPAI has been noticed in 2006 in poultry in India and since then till 2020 it has appeared multiple times in various regions and farms. We would like to bring this to your notice that it was always mixed of H5 and H7 expressed as LPAI and HPAI in poultry and there is no single evidence of human infection and or illness reported. The recent outbreak of Avian Influenza in India confirms the involvement of the H5N8 strain found in and transmitted by migratory birds. To date, no human cases of infection with influenza A(H5N8) have been detected in the entire world.

However, time and again we observed that electronic and print media misrepresented the facts about Avian Influenza and created fear and confusion in the minds of the consumers which affects the consumption of poultry products because of which poultry farmers incurred huge losses. We would like to request Government authorities to inform appropriate government media channels as a part of the awareness program and provide the right information to educate people.

Hope our practical suggestions will help policymakers to amend existing guidelines which in turn will protect the interest and ensure the survival of poultry farmers and the poultry sector of the country at large.

## Venky's India profit tumbles over 60% on lower sales realizations

Aug 7 (Reuters) - Venky's (India) (VENK.NS) reported a more than 60% plunge in its first-quarter profit recently, hurt by lower sales realisations at its oilseed and poultry and poultry products businesses in a seasonally lean period.

Shares of the poultry firm, which had risen 18.29% this year by last close after a more than 28% slump in 2022, fell as much as 13.28% as of 1:02 p.m. IST.

The Pune-headquartered company, one of India's largest poultry industry, said profit came in at 194.1 million rupees (\$2.35 million) for the June quarter, compared with 492.8 million rupees in the year-earlier period.

Total revenue from operations dropped 18.39% to 9.76 billion rupees, dragged down by a 30% slump in biggest earner oilseed segment, while the poultry business, which accounts for 43% of total sales, saw a 6.4% decline.

Lower realisations, or earnings per sales volume unit, from de-oiled cake and oil negated the benefits from lower soyabean and maize costs amid higher supplies.

"Profit margins of the poultry and poultry products segment have been affected due to lower realisations from sale of day-old chicks and grown-up birds," the company said in a statement.



Its earnings before interest, taxes, depreciation and amortisation (EBITDA) margins contracted to 3.17% from 5.96%, according to Reuters calculations.

High production of eggs is a challenge for the sector, analysts said, adding that a fall in output will improve realisations and profitability.

Source: [www.reuters.com](http://www.reuters.com)

## Most Poultry Consumers buy for Price, not Sustainability

*Even though poultry consumers are putting more importance on sustainability, it's not the primary consideration when making a purchasing decision in the grocery store.*

Poultry consumers are faced with a choice in the grocery store. Some value price point over welfare claims. Others are willing to pay for what they perceive as more sustainable products if the price isn't too high.

This balance creates a question for the poultry industry: What are consumers willing to pay for sustainable products?

To gain a better

understanding of poultry consumer purchasing decisions, Bruce Blake man, Senior Consultant and Public Policy + Issues Practice Leader with consulting company Heart+Mind Strategies, and his team conducted a survey examining what shoppers value.

### Major findings

The survey revealed that most chicken buyers are price buyers, meaning

they will most likely purchase the standard chicken product rather than products from birds with claims on how they were raised according to organic standards or fed a ration made with non-GMO ingredients. However, if the price is equal or less than standard products, a significant share of price buyers will switch to those options.

Source: [www.wattagnet.com](http://www.wattagnet.com)

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## CLFMA organises its 64<sup>th</sup> National Symposium with the theme 'Livestock Sector: Looking Beyond the Present'



CLFMA Chairman Suresh Deora, Nadir B. Godrej, Diviya Kumar Gulati and Abhay Shah with the Union Minister Purushottam Rupala lighting the lamp at the inauguration of 64th CLFMA Symposium at Delhi on August 18.

**New Delhi:** The inaugural session I of the CLFMA of India symposium concluded on a high note on Friday, August 18, 2023. The event, held at Hotel Le Meridien in New Delhi, witnessed the participation of esteemed dignitaries and industry leaders, who shared valuable insights

on the future of the animal husbandry, dairying and fisheries, sectors in the country.

The session began with an auspicious lighting of the lamp by esteemed guests, including Guest of Honour Parshottam Rupala, Minister of Fisheries, Animal Husbandry &

Dairying, Government of India, and CLFMA Chairman Mr Suresh Deora along with Mr Divya Kumar Gulati, Convenor, CLFMA, Secretary Mr Abhay Shah. The chairman felicitated Parshottam Rupala with a bouquet, shawl and memento to mark the occasion.

Mr Divya Kumar Gulati, the convenor of the event, delivered a warm and welcoming address, setting the tone for an engaging and informative session. This was followed by a thought-provoking address by Mr Suresh Deora, Chairman of the CLFMA of India, who highlighted the industry's potential and challenges.

The highlight of the event was the prestigious CLFMA Lifetime Achievement Award. It recognized two exemplary individuals for their significant contributions to the livestock industry. The award was announced and presented recognizing their achievements and dedication to the sector. Nadir B. Godrej, Past Chairman, CLFMA OF INDIA and Chairman and MD of Godrej Industries Ltd., and Tarun Shridhar, IAS (Retd.) were honoured with the CLFMA Lifetime Achievement Award. The awards were presented by Parshottam Rupala.

Nadir B. Godrej thanked CLFMA for the award with full heart and spoke





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▶ about his journey in the animal feeding business. The glimpses he shared were not only fascinating but inspiring too. Tarun Shridhar, IAS (Retd.) humbly thanked for the honour and nostalgically remembered how the sector has given him the vast knowledge, experience, insights and friends he adores today.

The much-awaited Livestock Survey Report (Volume - II) was also launched at the event. Minister Parshottam Rupala, Chairman Mr Suresh Deora, Mr Nadir B. Godrej, Tarun Shridhar, Mr Divya Kumar Gulati and honorary Secretary Mr Abhay Shah, were present on the dais to unveil the report. The report provides valuable insights into the current state of the livestock sector and outlining future opportunities and challenges. The report is expected to serve as a guiding resource for industry stakeholders, policymakers, and researchers.

Union Minister of Fisheries, Animal Husbandry & Dairying, Government of India, Parshottam Rupala, delivered an address at the event. As they say storytelling is the best way to communicate life experiences, our guest of honour shared his life insights with stories of inspiration and success.

He shared valuable insights into government policies and initiatives aimed at promoting the growth and development of the livestock sector. He also highlighted the government's commitment to the development and



growth of the fisheries, animal husbandry and dairying sectors in the country.

The minister emphasised that the "Livestock holds an ancient tradition that connects us to our roots. Before we became an agricultural nation, we were herders, showing the deep-rooted connection we have with animals. Animals once relied solely on nature for their sustenance, grazing from morning till afternoon, trusting in their fate. But with amendments in animal feeding practices, we have become the top milk producer in the world contributing 24% of global milk production, emphasizing the importance of conscientious farming."

Although he raised concerns that "Livestock farmers are currently facing challenges with fodder availability. This affects health of animals which directly impacts the income of cattle herders. So the industry needs to address this issue on a large scale along with the need for proper care and attention of livestock." He added "The government's efforts to merge technology with livestock

are commendable. The introduction of vaccination and mobile veterinary units revolutionized the care of livestock."

Mr Rupala is very hopeful for the fisheries sector as well. In his speech he brought everyone's attention to inspiring numbers. "India has tremendous potential to lead the world in the fisheries sector. From a mere Rs 3680 crore expenditure from independence till 2014, to a 20,000 crore Pradhan Mantri Matsya Sampada Yojana today, the transformation in fisheries sector is astounding. With the volume of aquaculture soaring from 30,000 crore in 2014 to 63,000 crore today, the potential to lead the world in this sector is within our grasp. Together, let us unlock the immense potential within our communities, industries and government to become global leaders in fisheries."

The session concluded with a vote of thanks delivered by Mr Abhay Shah, Secretary of the CLFMA of India, expressing gratitude to all the distinguished guests, esteemed speakers, delegates and participants for their valuable

contributions and making the inaugural session a resounding success. This was followed by a networking lunch.

Mr Nadir B. Godrej, Past Chairman, CLFMA of India and Chairman & MD of Godrej Industries Ltd and Mr Tarun Shridhar, IAS (Retd.), Former Secretary, Department of Animal Husbandry and Dairying, Ministry of Fisheries, Animal Husbandry & Dairying, GoI were honoured with Life Time Achievement Award. CLFMA Awards were also given to two scientists Dr Anand Kumar Pathak and Dr Pankaj Kumar Singh.

The CLFMA of India conference had set a strong foundation for the subsequent sessions, and discussions that would take place over the following days. With the enthusiastic participation of industry experts, policymakers and stakeholders, the symposium aimed to explore strategies and solutions for the sustainable growth of the fisheries, animal husbandry and dairying sectors, contributing to the overall development of the country. ▶▶




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The CLFMA of India (Compound Livestock Feed Manufacturers Association) concluded its highly anticipated Inaugural Session - II event, marking a significant milestone in the organization's journey on Day 1 of 64th National Symposium 2023. The event was held at Hotel Le Meridien in New Delhi. The event witnessed the presence of esteemed dignitaries from the government, industry leaders and key stakeholders. The event centered on the theme "Livestock Sector: Looking Beyond the Present"



**Divya Kumar Gulati**

and aimed to bring together industry leaders, policymakers and experts to discuss the future of the livestock sector in India.

The event commenced with the lighting of the lamp ceremony, where all the dignitaries were invited to the dais. Dr O. P. Chaudhary, Joint Secretary (NLM/PC),



**Suresh Deora, Chairman, CLFMA of India**

Department of Animal Husbandry & Dairying, Ministry of Fisheries, Animal Husbandry and Dairying, Government of India graced the occasion as the Guest of Honour Nadir B Godrej, Past Chairman of CLFMA of India and Chairman & MD of Godrej Industries Ltd; Tarun Shridhar, IAS (Retd.); CLFMA Chairman Mr Suresh Deora; Deputy Chairman Mr Sumit Sureka; Convenor Mr Divya Kumar Gulati and Hon. Secretary Mr Abhay Shah were present on the dais with the guest of honour.

Dr O. P. Chaudhary was felicitated by Mr Suresh Deora with a bouquet, shawl and memento to mark the occasion. Mr Sumit Sureka, Deputy Chairman, CLFMA felicitated Nadir B Godrej and Shri Tarun Shridhar was felicitated by Mr Divya Kumar Gulati.

Mr Divya Kumar Gulati,

Deputy Chairman of CLFMA of India, delivered the welcome address, highlighting the importance of the event and expressing gratitude to all participants. Following the welcome address, Mr Suresh Deora, Chairman of CLFMA of India, addressed the audience.

A key highlight of the event was the CLFMA Audio Visual Presentation which showcased the achievements and initiatives undertaken by CLFMA of India in the past year. The presentation highlighted



**Dr O. P. Chaudhary**

the organization's efforts in promoting animal health, welfare and sustainable practices in the livestock sector.

Mr Nadir B. Godrej, Past Chairman of CLFMA of India; Chairman & MD of Godrej Industries Ltd., and CLFMA Lifetime achievement awardee



**Tarun Shridhar**

delivered the keynote address. For a change this time the keynote address was in the form of a long poem. The poem showcased the glimpses of his journey, discussing serious issues of agriculture, livestock, dairy, poultry, animal feed and fodder, alternate feed, rising prices, challenges faced, factors like environment, economics, carbon footprints, efficiency improvement and our future.

His poetic keynote address gave us a lesson that in the tapestry of agriculture and livestock, we must weave the threads of innovation and sustainability, for only then can we create a future where abundance coexists with harmony and where the well-being of our planet is nurtured alongside the progress of our industries. His speech focused on the current trends and future prospects of the livestock sector, emphasizing the



**Dr O. P. Chaudhary presenting CLMFA Award to the Scientist.**



**A view of Participants**





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importance of technological advancements and the role of industry stakeholders in driving sustainable growth.

In the 64th National Symposium, CLFMA Lifetime achievement awardee Mr Tarun Shridhar, IAS (Retd.) shed light on the theme 'Livestock Sector: Looking Beyond the Present' and shared valuable insights. The livestock sector encompasses various aspects such as animal husbandry, fisheries and aquaculture. This sector has witnessed impressive growth since its establishment.

"One notable development in this sector occurred in February-March 2019 when the decision was made to separate the Department of Fisheries from the Department of Animal Husbandry. This move recognized the distinct

nature and importance of each sub-sector within livestock."

He even emphasised that "It is remarkable that animal husbandry contributes over 30% to the agricultural GDP, despite receiving less than 5% of total investment in comparison to agriculture. To further emphasize the significance of this sector, the Ministries of Fisheries and Dairy, highlighting the need for dedicated focus and attention. This separation from the agriculture ministry was a significant step towards recognizing the unique challenges and opportunities present in the livestock sector. It also paved the way for targeted investment in terms of both financial resources and appropriate policies."

In his address he remembered, "In fact, the first agenda item discussed in the first cabinet meeting of the



new government was a 15,000 crore project aimed at eradicating disease control and improving the food processing system within the livestock sector. This demonstrates the government's commitment to prioritize and support the growth and development of this sector."

"Moreover, the livestock sector has proven to be beneficial to our economy, as evident in the export of fish and buffalo meat. These products, derived from livestock, contribute to our nation's economic growth and provide opportunities for international trade."

He even foresees "The Livestock sector plays a crucial role in our economy, and it is time we look beyond the present and invest in its growth. With appropriate policies and infrastructure development, this sector has the potential to

create entrepreneurship opportunities and contribute significantly to our GDP. Let us encourage our children to consider careers in agriculture, fish farming and animal husbandry, and pave the way for a sustainable and prosperous future."

In conclusion, Tarun Shridhar's insights highlight the immense potential of the livestock sector and the need to look beyond the present to harness its full capabilities. "CLFMA has the potential to become a powerful advocate for the industry, taking a strong stand and voicing the concerns and aspirations of its members."

The address was followed by the presentation of the prestigious CLFMA Award. The CLFMA (Compound Livestock Feed Manufacturers Association) Award is a prestigious recognition given to livestock feed manufacturers who





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► have made significant contributions to the industry. This annual award aims to acknowledge the hard work, innovation and excellence demonstrated by livestock feed manufacturers in India.

CLFMA award serves as a catalyst for the growth and development of the livestock feed industry. By acknowledging and celebrating excellence, it encourages manufacturers to continue striving for higher standards and innovation in their products. Ultimately, this

benefits not only the manufacturers but also farmers, consumers and the entire livestock farming ecosystem.

CLFMA recognized the exemplary contributions of Dr Anand Kumar Pathak, Senior Assistant Professor (Animal Nutrition) in SKUAST Jammu and Dr Pankaj Kumar Singh, Professor and Head of Animal Nutrition Department of Bihar Animal Sciences University, Patna with the prestigious CLFMA Award. The awardees were felicitated by Dr O. P. Chaudhary, Joint Secretary (NLM/PC).

The event also saw the launch of the official souvenir, marking a significant milestone in the symposium with key dignitaries Dr O. P. Chaudhary, Mr Nadir B. Godrej, Mr Suresh Deora, Mr Divya Kumar Gulati, Mr Sumit Sureka, Mr Naveen Pasupathy, Mr Sandeep Kumar Singh, Mr Abhay Shah, present on stage. All office bearers were invited on stage to be an auspicious part of the prestigious moment.

Dr O. P. Chaudhary addressed the audience, highlighting the initiatives undertaken by the Department of Animal Husbandry & Dairying to promote the growth of the animal feed industry. He highlighted the government's initiatives and policies to support the livestock sector, encouraging industry players to leverage these opportunities for the sector's growth. He highlighted 3 major points in his speech.

1. "The government officials are now realizing that they are facilitators, and it is their responsibility to come upfront to guide and help people in the animal feed industry. This includes making policies that support the growth and development of the feed industry."
2. "Additionally, there is a need to address the issue of providing nutritious and balanced food to the poor section of the society. By innovating and balancing the feed and fodder, we can reduce the cost and make it accessible to the weaker sections. For those associated with CLFMA, it is important to explore new ways to earn and fulfil their needs. Exporting to other countries, particularly those that are economically weaker than us, can be a viable option. It is crucial to seek support from the government in this regard. It is also important to focus on increasing the purchasing power of the people and ensuring that the needs of those who

do not have sufficient financial resources are also fulfilled. To achieve this, efforts should be made to include the unorganized sector in the organized sector."

3. "Currently, the capital subsidy in Animal husbandry for structural development fund will see a significant growth with an increase from 3 to 5 percent, making it 15,000 crores to 25,000 crores."

"Overall, there are several opportunities and challenges in the animal feed industry. By working together, government, industry, and stakeholders can create a favourable environment for growth and development." At the end of his speech, he congratulated all the CLFMA awardees as well.

As the event drew to a close, Mr Abhay Shah, Honorary Secretary of CLFMA of India, delivered the vote of thanks, expressing gratitude to all the dignitaries, eminent speakers, participants, sponsors, and organizers who made the event a success. He emphasized the importance of collaboration and knowledge sharing in driving the growth of the livestock sector. The evening was followed by an enjoyable networking dinner and live performances. This provided an opportunity for the participants to unwind, connect with industry peers and build lasting relationships.

The CLFMA of India is proud to have organized such a successful event, bringing together industry leaders and

stakeholders for insightful discussions and networking opportunities. The 64th National Symposium of CLFMA of India proved to be a significant platform for knowledge exchange, discussion and collaboration in the livestock sector. The event successfully shed light on the challenges and opportunities beyond the present, encouraging stakeholders to work towards a sustainable and prosperous future for the industry.

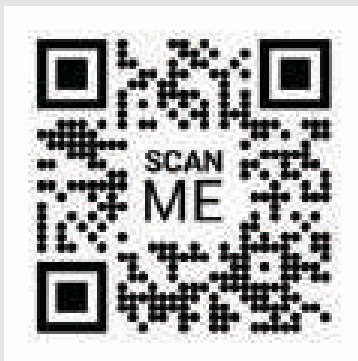
#### **About CLFMA of India:**

CLFMA, also known as The Compound Feed Manufacturers Association, was established in June 1967. Over the years, it has gained recognition and support from various stakeholders including the Central and State Governments, livestock farmers and related organizations. With a membership of 250+, CLFMA represents all sectors of the livestock industry. This includes entities involved in feed manufacturing, poultry, dairy, aquaculture business, animal nutrition and health, veterinary services, machinery and equipment, as well as processing, distribution and retailing of meat and ancillary services such as banking in addition to its domestic recognition, CLFMA is also acknowledged by international sectors. It is highly regarded by government departments, agricultural universities, veterinary colleges and national research institutes within India. Furthermore, CLFMA is respected by related industries outside the country.



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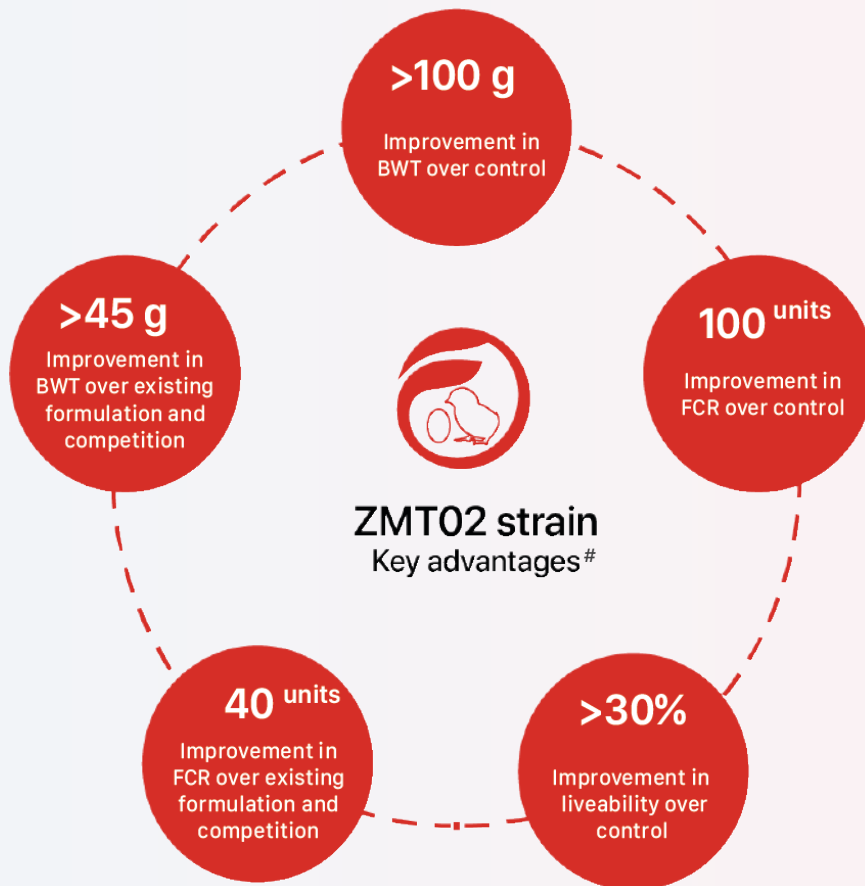
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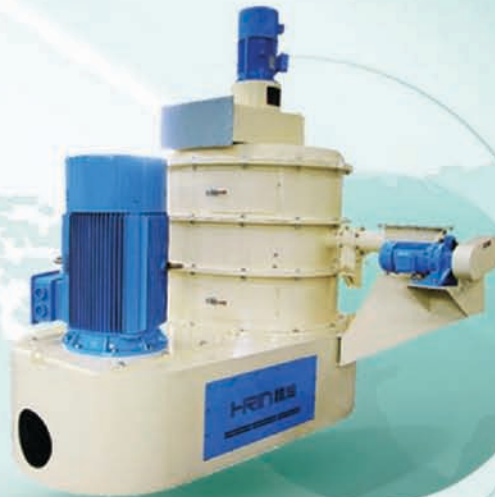


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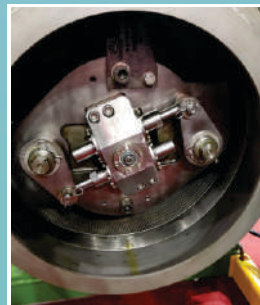


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# Coccidiosis ??

## DON'T SHUTTLE DO SETTLE...

*Dr Sathya Sooryan, M. V. SC.  
Animal Nutrition, PGDOH,  
Vetogen Animal Health.  
Email: sathyas@vetogen.com*

Its 10.4 billion (£7.7–£13.0 billion), global poultry industry pays to coccidiosis every year, equivalent to £0.16/chicken (17.21₹/bird) produced (Blake et.al 2020). Coccidiosis is undeniably a devastating disease for the poultry industry, impacting not only economically but also posing a significant public health concern. This is due to the entry of drugs used for coccidiosis prevention and treatment into the food chain, adding to the list of concerns and causing hesitancy among people in consuming poultry meat. Producers and veterinarians bear the burden of both losses and blame, while also missing out on the opportunity to contribute to a world with sufficient protein.

Coccidiosis-related losses stem from a decrease in production resulting from reduced growth, diminished feed conversion efficiency, higher mortality rates, and the added costs of treatment. Although drug usage commences once visible signs appear, a substantial 70% of losses occur earlier due to subclinical infections resulting from poor feed conversion, compromised health, and decreased productivity (Fisher, 1998).

### **Why is Coccidiosis Different and Difficult to Control?**

Unlike bacterial and viral infections, coccidiosis has unique characteristics that make it different and challenging

to control in poultry. One significant difference is the complex life cycle of coccidia. The parasites have multiple stages of development, including oocysts that are shed in the feces of infected birds. These oocysts can survive in the environment for more than a year, leading to widespread contamination and potential reinfection of the flock. Intricate development and transmission dynamics of *Eimeria* parasites makes it challenging to break the coccidia lifecycle Shirley et al. (2005).

Additionally, coccidia possess the ability to produce oocysts with varying levels of resistance to common disinfectants and anticoccidial drugs. This resistance can develop relatively quickly, further complicating control efforts. Vaccination strategies for coccidiosis stimulate immunity against selected *Eimeria* spp. but they require precise administration protocols and monitoring to avoid overexposure and disease outbreak. Mollenkopf et al. (2019) highlighted frequent and improper use of these drugs has led to reduced efficacy, rendering some treatments less effective over time and significant development of resistance against widely used anticoccidials in broiler flocks, emphasized the necessity for strategic drug rotation and alternative control measures.

### **Drugs Currently in Practice – MOA, Key Benefits and Limitations**

Below is the overview of different class of anticoccidial drugs currently in practice and their, Mechanism of action, Key Benefits and limitation in controlling coccidiosis in long term

#### **Vaccines for Coccidia**

Most commercially available anticoccidial vaccines contain live oocysts of attenuated or non-attenuated strains of coccidia (Shirley et al., 2007) but until recently their use was limited to birds reared for egg production. They may be administered in the drinking water or sprayed on the feed at the farm but this is labour intensive and expensive. Recent improved methods of administration, such as spray cabinets in the hatchery, may facilitate their use in broiler chickens but still use of vaccine is not a promising solution for coccidiosis control (Chapman, 2000, Williams, 2002a).

#### **Shuttle Program**

Shuttle Program is commonly used management strategy to control coccidiosis in poultry. It involves alternating the use of different drug (drug rotation) or classes (class alteration) of anticoccidial drugs during different production cycles or in a growth cycle (Shuttle programme). In drug rotation the development of resistances slowed

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Table 1. Overview on anticoccidial drugs

Anticoccidial Class	Examples	Mechanism of Action	Key Benefits	Limitations
<b>Ionophores</b>	Monensin	Disrupts ion transport across coccidia's cell membrane	Effective against multiple Eimeria species	Can cause harm to non-target species, can lead to reduced efficacy due to cross-resistance, and requires withdrawal period before processing birds for consumption
	Salinomycin			
	Narasin			
	Lasalocid			
<b>Chemicals</b>	Amprolium	Thiamine analog interfering with folic acid metabolism	Safe for use in chickens at recommended doses	Not suitable for long-term use due to the risk of developing resistance
	Decoquinate		Can be used in combination with other drugs	
	Clopidol			
	Diclazuril	Inhibits development of coccidia by affecting mitochondria	Safe and effective in reducing oocyst shedding	Resistance may develop over time, not suitable for long-term use
<b>Antibiotics</b>	Nicarbazin	Acts on coccidia's energy metabolism	Effective against different Eimeria species	Limited effectiveness against some strains of Eimeria, can lead to the development of resistance, not suitable for long-term use
	Robenidine			
	Halofuginone			
<b>Synthetic Agents</b>	Toltrazuril	Interferes with coccidia's mitochondria	Highly effective against coccidiosis	Not suitable for continuous use due to the risk of resistance development
	Sulfonamides (e.g., Sulfadimethoxine)	Interferes with folic acid synthesis	Used in combination with other drugs for synergy	Resistance may develop with prolonged use, withdrawal period required

*This table is a general overview of common anticoccidials in practice.*



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down by providing temporary break from using a particular drug. Whereas in class alteration a different class of anticoccidials with different modes of action, affecting different stages of coccidia's life cycle is used to reduce the chance of resistance development. The primary objective of the shuttle program is to minimize the development of resistance to specific anticoccidials and maintain their efficacy over time.

#### **Limitations of the current cocci controls program and drugs:**

The development of resistance in coccidia against various anticoccidial drugs is a rapid and complex process involving target-site mutations, metabolic detoxification, reduced drug uptake, and potentially multiple mechanisms acting together. While different drugs and program is providing an immediate relief from the devastating disease, continuing so will put disastrous ending to sustainable and profitable farming.

In coccidian control programs resistance is not cessed but postponed. Over time, the coccidia population develop partial resistance to multiple classes of drugs, compromising their overall efficacy. Complexity and Cost of Implementing the shuttle program requires careful planning, record-keeping, and coordination between flocks. It can be challenging and costly to manage multiple drug classes, especially for smaller poultry producers. The shuttle program highlights the need for continuous development of new and effective anticoccidials with different modes of action. However, there have been limited advancements in new drugs for coccidiosis in recent years.

Residues entering in food chain has serious health implications and anticoccidial drugs contribute to the development of antimicrobial resistance (AMR) in both coccidia and potential zoonotic pathogens. These issues resonate with other public health concerns making situations worst for growth to the industry.

#### **Overcoming the challenge of resistance in coccidiosis**

Overcoming coccidiosis resistance requires a comprehensive approach including sensitivity testing, vaccination, improved management practices, strict biosecurity measures, and the strategic use of natural anti-coccidials. Regular sensitivity testing helps identify effective drugs against prevailing strains (Shirley et al., 2007). Vaccination stimulates immunity and reduces oocyst shedding (Chapman et al., 2013). Better management practices and hygiene minimize coccidiosis risk (Zhao et al., 2019). Biosecurity measures prevent resistant coccidia spread. Natural anti-coccidials offer effective and immune-enhancing alternatives. Continuous monitoring and research keep control strategies up-to-date.

#### **Don't Shuttle Do Settle...**

##### **Phyto-Molecules are not the Future - its Present:**

Natural solutions in coccidiosis requires a nuanced understanding of their mechanisms of action and their potential. Recent studies from various institutes and organisation (Table 2) has proven record of effect of different Herbs, phyto-extracts, or phyto-molecules exhibiting the anticoccidial effect with mode of action different, complex and combination of many MOA, which ensures natural extracts to be the most promising compounds of present to overcome all the major concerns and limitation concerned with present control measures.

##### **Below are the effects of Natural Compounds which ensure performance during coccidiosis, and public safety**

**Antimicrobial and Antiprotozoal Properties:** Many herbs and phyto-extracts possess antimicrobial and antiprotozoal properties, which can help combat coccidial infections. For example, compounds like tannins and saponins found in certain plant extracts have demonstrated inhibitory effects on *Eimeria* parasites Wunderlich et al. (2014).

**Immune Modulation:** Some phyto-molecules have been shown to modulate the immune response in animals, enhancing their ability to combat coccidial infections. These compounds can stimulate the production of cytokines and other immune mediators that activate the host's immune system to fight off the parasites. Research by Perić et al. (2018) investigated the immunomodulatory effects of specific phyto-extracts against coccidiosis.

**Gut Health Improvement:** Certain herbs and phyto-extracts have been reported to improve gut health and integrity, which is crucial for protecting against coccidial infections. These compounds can strengthen the intestinal barrier, reducing the attachment and invasion of *Eimeria* parasites. A study by Ziaran et al. (2016) explored the effect of selected plant extracts on gut health and coccidiosis in broiler chickens.

**Antioxidant Activity:** Oxidative stress plays a role in coccidiosis pathogenesis. Some phyto-molecules act as antioxidants, scavenging free radicals and reducing oxidative damage caused by coccidial infections. Research by Qaisrani et al. (2019) investigated the antioxidant potential of certain herbs in broiler chickens challenged with *Eimeria tenella*.

##### **Public Health Safe and Sustainability:**

Incorporating natural compounds in coccidiosis control has no residual and withdrawal and is complete safe. Such as reduced environmental impact and improved sustainability compared to chemical agents. These compounds often have lower toxicity and are biodegradable, minimizing their adverse effects on the environment.

##### **Phyto-extracts, or phyto-molecules as Anticoccidials**

Below is the list of a few promising phyto-active compounds along with their mechanism of action, key benefits, and limitations.



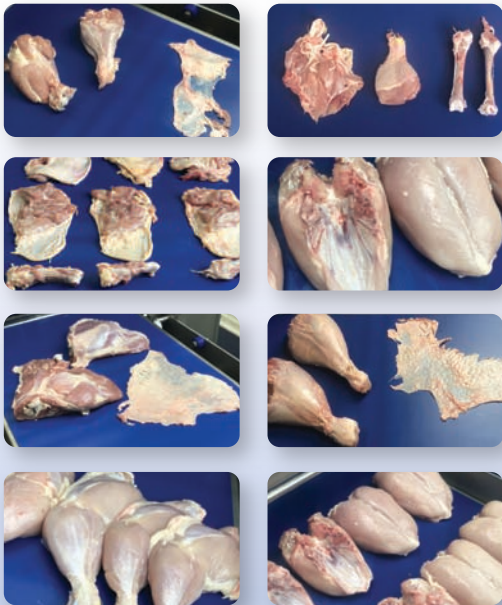


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Active Ingredient	Mechanism of Action	How It Kills Protozoa	Key Benefits	References
<b>Curcumin</b>	Antiprotozoal, antioxidant, and anti-inflammatory	Inhibits protozoal development and replication	- Reduces oocyst shedding - Supports immune response	Rajput et al. (2013); Zhao et al. (2017)
<b>Oregano Oil</b>	Antimicrobial, antiprotozoal, and antioxidant	Disrupts protozoal cell membrane and metabolism	- Reduces coccidial infection - Supports gut health	Wunderlich et al. (2016); Khan et al. (2020)
<b>Garlic Extract</b>	Antimicrobial, immunomodulatory	Interferes with protozoal enzyme systems	- Supports immune response - Reduces oocyst shedding	El-Saadony et al. (2020); Ibrahim et al. (2020)
<b>Quillaja Saponins</b>	Antiprotozoal, immunomodulatory	Disrupts protozoal cell membrane and metabolism	- Reduces oocyst shedding - Supports gut health	Suarez-Martinez et al. (2014); Crespo et al. (2016)
<b>Berberine</b>	Antiprotozoal, anti-inflammatory	Inhibits protozoal DNA synthesis	- Reduces coccidial infection - Supports gut health	Zhang et al. (2016); Dkhil et al. (2019)
<b>Cinnamon Extract</b>	Antiprotozoal, immunomodulatory	Disrupts protozoal cell membrane and metabolism	- Supports immune response - Reduces oocyst shedding	Gad et al. (2016); Hegazy et al. (2019)
<b>Grape Seed Extract</b>	Antioxidant, immunomodulatory	Supports immune response and reduces oxidative stress	- Supports immune response - Reduces oxidative stress	Guan et al. (2016); Alnaimy et al. (2017)
<b>Aloe Vera</b>	Immunomodulatory, anti-inflammatory	Modulates immune response and reduces gut inflammation	- Supports immune response - Reduces gut inflammation	Zhang et al. (2018); Adeyemo

**Conclusion:**

Natural solutions unlike synthetic drugs not just kills or stops the growth of coccidia, but also ensure gut integrity, immunity, metabolism, antioxidant capacity and overall performance of the bird with zero residual effect ensuring public safety. Whereas drug rotation, class rotation, shuttle program may give indications of immediate control, emphasis on bouncing back to production and drug resistance concern are clearly overlooked. Natural compound settles all limitation of shuttle program. When the foundation of sustaining livestock farming lies solely in the principles of sustainable farming practices, visionary farmers—both present and future should inevitably choose not to shuttle, but to confidently settle.



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The growing world population has increased the demand for meat production and has led to rapid growth in the scale of poultry enterprises globally. The poultry industry needs to implement several changes in its production and processing systems to meet the growing demand for poultry products, while taking into account farming sustainability and ensuring high standards in poultry processing plants.

Recent advances in technological and engineering tools and materials, such as advanced sensors and sensing devices, data processing and machine learning methods, provide effective tools for the poultry industry to optimise yield and material use on the poultry processing line, to track material flow throughout the entire process from farm to fork and make decisions based on real-time constraints in material flows, manufacturing operations and energy consumption, creating capabilities beyond what independent disconnected operating environments can provide.

### What is technology 4.0?

The first industrial revolution started with the invention of steam-powered and hydraulic machines. The second industrial revolution came with mass production and the use of electricity, which was followed by the third revolution with the introduction of automation and electronics. Each of these technological advances significantly changed production methods in all fields, including poultry farming.

However, the adoption rate of each technological advance varies based on cost, infrastructure availability, cultural adaptability and the amount of training needed. We are living in the fourth technological and industrial revolution era (i.e., technology 4.0) which involves the fusion of various technologies, including robotics, artificial intelligence, virtual reality, autonomous systems, nanotechnologies, quantum computing and a completely interconnected Internet of Things.

### Application in poultry processing plants

Technology 4.0 can improve poultry processing efficiency and optimise

material yield through the integration of cyber-physical systems and wireless communication technologies that track poultry production in real-time to provide production data at different steps of the production process. The transport of live poultry from producers to the processing plant is the first step in raw material reception.

After the poultry are hung manually on the production line, a count needs to be done. A low-cost hardware system combined with an intuitive analytics dashboard and the Internet of Things can be used as a suitable tool to determine the exact number and rate of the production line. In addition, after evisceration, in which the offal and legs are removed from the bird, the material yield will be calculated, the weight of each bird and the data from the production line will be generated automatically.

Specialised software in the production line will be able to make the bird selection, manage flexible distribution and minimise waste. The cutting and deboning steps are essential to optimise material yield. The speed and rhythm of each

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employee cutting the breast and thighs manually and the quantity of packaged and labelled products according to each order can be monitored using real-time monitoring systems.

#### **Challenges faced by technology 4.0**

Technology 4.0 is reshaping the contours of the poultry industry, therefore, it is facing several new challenges. Increasingly competitive dynamics and facilitated market entrance of new competitors are among the most critical challenges in the technology 4.0 era. Moreover, digital connectivity implies sharing data and a high level of transparency which expose poultry processors to the risk of cyberattacks and industrial espionage, along with the challenge of securing data rights and access.

In addition, technology 4.0 is predicted to have a far-reaching impact on employee roles in poultry processing plants. Employees need to be qualified to handle the new technology concept and have adequate personal qualities (such as a willingness to learn), social and interpersonal skills (such as creative problem solving in social settings), as well as action-related (such as the ability to find practical solutions), and domain-related competencies (such as understanding network technologies, together with data analysis and processing). However, sourcing people with these skills represents a major challenge and potential obstacle for the poultry industry.

#### **Upcoming tech and futuristic vision**

With anticipated digital transformations, referred to as the fourth revolution in technology (4.0), several emerging technologies are paving the way towards a more advanced vision for the future. The 5G technology is one of the major future elements in communication and data transformation due to its capability of supporting 1,000-fold gains in capacity, connections with at least 100 billion devices and a 10-20 GB individual user experience with extremely low latency and fast response times.

The deployment of 5G networks is expected to be rolled out between 2020 and 2030. Processing data from various types of sensors, such as those described above, requires the development of new data processing techniques. To address this need, there will be a drastic shift in machine learning and artificial intelligence algorithms to make them more efficient in data processing and decision making.

Biosensors, hyperspectral cameras and sensing arrays are just some of the recent advances in sensing devices. Additionally, technologies such as automation, cloud computing and augmentation should not be disregarded as new and emerging technologies. It is further worth mentioning that machine vision and computer vision are the advances underpinning many emerging technologies, such as robotics, artificial intelligence, and smart sensors. Machine vision uses machines, sensors and data processing algorithms to 'see', analyze and make decisions about the surroundings.

Machine vision will have a massive impact on many fields, including

agriculture and animal science. It is especially useful for problems where the human eye is needed to assess the situation. Thousands of machine vision and computer vision applications have yet to be discovered and it is expected to be the focus of investigation and development in the near future.

#### **Robust monitoring**

The application of technology 4.0 in poultry processing plants increases the processor's ability to optimise yield and material use on poultry processing lines, track material flow through the entire process, make decisions based on real-time information, and ensure high standards in poultry processing plants. Using technology 4.0 increases production efficiency, decreases operational and manpower costs, and provides reliable and accurate data for management and planning purposes. However, to develop a robust monitoring system in poultry processing plants it will be necessary to collect a combination of data from large scale studies using multiple sensors.

Source: [www.poultryindia.co.in](http://www.poultryindia.co.in)

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# Alleviating Measures to Face Monsoon Menace in Poultry

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## Introduction

Generally, monsoon the rainy phase of seasons starts in June and exist up to September. As like summer, monsoon also a crucial factor for a poultry world. It have some negative effect on poultry as deviation

from comfort environment take place. This make birds to consume more feed than normal to keep themselves warm for survival. So that performance will become secondary for them and economic loss will be occur. Additionally, wet condition is one of the favourable

for more disease to spore out and it will adversely affect the birds health, ultimately loss of birds occur. To overcome, some fine changes in management are made during rearing to keep flock normal in abnormal condition.

## Alleviating Measures

Shed Management	<p><b>Internal area</b> The roof should be free from leakages, As a pre management before start of rainy weather, roof damages and leakage that encourage dampness inside the shed to be repaired.</p> <p><b>External area</b> Make sure that encircle of shed nearly 1-2 foot is without any grasses or brushes or pits. If there, clean and make them level to avoid stagnation of water which is the source of many disease development...Provision of easily regulating side curtains which can be adjusted accordingly with intensity of rain and ventilation requirement, avoid the direct splash and chillness inside the shed, make the macro environment of birds more comfort. Disinfecting the shed frequently by spreading lime or bleaching powder in the entrance and around the shed premises keep away the diseases.</p>
Housing Management	<p>Selecting the elevated floor with roof overhang (2 to 3ft) for rearing is a wise thing which reduce the risk due to rain.</p>





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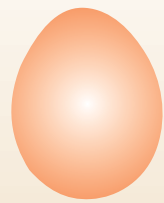
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Flock Management	<p><b>Brooding Stage</b></p> <p>Brooding during rainy season is more challenging. Extra brooders are provided to maintain the temperature fluctuations. Seal the holes and gaps which allow chillness inner to maintain optimum temperature.</p> <p>Providing lukewarm water up to 3 days and disinfecting water helps to avoid problematic diseases. Avoid spillage of water unnecessarily as it make wetness inside.</p> <p><b>Growing &amp; Finisher Stage</b></p> <p>Extra light to be given as the length of daylight will be reduced in rainy season as the short day length may affect the feed intake, laying performance.</p> <p>Strictly follow the vaccination schedule to prevent the onset of diseases.</p> <p>Supply the birds with some antibodies and supportive to build their immune system.</p> <p>Flies are the major concern, to eliminate it keep the shed clean without any dirt, wet feed and keep the manure dry. Use of larvicidal and electrocutors will reduce the fly population.</p>
Litter Management	<p>Selecting the quality litter that mainly includes absorbent of moisture be the first step of management.</p> <p>Moisture in litter should be 25% and ammonia concentration should be less than 20ppm.</p> <p>The litter that serve as a bedding for birds soon get moist during rain which encourage fly problem, microbial growth with ammonia gas emission. Frequent racking, removing and replacing the wet and caked litter enhance loss of moisture from it and restrict microbial growth.</p> <p>Adding super phosphate 1kg /1000sq.ft in more hydrated state of litter will remove the moist from it. Adding phosphoric acid and super phosphate will eliminate the ammonia.</p>
Feed Management	<p>Storing the feed bags on the platform and one foot away from side wall will prevent it from getting wet. Wetting will have a chances of aflatoxin in the feed.</p> <p>Birds consume more feed during rainy season so that nutrient profile of feed should be manipulated to provide high energy.</p> <p>Extra stock for 5-6 days should be maintained as a precaution to avoid feed shortage.</p>
Water Management	<p>Ensure the tanks are close with lid properly</p> <p>Add chlorine or 2gm bleaching powder mixed with 1000 litres of water.</p> <p>Proper sanitation &amp; 15 days once pipeline flush out is must.</p> <p>Frequently check PH &amp; TMC of the water sample.</p>
Precautionary Measures	<p>Always be ready for power cuts with an alternative source like generators or use of emergency lights.</p> <p>Check all the electricity lines &amp; ensure there is deviation in the circuit.</p>

### Conclusion

In a nutshell, poultry production in rainy is very lucrative and dynamic; according to that we must know to manage the dynamics of poultry farming in any season (not only in monsoon) to maintain our venture in a profitable manner.



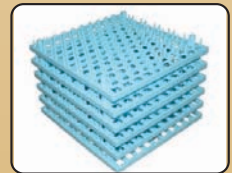
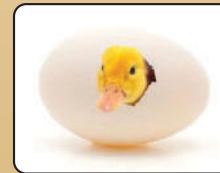
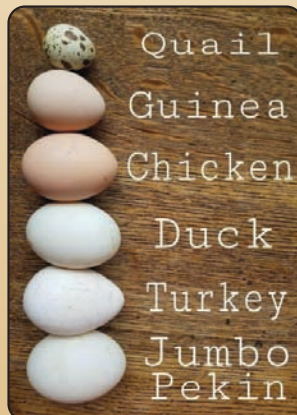
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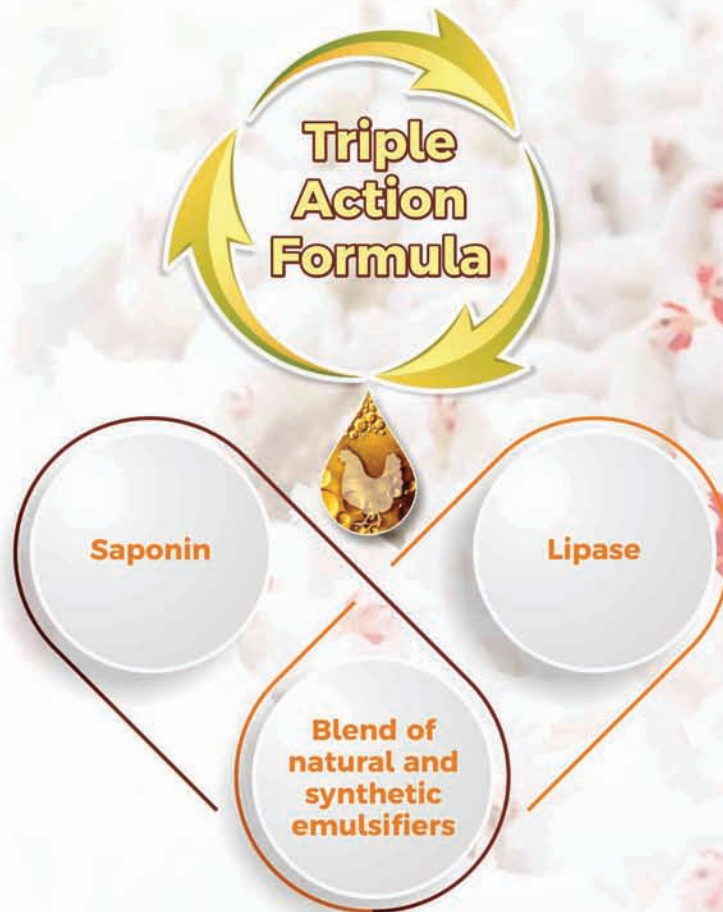


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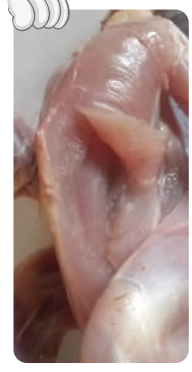
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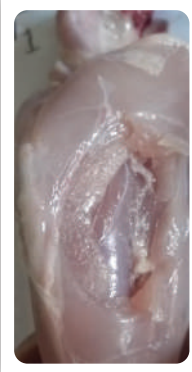


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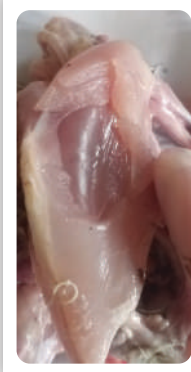
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