

Poultry Fortune

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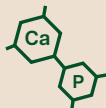
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MoU signed by USSEC and KPFBA may open new avenues of innovation, progress and productivity for India's poultry industry

As far as poultry is concerned, there are three main types of toxins (Mycotoxins, Chemical toxins and bacterial toxins) contaminating poultry feed, leading to adverse effects on bird health and performance. Toxin traceability in chicken meat and eggs is a major problem that needs to be mitigated in order to guarantee food safety. In addition to mycotoxins, chemical pollutants like dioxin and pesticides are frequently found in poultry feed, which negatively affects the health and productivity of the chickens.



Dear Readers,

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

Poultry Fortune organised its 11th Edition of *India International Poultry Expo 2024 (IIFE 2024)* on

2 & 3 August 2024 at Pune, Maharashtra, India. IIFE 2024 consisting of Exhibition, Conference and PF Awards presentation programme was well accepted and appreciated. Size of the Exhibition was moderate. While the Conference dealt with the issues of the Indian poultry industry with seven eminent speakers, 23 institutions and individuals were honoured with PF Awards for the excellence they achieved in their profession and for their services as well as contribution to the poultry industry.

The U.S. Soybean Export Council (USSEC)'s Soy Excellence Center (SEC) India and Karnataka Poultry Farmers and Breeders Association (KPFBA) have signed a Memorandum of Understanding (MoU) to accelerate work-force training and capacity building within India's rapidly growing poultry sector. Reflecting on the significance of this partnership, USSEC's CEO, Jim Sutter offered, "The foundation of our success with USSEC's Soy Excellence Centers is in collaborating with industry experts. I am confident that this MoU between USSEC and KPFBA will open new avenues of innovation, progress and productivity for India's poultry industry. On signing of the MoU, Mr Naveen Pasuparthi,

President of Karnataka Poultry Farmers and Breeders Association in India added, "This MoU enables KPFBA to offer access to digital online training programs delivered by global experts reaching every nook and corner of India's poultry and feed milling sector. These programs and the delivery mechanism will help in workforce training, upskilling and capacity-building, for India's rapidly growing poultry and feed milling sector. KPFBA also gets the opportunity to share, design and curate new programs with USSEC that can be delivered seamlessly on such a digital platform. It's a pleasure for KPFBA to collaborate with USSEC on such initiatives."

Camlin Fine Sciences Limited (INE052101032) announced that its wholly owned subsidiary viz. Dresen Quimica SAPI De CV, Mexico (CFS Mexico) has entered into a Share Purchase Agreement with shareholders of Vitafor Invest NV Belgium (Vitafor), whereby it has acquired the entire 100% stake at a value of Euro 1 (Euro One Only) on June 11, 2024. This acquisition results in ownership of 100% stake in Vitafor Invest NV, Belgium and its underlying subsidiaries / associates namely AddiTech NV (100%); Vitafor NV (100%); Vitafor China Ltd. (100%); Europe Bio Engineering BV (100%) and Vial Sàrl (45%). This strategic move signals CFS's commitment to fortify its position and drive substantial growth in the animal nutrition sector. "This collaboration with Vitafor is a testament to our steadfast growth strategy and commitment to enhancing our portfolio with reputed brands" shares Nirmal Momaya, Managing Director at CFS. It not only expands our footprint across markets but also amplifies our capacity for innovation, fast-tracks our journey towards building a comprehensive portfolio."

Contd on next page



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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.

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Indian Herbs Specialities Pvt Ltd organized a technical seminar in Kathmandu, Nepal on Recent Advancements in Poultry Nutrition and the Role of Phyto-genic Feed Supplements and addressed critical aspects essential for sustainable poultry farming. Dr Dinesh Gautam addressed the topic of using alternate feed ingredients such as DDGS in poultry feed, emphasizing the importance of alternatives such as phyto-genics, prebiotics, probiotics, and postbiotics. His discussion focused on minimizing the use of antibiotics and synthetic chemicals in poultry feed to enhance the health and immunity of poultry flocks.

The newly updated U.S. Soy Sustainability Assurance Protocol (SSAP) has achieved a gold level equivalency against the Sustainable Agriculture Initiative Platform's Farm Sustainability Assessment 3.0. The SSAP is a protocol that outlines the regulations, processes and management practices that ensure sustainable soy production on U.S. soybean farms. It is a national system of sustainability and conservation laws and regulations combined with careful implementation of best production practices on more than 300,000 U.S. soybean farms.

Dr N. Elangovan, Managing Director, Iris Life Solutions Pvt Ltd and Timo Eva Wellness Pvt Ltd passed away on 28 July 2024. He was 54 years. Dr Elangovan was good at successfully launching products and has the strategic and operational strengths of concept selling and business restructuring. Establishing entrepreneurial success in the animal health industry, Dr Elangovan had proven his abilities of building an aggressive high growth strategic animal health company. Dr Elangovan was a gentleman and was a man caring and in helping the needy people. Keeping his ethics and values in view, his family members are working towards fulfilling his dreams and objectives.



In the Articles section, **Unveiling Hidden Risks: Toxins in Poultry and Their Control Measures**, authored by Bentoli Agrinutrition India Pvt Ltd said that Toxin traceability in chicken meat and eggs is a major problem that needs to be mitigated in order to guarantee food safety. In addition to mycotoxins, chemical pollutants like dioxin and pesticides are frequently found in poultry feed, which negatively affects the health and productivity of the chickens. These toxins enter the human food chain at the same time as residue, endangering consumers' health. Producers can successfully reduce the danger of toxins in chicken products, protecting consumer health and guaranteeing the quality of meat and eggs available for purchase, by using strong traceability mechanisms and monitoring processes. Alongwith mycotoxin contamination, major agricultural commodities like corn and soymeal frequently contain pesticide residues as a result of intensive agricultural practices.

Another Article titled **From Coops to Connectivity: Pioneering Innovations for Efficiency and Sustainability in Future Poultry Production**, authored by Kaivalya Deshmukh, Nilay D. Deshpande and Aditya D. Deshpande discussed that the poultry industry is undergoing a transformative shift driven by technological advancements and a growing emphasis on sustainability. The future of poultry farming is using automation, artificial intelligence and the Internet of Things (IoT) which are revolutionizing traditional practices, enhancing

efficiency and improving poultry welfare. It delves into sustainable practices such as ecofriendly housing, alternative feeds, waste management and water conservation, emphasizing their importance in reducing the environmental impact of poultry production. Consumer trends and market demands for ethical and organic products, transparency and traceability in the food supply chain are key points in poultry production. Also, examining the role of environmental regulations and sustainability certifications helps in promoting responsible farming practices. Through case studies and success stories, it highlights innovative farms that have successfully integrated technology and sustainability. Additionally, it underscores the significance of ongoing research and technological innovations in driving continuous improvement. By adopting these forward-thinking approaches, the poultry industry can meet the growing demand for poultry products while ensuring environmental stewardship and animal welfare.

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.

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Strategic Leap: CFS Acquires Vitafor Invest NV, Belgium - Driving Transformative Growth in Animal Nutrition

Mumbai: Camlin Fine Sciences Limited (INE052101032) announced that its wholly owned subsidiary viz. Dresen Quimica SAPI De CV, Mexico (CFS Mexico) has entered into a Share Purchase Agreement with shareholders of Vitafor Invest NV Belgium (Vitafor), whereby it has acquired the entire 100% stake at a value of Euro 1 (Euro One Only) on June 11, 2024. This acquisition results in ownership of 100% stake in Vitafor Invest NV, Belgium and its underlying subsidiaries / associates namely AddiTech NV (100%); Vitafor NV (100%); Vitafor China Ltd. (100%); Europe Bio Engineering BV (100%) and Vial Sàrl (45%). This strategic move signals CFS's commitment to fortify its position and drive substantial growth in the animal nutrition sector.

This acquisition helps Camlin Fine Sciences (CFS) to integrate Vitafor's assets and expertise by harmonising it into the Animal Nutrition business, strengthening CFS's expertise in shelf-life enhancement, feed safety and animal performance solutions. Vitafor's speciality products in feed ingredients, nutritional products, hygiene products and disinfectants, will consolidate CFS's portfolio across various animal segments. It enables CFS

to swiftly penetrate new geographies by offering comprehensive solutions to customers by leveraging its established supply channels and robust distribution network.

CFS's Animal Nutrition business has been expanding beyond antioxidants, with an established presence in products such as toxin binders, mold inhibitors, pellet binders, growth promoters, moisture optimization and feed sanitization programmes across poultry, swine, ruminants, aqua and pet food segments. Experience of CFS in

successful acquisition of CFS Mexico in 2016 then excellent growth of its operations enables efficient integration of Vitafor. Acquisition of CFS Mexico was a strategic move that strengthened CFS's presence across Mexico, Central America, and the Andean States for animal nutrition segment and integration of Vitafor would certainly be the next strategic leap forward.



"This collaboration with Vitafor is a testament to our steadfast growth strategy and commitment to enhancing our portfolio with reputed brands" shares Nirmal Momaya, Managing Director at CFS. It not only expands our footprint across markets but also



amplifies our capacity for innovation, fast-tracks our journey towards building a comprehensive portfolio."

About Camlin Fine Sciences Limited:

Camlin Fine Sciences Limited is one of the world's leading fully integrated manufacturers and conducts its operations in three core domains: Specialty Ingredients, Aroma Ingredients and Performance Chemicals.

Apart from offering high-quality protection and safety solutions for the food, petfood, biodiesel and animal nutrition industry, it has a product basket, which can help improve animal performance. With a focus on antibiotic alternatives, improving Feed Conversion Ratio (FCR) in livestock and building sustainability, CFS continues to set new benchmarks in nutritional solutions for the animal nutrition industry.

Over the last three decades, it has earned customer loyalty with market knowledge, expertise, product offering and customer service. Bringing science alive in a way that touches numerous lives across the globe, every day, is a pursuit that gives CFS much joy. It's fine sciences for fine living, said a press release from Camlin Fine Sciences.



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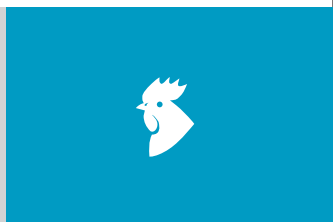
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A Legacy of Excellence Continues - DSAND Animal Nutrition



DSAND is proud to announce the successful patenting of 'Cysteine Protease (EC 3.4.22..) Formulation for Improvement of Poultry Feed Performance', marking another milestone in our storied history of innovation and commitment to pushing the boundaries of what's possible.

DSAND is a leading, bioscience company that develops natural ingredient solutions (feed supplements) for poultry, dairy, aqua, swine and companion animals. Founded in the year 2016 by **Dr. Sandeep Gupta**, renowned nutritionist with a aim to offer services and solutions to improve productivity of livestock

sector in India. DSAND one among fastest growing Animal Nutrition companies in India providing premium quality, result oriented products. Since 2016, DSAND has been at the forefront of innovation by constantly optimizing methods for production processes.

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The only company in the world to use Identified Cysteine Protease Enzyme in Feed Supplement and got published in Indian Patent.

The recently granted patent for Cysteine Protease (EC 3.4.22..) solidifies DSAND's commitment to revolutionizing poultry industry.

This Patent grants several significant benefits to DSAND as an inventor as well as businesses, and society:

Exclusive Rights: This patent grants inventor exclusive rights to make, use, sell, and license the invention (Cysteine Protease) for a period of 20 years from the filing date. This exclusivity provides a competitive edge and help recoup development costs.

Market Advantage: This patent will prevent others from copying or using Cysteine Protease in poultry without permission, which will establish and maintain a unique position of inventor in the market.

Legal Protection: Patent also provides a legal framework to enforce inventor's rights in case of infringements on its invention. This protection ensures how an invention is used and prevent unauthorized exploitation.

Innovation Incentive: An inventor also gets benefited by getting rewarded for their

creativity and investment.

Which motivates others to invest time and resources into developing new solutions.

Enhanced Reputation: Holding a patent enhances inventor's reputation as an innovator and leader in the field of enzymes. It also improves credibility with potential partners, customers and investors.

Technology Sharing: Patents require public disclosure of the invention, which contributes to the body of technical knowledge and can spur further innovation. This sharing of information helps advance technology and benefits society as a whole.

Overall, patents play a crucial role in fostering innovation, protecting intellectual property, and supporting economic growth.

"This patent is a testament to our relentless pursuit of progress, and we look forward to continuing to lead the way in shaping a brighter and more connected future for all."

- Dr Sandeep Gupta,
Founder,
DSAND Animal Nutrition
Pvt Ltd

Dr Amit K Patra joins PVS as Business Head

Vijayawada: PVS Group appointed Dr Amit Kumar Patra as Business Head, Poultry & Veterinary divisions.

Dr Amit is M.V.Sc. in Animal Nutrition from West Bengal University of Animal & Fishery Sciences, Kolkata

and Post Graduate Diploma holder in Marketing Management. He brings over two decades of experience in Poultry and Dairy industry. Dr Amit is confident of adding value to the team and the company.



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Hy-Line President Jonathan Cade discusses strategized goals with Srinivasa Farms



Jonathan Cade, President, Hy-Line International with C. Suresh Rayudu, Managing Director, Srinivasa Farms Pvt Ltd, his wife, and other senior executives.

Hyderabad: Mr Jonathan Cade, President, Hy-Line International, USA visited the corporate office of Srinivasa Farms Pvt Ltd in Hyderabad, India on 22 August 2024 and he was engaged in productive discussions about Srinivasa Farms' upcoming Technical Seminar and strategized goals for the coming year. It was an insightful exchange that further strengthens our partnership and commitment to excellence,

informed a note from Srinivasa Farms .

Srinivasa Farms is the sole franchisee distributor for the Hy-Line International breeder based in the USA. Srinivasa have begun distribution of Hy-Line commercial layers throughout India since August 2017. Hy-Line was the first poultry breeding company to apply the principles of hybridization to commercial layer breeding.

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Indian Herbs organises seminar on Recent Advancements in Poultry Nutrition and the Role of Phytogetic Feed Supplements at Kathmandu

Saharanpur: Indian Herbs Specialities Pvt Ltd organized Technical Seminar in Kathmandu, Nepal, recently. The seminar's theme **Recent Advancements in Poultry Nutrition and the Role of Phytogetic Feed Supplements** addressed critical aspects essential for sustainable poultry farming.

The event was elevated by the presence of key dignitaries including the chief guest Dr Umesh Dahal, Director General of the Department of Livestock Services; guest



Dr Shivi Maini, GM, Technical welcoming Dr Dinesh Gautam



Dr Dinesh Gautam, Tech. Advisor, Nepal Poultry Federation giving technical presentation

of honour Dr Kedar Subedi, General Secretary of the Nepal Veterinary Association; Dr Nabaraj Shrestha, General Secretary of Veterinary Practitioners Association, Nepal; Dr Dinesh Gautam, Technical Advisor to the Nepal Poultry Federation; Mr Rabin Puri, President of the Nepal Feed Industries Association and Mr K. P. Lamsal, Managing Director



Dr Umesh Dahal, Director General of Dept. of Livestock Services of Nepal, Chief Guest giving his presentation

of Simurg International Pvt Ltd.

Key highlights of the seminar included a note worthy address by Dr Umesh Dahal and an insightful session by Dr Dinesh Gautam on *Recent Advancements in Poultry Nutrition*. Dr Dinesh Gautam addressed the topic of using alternate feed ingredients such as DDGS in poultry



Dr Shivi Maini, GM, Technical, Indian Herbs, giving technical presentation on phytogetic products

feed emphasizing the importance of alternatives such as phytogetics, prebiotics, probiotics and postbiotics. His discussion focused on minimizing the use of antibiotics and synthetic chemicals in poultry feed to enhance the health and immunity of poultry flocks.



Paramartha, National Sales Manager and Dr Samrat Shrestha, ZM, welcoming K.P. Lamsal, MD, Simurg International



A view of participants at seminar at Kathmandu, Nepal

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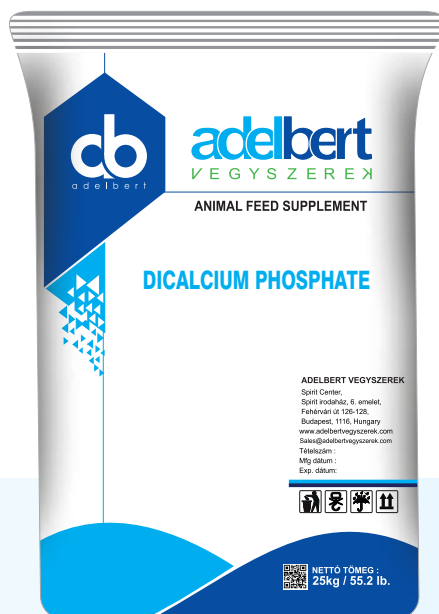
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The session was further enriched by Dr Shivi Maini's presentation on "Novel Phylogenetics for Sustainable Poultry Production." Dr Shivi highlighted the various initiatives undertaken by Indian Herbs Specialities aimed at providing innovative, safe and sustainable solutions to ensure comprehensive

health benefits for poultry flocks.

The enthusiastic participation of the Nepal Sales team led by Mr Paramartha Roy, National Sales Manager; Mr Tirthankar Banerjee, Sales Manager, East Zone; Dr Samrat Shrestha, Regional Manager, Nepal;

Dr Saroj Parajuli; Mr Pradip Dhakal and Mr Sarthak Bista, exemplified **Indian Herbs'** commitment to building strong customer relationship and providing unwavering support to the farming community.

The active participation of over 45 top poultry farmers, integrators,

feed millers and patrons underscored the event's significance within the Nepalese poultry industry. The vibrant exchange of ideas, experiences and best practices fostered a collaborative spirit, nurturing an environment conducive to collective learning and growth.

Updated U.S. Soy Sustainability Assurance Protocol Reaches FSA Gold Level Equivalent

ST. LOUIS, MO – August 12: 2024- The newly updated U.S. Soy Sustainability Assurance Protocol (SSAP) has achieved a gold level equivalency against the Sustainable Agriculture Initiative Platform's Farm Sustainability Assessment 3.0.

The SSAP is a protocol that outlines the regulations, processes, and management practices that ensure sustainable soy production on U.S. soybean farms. It is a national system of sustainability and conservation laws and regulations combined with careful implementation of best production practices on more than 300,000 U.S. soybean farms.

The latest SSAP, Version 4.1, incorporates several new elements, including:

- Protected sites and natural habitats
- Regulations related to employee standards
- Rights of Indigenous Peoples
- Updated on-farm conservation and production practices to optimize crop yield and reduce environmental impact

The new additions to the SSAP ensure it is aligned

with current sustainable production practice guidelines as implemented by global programs for sustainable agriculture, including the Sustainable Agriculture Initiative (SAI).

The non-profit SAI Platform is a network of more than 180 members worldwide and serves as the primary global value chain initiative for sustainable agriculture. The Farm Sustainability Assessment (FSA) enables food and drink businesses to assess, improve, and validate on-farm sustainability in their supply chains.

"By meeting 100% of both the FSA's essential and intermediate level questions, the SSAP demonstrates the highest level of commitment to supporting a sustainable, healthy and resilient global agriculture system," said FSA Manager Joe Iveson. "Sustainable soybean sourcing is vital to ensuring reliable global supplies, meeting new market demands, safeguarding biodiversity, and much more."

"This designation is a reflection of the SSAP's integrity and value as a tool to foster reliability and

consistency in sustainable food production for a growing world," said Abby Rinne, USSEC Director of Sustainability. "Continuous reviews and updates to the SSAP ensure it is aligned with the latest global sustainability standards and U.S. Soy continues to be the world's most sustainable soy."

The independently audited SSAP provides quantifiable information and credible assurance to international U.S. Soy customers that the soy they purchase is sustainable. In 2023, 70% of all U.S. Soy exports were shipped with an SSAP certificate.

The SSAP is one part of the overall U.S. Soy producer sustainability program. These processes and practices of U.S. farmers contribute to improved environmental, social and economic sustainability outcomes over time.

About U.S. Soy Sustainability Assurance Protocol

The U.S. Soy Sustainability Assurance Protocol (SSAP) is a tool that aggregates sustainability and conservation principles to verify sustainable soy

production on U.S. soybean farms. U.S. soy production is based on a national system of sustainability and conservation laws and regulations combined with careful implementation of best production practices by more than 270,000 U.S. soybean farms. The SSAP is one part of the overall U.S. soy producer sustainability program.

About the U.S. Soybean Export Council

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










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USSEC and Karnataka Poultry Farmers and Breeders Association Sign MoU to Enhance India's Poultry Skills

Aug 19, 2024, San Francisco, USA: The U.S. Soybean Export Council (USSEC)'s Soy Excellence Center (SEC) India and Karnataka Poultry Farmers and Breeders Association (KPFBA) have signed a Memorandum of Understanding (MoU) to accelerate work-force training and capacity building within India's rapidly growing poultry sector.

Reflecting on the significance of this partnership, USSEC's CEO, Jim Sutter offered, "The foundation of our success with USSEC's Soy Excellence Centers is in collaborating with industry experts. I am confident that this MoU between USSEC and KPFBA will open new avenues of innovation, progress and productivity for India's poultry industry."

Economic Growth Through Skills Training and Capacity Building:

Aligned with Prime Minister Narendra Modi's 'Skills India' initiative, this MoU will create opportunities for young protein professionals in India to advance in their careers, have access to a global curriculum and be future-ready while producing more sustainably. With 68% of its population in the 15-64 age group, the opportunity to harness the nation's economic dividend seems promising. Having a shared vision of developing



USSEC's CEO Jim Sutter and KPFBA's president Naveen Pasuparth sign MoU in Bangalore to accelerate work-force training and capacity building within India's rapidly growing poultry sector

the next generation of protein professionals, KPFBA and USSEC's MoU will lay the foundation for continuous learning, knowledge sharing and boosting the progress and economic growth of the poultry industry.

Meeting the Growing Demand for Protein:

Home to the world's largest population, India's poultry sector recognizes the importance of keeping pace with the rising demand for animal protein and eggs. In 2022, India's poultry production was estimated at 4.95 million tonnes. Through this strategic partnership USSEC and KPFBA are on a mission of advancing India's poultry industry through upskilling, skills trainings and community learning.

On signing of the MoU, **Naveen Pasuparth, President of Karnataka Poultry Farmers and Breeders Association (KPFBA)** in India added,

"This MoU enables KPFBA to offer access to digital online training programs delivered by global experts reaching every nook and corner of India's poultry and feed milling sector. These programs and the delivery mechanism will help in workforce training, upskilling and capacity-building, for India's rapidly growing poultry and feed milling sector. KPFBA also gets the opportunity to share, design and curate new programs with USSEC that can be delivered seamlessly on such a digital platform. It's a pleasure for KPFBA to collaborate with USSEC on such initiatives."



Empowering the Next Generation of Protein Experts:

As a part of the MoU, USSEC's SEC program will provide training to KPFBA members on SEC's digital platform. Participants will also have access to SEC's exclusive global community called SEC Pods for networking and learning. KPFBA's members will also be able to attend in-person SEC courses.

In return, KPFBA will facilitate in promoting SEC's training programs among its members while ensuring continuous engagement and tracking of progress. Additionally, KPFBA will also facilitate in providing access to facilities and subject matter experts for collaborative trainings of mutual interest.

Cultivating Success through Collaboration:

Since its launch earlier this year, the SEC in India has also established the Regional Advisory Council (RAC) - a panel of 14 experts that provide guidance on course content and insights about the industry's needs. The SEC in India is rapidly gaining momentum and to date has already trained more than 600 professionals across its feed milling, poultry and soy foods tracks. These steps illustrate SEC's role in enabling innovation and building a more foodsecure India.



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About Soy Excellence Center (SEC):

The Soy Excellence Centers (SEC), an initiative by the USSEC, focuses on skills building of early-to-mid career protein professionals in growing markets through world-class workforce training and professional development to help meet local nutrition and food security needs and support sustainable economic growth. USSEC is collaborating with diverse partners, including local food and agriculture universities and organizations, to deliver training in key core subject areas – aquaculture, feed, food, poultry, and swine. USSEC operates Soy Excellence Centers in four regional hubs – the Americas, Asia, Middle East and North Africa, and Sub-Saharan Africa.

About the U.S. Soybean Export Council (USSEC):

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

About Karnataka Poultry Farmers and Breeders Association:

Born in 1991, KPFBA is a not-for-profit association of all poultry farming and feed milling communities in the state of Karnataka, India. It's an apex body representing the poultry sector to the state and federal government with active involvement in the government's policy formation for the sector. KPFBA and Karnataka Veterinary, Animal & Fisheries Sciences University established Poultry Training & Diagnostic

Laboratory offering free services to the poultry farmers and breeders, addressing pathology, microbiology and nutrition. KPFBA conducts regular education and training programs for the poultry sector, state and federal government machinery as well. Associating with farmers, businesses, educational institutions, research organizations and other stakeholders both within the state, across India and overseas, enhancing information flow. KPFBA undertakes surveys, studies and research projects. It also engages in national and international exhibitions, enters into MOUs with the government, educational institutions, skills development non-profit organizations etc which may benefit the poultry sector. In 2018 and 2022, KPFBA was recognized as one of India's premier poultry associations by the Indian Poultry Journalists Association. In 2015, Poultry Fortune, a leading poultry magazine recognized KPFBA as the "Best Poultry Promotion Award," for outstanding contributions to the poultry sector.

Gartech secures Order for Multi-Tier Broiler Breeder Cages for 2.5 Million Birds from IB Group



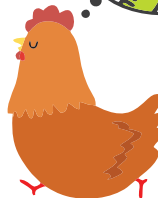
From Left to Right Harish Garware, Bahadur Ali, Ms Zoya Afreen Alam and Rizwanuddin

We are excited to announce that Gartech Equipment Pvt Ltd, India's leading innovator in ultra-modern mechanized poultry farming, has secured a significant order to supply equipment for IB Group's state-of-the-art, fully automated, \$65 million (over ₹500 crore)

Multi-Tier Broiler Breeder project. This project will be commissioned over the next nine months. IB Group, led by Mr Bahadur Ali, is among Asia's top five poultry companies with grandparent operations, renowned for its commitment to quality and growth.



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Under Mr Harish Garware's leadership, Gartech has become India's largest manufacturer of hi-tech automated poultry farm equipment, specializing in vertical farming systems for poultry with automated feeding, drinking, lighting, and climate control. With over 25 years of innovation, Gartech continually upgrades its patented solutions to meet the diverse needs of broiler, breeder, and layer farms, serving both small operations and large enterprises in India and over 30 countries worldwide.

Mr Harish Garware, proud of this collaboration, stated, "This order strengthens our long-standing partnership with IB Group and reaffirms Gartech as India's leading provider of advanced poultry equipment. Together, we're driving innovation and elevating global farming standards to meet the growing demands for protein security.

We are committed to delivering this order with the precision and quality that define Gartech as we continue our mission to transform the poultry farming industry.

Lumis Enzymes at SIAVS, Americas

Lumis Enzymes recently exhibited at SIAVS, Americas. SIAVS is Americas leading trade event for animal production and a platform for reputed global companies to showcase their products and services. Several esteemed distributors of Lumis from across LATAM were also present at their booth during the event.

Lumis team had the opportunity to present their unique enzyme portfolio to their visitors who were extremely satisfied with the technical features and outstanding benefits obtained by using Lumis enzymes. Lumis is glad that they could offer their visitors, sustainable enzyme solutions to the various challenges faced

in the feed industry. Lumis and their distributor team experienced very good response to their specially designed enzyme products. Further, the exhibition also gave a platform to meet with their existing customers and also generating extremely promising customer leads for the LATAM countries.



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Dr N. Elangovan Passes Away

Bangaluru: Dr N. Elangovan, Managing Director, Iris Life Solutions Pvt Ltd and Timo Eva Wellness Pvt Ltd passed away on 28 July 2024. He was 54 years. He left behind his wife Saraswathy Elangovan and two sons Mr Tamil Alanzo Elangovan and Mr Kathir Vithuran Elangovan.

Dr N. Elangovan was the eldest son of Natarajan Ramasamy and was born on 7 December 1969 in Tenkasi in Tamil Nadu.

Dr Elangovan did his Bachelor of Veterinary Sciences (B.V.Sc) from The Madras Veterinary College.

Dr Elangovan started his career in sales with Unichem at Hubli, Karnataka in 1994 and then moved to Selvam Broilers in 1996 for chicks sales and services based at Bangaluru. In 1997 he joined Fort Dodge Animal Health as Area Manager at Coimbatore. In 1999 he wanted to do his journalism and joined Sun TV Group with the magazine "Kungumam", after that he joined Vin Nayagan of Vinayaka Group, Chennai.

In the year 2000, he joined Merind Ltd, a Wockhardt Enterprise, as Regional Manager at Bangaluru. In 2002 he joined Indo BioCare Pvt Ltd as National Business Head marketing Lohmann & Elanco products. Later he joined Himalaya Drug Company as Business Head for their Animal Health Care products.

In 2007, Dr Elangovan started his own venture



Dr N. Elangovan (1969 - 2024)

Iris Life Solutions Pvt Ltd manufacturing animal health care products based at Bangaluru and in 2012 started Timo Eva Wellness Pvt Ltd with health care and nutritional products and made both the companies well

established for quality and performance.

Though he was a veterinary professional, Dr Elangovan was fond of journalism. In 2004, he started online web portal of Andhimazhai.com and was known as

Andhimazhai (Evening Rain). In 2010 when it came in print media he was so happy as if it was his first baby.

Dr Elangovan was good at successfully launching products and has the strategic and operational strengths of concept selling and business restructuring. Establishing entrepreneurial success in the animal health industry, Dr Elangovan had proven his abilities of building an aggressive high growth strategic animal health company.

In poultry, Iris Life Solutions and Timo Eva group has 15 products for healthcare and supplied all over India. They have products for poultry and large animals including pet food.

In 2022, the group crossed Rs 150 crore annual business turn over. Elangovan's aim was to have large number of professionals to work in the group.

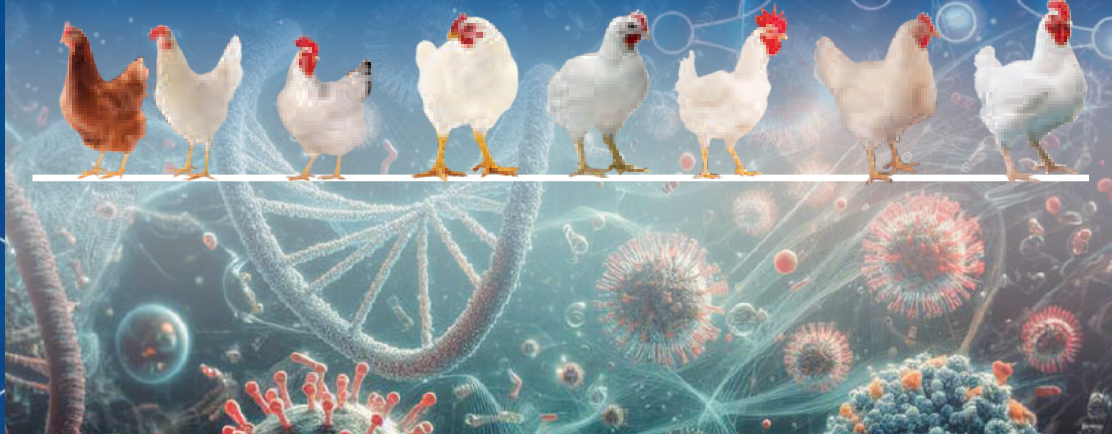


Marriage reception of Dr Natarajan Elangovan and Saraswathy Elangovan's son Tamil Alanzo Elangovan and Divya Alanzo in April 2023. From left to right: Kabilan Natarajan (younger brother of Dr Natarajan Elangovan), Kathir Vithuran Elangovan (younger son of Dr Natarajan Elangovan), Agalya Kabilan (niece of Dr Natarajan Elangovan), Meena Kabilan (sister in law of Dr Natarajan Elangovan), Tamil Alanzo Elangovan (elder son of Dr Natarajan Elangovan), Muthammal Natarajan (mother of Dr Natarajan Elangovan), Divya Alanzo (daughter in law of Dr Natarajan Elangovan), Saraswathy Elangovan (wife of Dr Natarajan Elangovan), Dr Natarajan Elangovan, Agathiyan Kabilan (nephew of Dr Natarajan Elangovan) and Ramamoorthy Natarajan (youngest brother of Dr Natarajan Elangovan).

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Mrs Saraswathy Elangovan wife of Dr N. Elangovan talking to Poultry Fortune Editor M.A. Nazeer said that she wants to follow the direction and vision of her husband. Dr Elangovan always felt that “our team is our strength. We want to grow Iris Life Solutions and Timo Eva company as per his vision. We are all ready to work towards his vision and goal. He put all the people in place and wanted to take the company to next level”.

We passed through tough time with the sudden demise of Dr Elangovan and we will come up very strong and full fill his dreams, she stated. Elangovan believed that people may come and go, but organisation should be there and do not stop working for it. My husband told me, if you are not there or I am not there, we should continue to work for the company and for its objectives.



Keeping this in view, after completing the final rituals of Dr Elangovan’s body on Monday, 29 July 2024, we all started continuing our work as per his directions, opened the office and warehouse, and conducted seminars and exhibitions as per the schedule, said Mrs Saraswathy, the pride wife of Dr Elangovan.

As a person and as husband Dr Elangovan expanded his ventures and relations in India and overseas. Whatever the people I am known to in the business and in the industries is because of my husband Dr Elangovan, and I will try to live up to his expectations, said Mrs Saraswathy Elangovan.

Dr Elangovan made many entrepreneurs and he always told all “what you are getting and what you are giving to the society is important”.

Mr Tamil Alanzo Elangovan,

the eldest son of Dr Elangovan is the Director Marketing of the group. Mr Kathir Vithuran Elangovan, yougest son is studying in U.K.

Dr Elangovan was my Friend, Philosopher

Dr Mariappan Renganathan, Director, Timo Eva Wellness Pvt Ltd said that he and Dr Elangovan had been friends since 1988 from day one of our joining Madras Veterinary

College to do B.V.Sc. He helped me in my career prospects and to go in a right direction. In 2010 Mariappan joined Dr Elangovan as Sales Manager for South and West. Dr Elangovan never behaved like a boss with me but like a good mentor and also a good family

member. He transformed us in all walks of life and even motivated my child also. He was my friend, philosopher and what not I can say. He always treated the team of the group companies as family. We will strive to work to his expectations, said Dr Mariappan.



Dr Natarajan Elangovan and his wife Saraswathy Elangovan during their visit in Paris, France in April 2024



“ If many people care for you, one of them would be me. If only one person cares for you, that would be me again. If no one cares about you, that means I am not in this world. Take care of you dear” - Dr N. Elangovan

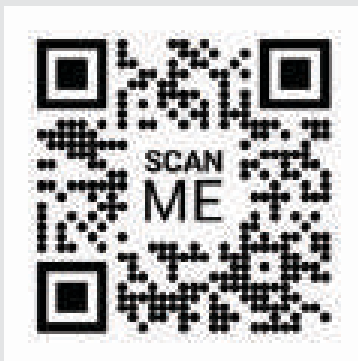


Dr Natarajan Elangovan and his wife Saraswathy with his team members during 16th Annual Meeting of Iris Life Solutions and 10th Annual Meeting of Timo Eva Wellness Private Limited in Ooty, Tamil Nadu, in April 2022.



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Industry and M.A. Nazeer, Chief Executive of IIPE 2024 and Editor, Poultry Fortune on 2 August 2024 at Pune. (Side pages of October 2024 issue of Poultry Fortune)





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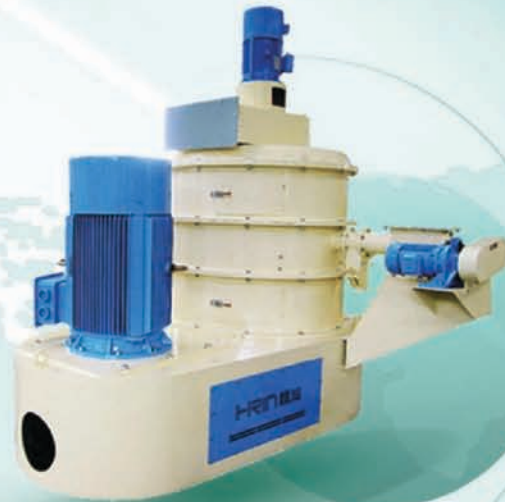
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IPE 2024 discusses Industry Issues

Poultry Fortune organizes 11th India International Poultry Expo at Pune.

Pune: India International Poultry Expo 2024 (IPE 2024), a 2-day Exhibition, Conference and Awards presentation programme was held in Auto Cluster Exhibition Centre, Chinchwad, Pune on

2 & 3 August 2024. The Exhibition was inaugurated by Mr Sham K. Bhagat, Zonal Chairman, NECC Pune Zone. Sham K. Bhagat appreciated the organisers for conducting the expo at Pune and that it was useful to the poultry farming community. Different companies dealing with poultry breeding, health and nutrition products, equipment and other services took part in the exhibition.

Conference – UPDATE Knowledge on Poultry

In connection with IPE 2024, a Conference - UPDATE Knowledge on Poultry with the theme “Current Challenges in Poultry Industry and Strategies” was held on August 2, the first day of the Expo. Eminent persons, experts and scientists like Mr Sham K. Bhagat, Zonal Chairman,



Sham K. Bhagat, Zonal Chairman, NECC Pune Zone inaugurating India International Poultry Expo 2024 at Pune on August 2. Dr Sandeep Karkhanis, M.A. Nazeer, Amiya Dharmapada Nath, Dr Santosh Ire and others are seen.

NECC Pune Zone (What the Farmer says on Poultry farming Issues and the Remedies / Strategies), Dr Sandeep Karkhanis, Managing Director, Noveltech Feeds Pvt Ltd (Third Eye

View on Indian Poultry Industry & Solutions), Mr Amiya Dharmapada Nath, Vice President – Feed Business Japfa Comfeed India Pvt Ltd (What made Poultry Profitable in 2024?),



Speakers in the Conference UPDATE Knowledge on Poultry. From Left: Prof. Dr A. S. Ranade; M.A. Nazeer; Dr S.V. Rama Rao; Dr Sandeep Karkhanis; Sham K. Bhagat; Ms Sonali Kulkarni; Amiya Dharmapada Nath and Dr Sujit Kulkarni.



Sham K. Bhagat



M.A. Nazeer welcoming



Dr Sandeep Karkhanis



Amiya Dharmapada Nath

Prof. Dr A. S. Ranade, Former Head, Department of Poultry Science & Associate Dean, Mumbai Veterinary College, Mumbai & KNP College of Veterinary Science (Overview of Poultry Industry: Challenges and Future), Dr S.V. Rama Rao, Scientist & Technical Services, Hyderabad (Ease Feed Shortage with Enzymes) and Dr Firoz Hossain, Principal Scientist, Indian Agricultural Research Institute – ICAR (Novel Biofortified Maize Hybrids as a Source for Enriched Poultry Feed: Status and Prospects).



Prof. Dr A. S. Ranade



Dr S.V. Rama Rao

In his welcome address, Mr M.A. Nazeer, Chief Executive of IIP 2024 and Editor, Poultry Fortune said that if quality is maintained at production level with well formulated quality feed and other inputs, the poultry industry will have opportunities to further increase egg production for domestic as well as export markets.



Dr Firoz Hossain



“By the way, I am happy to inform you that we had over 70 potential customers visited our booth in IIP 2024 at Pune. Its not big volumes, but good and valuable customers”.

***- Ashay Durve, Director,
Hi-Purity Chemicals Pvt Ltd, Mumbai.***

Expo Chief Executive and Editor, Poultry Fortune, M. A. Nazeer presenting Mementos to Exhibitors at IIFE 2024 in PUNE on 3 August.





A view of India International Poultry Expo 2024 held at Pune on 2 & 3 August





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IN/AN/AUG/09/2024

Unveiling Hidden Risks: Toxins in Poultry and their Control Measures

Global poultry meat production has been steadily increasing over the years. In 2017, worldwide poultry meat production exceeded 117.7 million tons, showing a 0.4% growth compared to the previous year (Arvindho, Kumar., 2020). Poultry meat accounts for a substantial portion of total meat production, with poultry contributing nearly 40% to the global meat production in 2021 (Ákos, Kálmán. Et al., 2023). Poultry on a global scale is growing faster due to several factors like growing demands as an affordable and healthy protein source and higher production efficiency (M., S., Meel, 2012). Toxin traceability in chicken meat and eggs is a major problem that needs to be mitigated in order to guarantee food safety. In addition to mycotoxins, chemical pollutants like dioxin and pesticides are frequently found in poultry feed, which negatively affects the health and productivity of the chickens. These toxins enter the human food chain at the same time as residue, endangering consumers' health. Producers can successfully reduce the danger of toxins in chicken products, protecting consumer health and guaranteeing the quality of meat and eggs available for purchase, by using strong traceability mechanisms and monitoring processes. Along

with mycotoxin contamination, major agricultural commodities like corn and soymeal frequently contain pesticide residues as a result of intensive agricultural practices. Bacterial toxins in poultry feed can have detrimental effects on both poultry health and human consumers. Pathogenic bacteria like *Clostridium botulinum* and *Staphylococcus aureus* can produce toxins in feed, leading to intoxication when consumed (Subha, Ganguly., 2013). Feed producers and poultry farmers should adopt the best suitable measures to control multiple toxins like mycotoxins, chemical toxins and bacterial toxins.

As far as poultry is concerned, there are three main types of toxins (Mycotoxins, Chemical toxins and bacterial toxins) contaminating poultry feed, leading to adverse effects on bird health and performance.

1) Mycotoxins

Mycotoxins, which are secondary metabolites produced by molds, pose a significant threat to human and animal health, particularly in poultry farming, where they can have severe adverse effects. These toxins are mainly produced by toxigenic fungi like *Aspergillus*, *Fusarium*, and *Penicillium*, contaminating

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crops during growth and storage in optimal conditions of temperature and humidity (B., Sujatha et al., 2024). Among the over 400 known mycotoxins globally, six major pathogenic toxins significantly impact poultry: Aflatoxin, Ochratoxin, Zearalenone, Trichothecene, Fumonisin, and Deoxynivalenol, which are classified into three groups based on their charges and structures (Elena, V, Petrovic et al., 2023). These toxins can lead to a range of health issues in poultry, emphasizing the critical need for effective prevention and management strategies to safeguard animal health and prevent economic losses in the poultry industry.

- Polar toxins have either a positive or negative charge, e.g., Aflatoxin and Fumonisin.
- Non-polar toxins have no charge or a negligible charge, e.g., Ochratoxin and DON.
- Masked mycotoxins are linked to feed materials, particularly Trichothecenes and Zearalenone.

Table.1. Summary of Mycotoxins affecting poultry health

Toxin name	Polarity	Produced by sps	Organ system damaged	Permissible limit
Aflatoxin	Polar	Aspergillus	Carcinogenic	20 ppb
Ochratoxin	Non polar	Aspergillus and Penicillium	Nephrotoxic	40 ppb
Zearalenone	Masked	Fusarium	Reproductive system	400 ppb



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Trichothecene	Masked	Fusarium	All systems	200 ppb
Fumonisin	Polar	Fusarium	Liver & Kidney	100 ppm
Deoxynivalenol	Non polar	Fusarium	All systems	5000

2) Bacterial toxins

Bacterial toxins, Exotoxins and Endotoxins, play a significant role in causing economic losses in the poultry industry by impacting bird health, reducing productivity, and increasing mortality rates (Philip, H. et al., 2022). While both Gram-positive and Gram-negative bacteria can produce Exotoxins, only Gram-negative bacteria are capable of producing Endotoxins due to the presence of lipopolysaccharides (LPS) in their cell wall (Philip, H. et al., 2022). The release of Endotoxins occurs when Gram-negative bacteria die, and the broken cell wall acts as the Endotoxin, contributing to the detrimental effects on bird health and productivity. Understanding the distinction between Exotoxins and Endotoxins and their sources is crucial in developing strategies to mitigate the impact of bacterial toxins on poultry health and industry sustainability. Bacterial toxins can impact chicken growth rate by influencing the gut microbial composition and bacterial competition.

3) Chemical toxins

Chemical toxins in poultry can indeed stem from multiple origins, such as feed ingredients, additives, and environmental pollutants like heavy metals and pesticides (Zukhra, H et al., 2024). These toxins, including mycotoxins, toxic elements, and pesticides, can significantly impact poultry health and productivity, leading to metabolic, structural, and functional abnormalities in various organs (Abdullah, S et al., 2023). Studies have shown that bioaccumulation of heavy metals like arsenic, lead, cadmium, and mercury in poultry tissues can result in histopathological changes and negative effects on enzyme activity and serum parameters (Abdullah, S et al., 2023). Furthermore, the presence of heavy metals and

antibiotic residues in poultry feed can pose potential health risks to both poultry and consumers, emphasizing the importance of monitoring and awareness efforts in the poultry industry (Md., Tarikul, Islam, 2023).

Table.2. Toxic levels of heavy metals in poultry feed

Sr. No.	Heavy metal	Toxic level (ppm)
1	Lead	10-1000
2	Cadmium	12-40
3	Arsenic	100
4	Nickel	300-500
5	Boron	200-5000
6	Aluminum	500-3000

Effects of Toxins on poultry

Mycotoxins primarily affect three major organ systems, with the digestive system being the first. As the entry point for these toxins, the gut experiences disruptions in gut health, villi integrity, and the processes of nutrient digestion and absorption. This results in reduced nutrient availability, adversely impacting overall performance. In broilers, the direct effects include a 12% decrease in feed intake, leading to a 14% reduction in weight gain and a 7% increase in the feed conversion ratio (FCR). Additionally, mycotoxins predispose birds to secondary diseases such as coccidiosis and necrotic enteritis.

These toxins also significantly harm the reproductive system in poultry, causing reduced fertility, impaired egg production, and other reproductive issues. As a result, reproductive functions are compromised, leading to an approximate 0.08% egg loss per week.

The costs incurred due to mycotoxins are extensive. Mycotoxins affect all poultry species, primarily causing severe immunosuppression. This

immunosuppression has significant economic repercussions, leading to:

- Increased susceptibility to infectious diseases
- Reactivation of chronic infections
- Potential for secondary reactions
- Higher usage of treatment medicines
- Ineffectiveness of vaccination programs

Strategies to prevent and manage mycotoxins

1. Improved farming practices

Poultry farmers may successfully mitigate the risks posed by bacterial, chemical, and mycotoxins by emphasizing on feed quality control, right storage, biosecurity measures, water quality management, vaccinations, biological control approaches, and environmental management.

2. Raw materials selection:

Selecting feed ingredients free from mycotoxins is crucial for maintaining poultry health and productivity. Choose reputable suppliers who provide certified mycotoxin-free ingredients. High-quality grains and other feed components are less likely to be contaminated. Additionally, incorporate a variety of feed ingredients to reduce the risk of contamination from any single source.

3. Regular Testing and Monitoring

An efficient toxin control strategy in chicken raising must include frequent testing and monitoring. These procedures aid in the early detection of pollutants, guarantee feed and water safety, enforce regulatory compliance, and ultimately protect the productivity and health of the flock. Poultry producers can reduce the risks associated with toxins and improve the overall sustainability and profitability of their businesses by putting in place a thorough and methodical testing procedure.

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4. Usage of Mold inhibitor

Using mold inhibitors is crucial for controlling toxins in poultry feed and ensuring flock health and productivity. These inhibitors prevent mold growth and mycotoxin formation, which helps maintain feed quality, extend shelf life, and enhance economic outcomes. For effective use, it is essential to apply mold inhibitors properly, regularly monitor feed conditions, and integrate these inhibitors with other feed management practices.

5. Feed formulation

Poultry producers may minimize the risks associated with toxins by using high-quality ingredients, including mycotoxin binders, antioxidants, probiotics, prebiotics, and enzymes, and following best practices in feed manufacturing.

6. Use of toxin binder

Using toxin binders is an essential part of an effective strategy for controlling toxins in poultry feed. These binders adsorb and neutralize mycotoxins and other harmful substances, helping to maintain feed safety, improve poultry health, and boost productivity. For optimal benefits, it is crucial to select the right toxin binders, apply the correct dosage, and ensure proper application, along with regular monitoring and integration with other management practices. Continuous research and innovation are necessary to develop new and improved toxin binders, ensuring their efficacy and safety in poultry production.

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Abstract

The poultry industry is undergoing a transformative shift driven by technological advancements and a growing emphasis on sustainability. The future of poultry farming is using automation, artificial intelligence and the Internet of Things (IoT) which are revolutionizing traditional practices, enhancing efficiency and improving poultry welfare. It delves into sustainable practices such as ecofriendly housing, alternative feeds, waste management and water conservation, emphasizing their importance in reducing the environmental impact of poultry production. Consumer trends and market demands for ethical and organic products, transparency and traceability in the food supply chain are key points in poultry production. Also, examining the role of environmental regulations and sustainability certifications

helps in promoting responsible farming practices. Through case studies and success stories, it highlights innovative farms that have successfully integrated technology and sustainability. Additionally, it underscores the significance of ongoing research and technological innovations in driving continuous improvement. By adopting these forward-thinking approaches, the poultry industry can meet the growing demand for poultry products while ensuring environmental stewardship and animal welfare.

Introduction

The poultry industry is undergoing a significant transformation, driven by both technological advancements and a heightened focus on sustainability. As global demand for poultry products rises, producers are turning to innovative technologies like automation, artificial intelligence, and the Internet of Things (IoT) to

enhance efficiency, optimize resource use, and improve animal welfare. Concurrently, there is an increasing emphasis on adopting sustainable practices to address environmental challenges such as climate change and resource depletion. This includes advancements in eco-friendly housing, alternative feed sources, and effective waste management strategies. This article explores how these innovative technologies and sustainable practices are reshaping the future of poultry farming, aiming to balance productivity with environmental stewardship and ethical considerations, paving the way for a more resilient and responsible industry.

Technological Innovations

1. Automation

Automation in poultry farming is revolutionizing traditional practices, leading to increased efficiency and improved animal welfare.

A. Automated Feeders and Drinkers

Automated systems ensure that birds receive the right amount of feed and water at the right times, reducing waste and ensuring consistent nutrition. Automated drinkers, such as nipple drinkers, minimize water spillage and keep the drinking water clean, promoting better health for the birds (Doyle & Erickson, 2008; Khan et al., 2020).

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Fig. Automated Feeders and Drinkers (Source: Internet)

B. Climate Control Systems

Advanced climate control systems maintain optimal temperature and humidity levels in poultry houses. These systems use sensors to monitor environmental conditions and adjust automatically, ensuring a comfortable environment for the birds and reducing energy consumption (Northey & Zeng, 2020; Pugh, 2021).



Fig. Climate Control Systems (Source: Internet)

2. Artificial Intelligence and Machine Learning

AI and machine learning are transforming how poultry farms operate by providing valuable insights and enabling data-driven decision-making.

a. Predictive Analytics

AI algorithms can analyze data from various sources, such as sensors and cameras, to predict health issues, optimize feed efficiency, and improve overall productivity. For instance, machine learning models can identify early signs of disease, allowing farmers to take preventive measures before an outbreak occurs (Gao et al., 2021; Lee & Kim, 2022).

b. Behavior Monitoring

Advanced camera systems and AI can monitor bird behavior in real-time, detecting abnormalities that might indicate stress or illness. This allows for timely interventions, improving animal welfare and reducing mortality rates (Wang & Lu, 2019; Chen et al., 2021).



Fig. A robot feeding chickens in a poultry farm using a machine; A robot collecting eggs in a poultry farm using a machine learning (Source: Internet)



Fig. A high-tech camera system in a poultry farm, with multiple cameras mounted on the ceiling and walls, capturing every movement of the chickens that includes facial recognition technology to identify each chicken (Source: Internet)

3. Internet of Things (IoT)

IoT technology connects devices and systems on the farm, creating a network that provides real-time data



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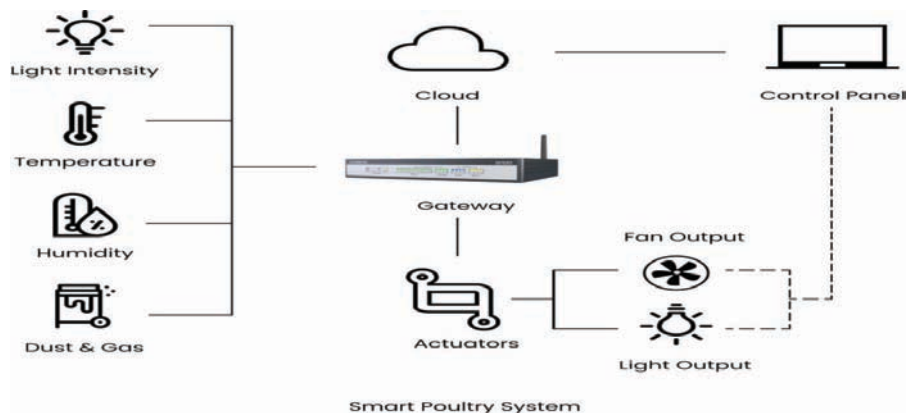
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and enhances operational efficiency.

A. Smart Sensors

IoT-enabled sensors monitor various parameters, including temperature, humidity, ammonia levels, and bird weight. This data is transmitted to a central system where it can be analyzed to optimize farm management practices (Jalal & El-Far, 2020; Zhang et al., 2022).

B. Remote Monitoring

Farmers can access real-time data and control farm operations remotely through mobile devices or computers. This not only saves time but also enables quick responses to any issues that arise (Kumar & Tiwari, 2022; Rodrigues et al., 2023).

4. Precision Farming

Precision farming techniques are being adopted to maximize resource use efficiency and minimize waste.

a. Precision Feeding

By using advanced sensors and data analytics, farmers can provide the exact amount of feed required for each bird, reducing waste and lowering costs. Precision feeding also ensures that birds receive a balanced diet, promoting better growth and health (Ravindran, 2013; Akinmoladun et al., 2022).

b. Automated Egg Collection

Automated egg collection systems reduce labor costs and minimize the risk of egg damage. These systems efficiently collect and sort eggs, ensuring a steady supply of high-

quality products (Steinfeld et al., 2006; Kumbhare et al., 2023).



Fig. A robotic arm carefully collecting eggs from a conveyor belt in a poultry farm; An automated eggs collector in poultry (Source: Internet)

Sustainable Practices

i. Eco-Friendly Housing

Eco-friendly poultry housing designs focus on reducing energy consumption, improving animal welfare, and minimizing environmental impact.

Energy-Efficient Buildings

Modern poultry houses are designed with insulation and natural ventilation

systems to maintain a stable internal environment with minimal energy use. Features like solar panels and LED lighting further reduce energy consumption and carbon footprint (FAO, 2021; Pugh, 2021).

Sustainable Materials

Using sustainable building materials, such as bamboo, recycled steel, and environmentally friendly insulation, helps lower the overall environmental impact of construction (Doyle & Erickson, 2008; Kumar et al., 2023).



Alternative Feeds

Exploring alternative feed ingredients is essential for reducing the environmental footprint of poultry farming.

Insect Protein

Insects like black soldier fly larvae and mealworms are rich in protein and can be produced using organic waste. Incorporating insect protein into poultry diets reduces the reliance on conventional feed ingredients like soy and corn, which have significant environmental impacts (Kumari & Yadav, 2021; Nworgu et al., 2022).

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07

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08

Introduction of secondary metabolites strengthens Villi integrity for effective nutrients absorption

Dosage

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Composition

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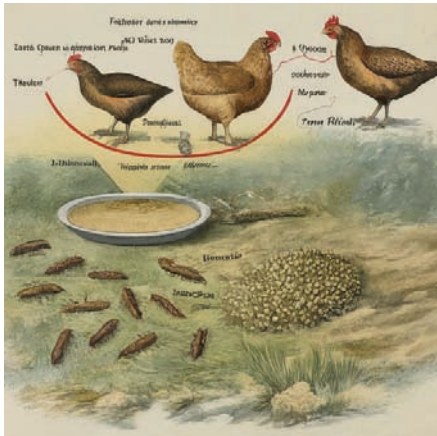


Fig. A diagram illustrating the process of converting insects into protein-rich poultry (Source: Internet)

Algae

Algae is another sustainable feed ingredient that can be grown in controlled environments with minimal resources. Algae is rich in essential nutrients and can enhance the nutritional value of poultry feed (Ravindran, 2013; Zhang et al., 2021).



Agricultural By-Products

Utilizing by-products from other agricultural industries, such as brewer’s grains and oilseed meals, can provide cost-effective and



sustainable feed options. These by-products are often high in protein and other nutrients, making them suitable for poultry diets (Gao et al., 2021; Lee & Kim, 2022).



Waste Management

Effective waste management practices are crucial for minimizing the environmental impact of poultry farming.

Composting

Composting poultry litter (a mix of manure, feathers, and bedding material) creates a valuable soil amendment that can enhance soil health and fertility. Proper

composting techniques, including maintaining the right moisture and aeration levels, minimize odors and reduce pathogen transmission (Jalal & El-Far, 2020; Rodrigues et al., 2023).

Fig. A poultry farm using a composting system to manage its waste and reduce environmental impact (Source: Internet)



Biogas Production

Anaerobic digestion of poultry manure produces biogas, a renewable energy source composed mainly of methane. This biogas can be used for heating, electricity generation, or as vehicle fuel. The process also produces digestate, a nutrient-rich by-product that can be used as fertilizer (Kumari & Yadav, 2021; Zhang et al., 2022).





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Fig. A poultry farm using biogas production to generate energy from waste (Source: Internet)

ii. Water Conservation

Water conservation is essential for sustainable poultry farming, especially in regions facing water scarcity.

Efficient Water Use

Installing water-efficient systems, such as nipple drinkers, reduces water waste and ensures birds have access to clean drinking water. Recycling water for cleaning and other non-drinking purposes can also significantly reduce overall water consumption (Northey & Zeng, 2020; Lee & Kim, 2022).

Rainwater Harvesting

Collecting and storing rainwater provides a renewable water source for farm operations, reducing dependence on local water supplies and lowering costs (FAO, 2021; Kumar et al., 2023).



Fig. Rainwater harvesting in a poultry house (Source: Internet)

Consumer Trends and Market Demands

1. Ethical and Organic Products

Consumers are increasingly demanding ethically produced and organic poultry products. These trends are driving changes in farming practices and market dynamics.

Organic Certification

Achieving organic certification involves adhering to strict guidelines on feed, housing, and animal welfare. Organic poultry must be fed organic feed, provided with outdoor access, and raised without antibiotics or synthetic growth promoters. Organic certification can increase the market value of poultry products and attract environmentally conscious consumers (Kumar & Tiwari, 2022; Chen et al., 2021).

Free-Range and Pasture-Raised

Free-range and pasture-raised poultry products are popular among consumers who prioritize animal welfare. These production systems allow birds to roam freely and access natural vegetation, leading to

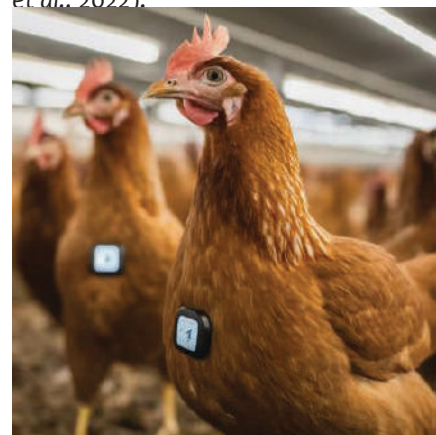
healthier and more flavorful meat and eggs (Gao et al., 2021; Rodrigues et al., 2023).

2. Transparency and Traceability

Consumers are seeking more transparency in the food supply chain, wanting to know where their food comes from and how it was produced.

Blockchain Technology

Blockchain technology can be used to create a transparent and traceable supply chain for poultry products. By recording every step of the production process on a decentralized ledger, consumers can access detailed information about the origins and production methods of their food (Wang & Lu, 2019; Nworgu et al., 2022).





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Product Labeling

Clear and informative product labeling, including details about farming practices, animal welfare, and sustainability efforts, helps build trust and confidence among consumers (Ravindran, 2013; Chen et al., 2021).

Regulations and Standards

A) Environmental Regulations

Governments and international bodies are introducing stricter regulations to reduce the environmental impact of poultry farming.

Compliance

Adhering to environmental

regulations helps protect the environment and ensures the farm operates legally. Regulations may cover waste management, water use, air quality, and animal welfare (Steinfeld et al., 2006; Pugh, 2021).

Incentives

Governments often offer incentives, such as grants, tax breaks, and technical assistance, to encourage sustainable farming practices. Farmers can take advantage of these programs to offset the costs of implementing eco-friendly measures (FAO, 2021; Zhang et al., 2022).

B) Sustainability Certifications

Obtaining sustainability certifications can enhance marketability and demonstrate a commitment to environmentally responsible practices.

Global GAP

Global GAP certification sets standards for good agricultural practices, including food safety, animal welfare, and environmental sustainability. Achieving this certification can open up new market opportunities and improve farm credibility (Jalal & El-Far, 2020; Kumar et al., 2023).



Certified Humane

Certified Humane certification focuses on animal welfare standards, ensuring that poultry is raised in a humane and ethical manner. This certification can attract consumers who prioritize animal welfare in their purchasing decisions (Kumar & Tiwari, 2022; Nworgu et al., 2022).



Case Studies and Success Stories

Innovative Farms

Highlighting farms that have successfully implemented sustainable and technological innovations provides practical examples and inspiration for others.

Happy Hens Farm

Happy Hens Farm, a mid-sized poultry operation, has integrated solar panels, rainwater harvesting, and precision feeding systems. These innovations have reduced their energy and water consumption by 40%, lowered feed costs, and improved bird health (Gao et al., 2021; Rodrigues et al., 2023).

Green Acres Poultry

Green Acres Poultry has successfully incorporated insect protein and algae into their feed, reducing their reliance on soy and corn by 50%. They have also adopted composting and biogas production, turning waste into valuable resources (Kumari & Yadav, 2021; Zhang et al., 2022).

Adapting to New Technologies

Integrating modern technologies can be challenging for farmers who are used to traditional methods. Providing training and support, as well as highlighting the long-term benefits, can help ease the transition (Wang & Lu, 2019; Lee & Kim, 2022).



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Research and Development Ongoing Studies

Reviewing recent research on sustainable poultry farming practices and their long-term impacts provides valuable insights for the industry.

Feed Efficiency Research

Studies on alternative feed ingredients and precision feeding techniques are exploring ways to improve feed efficiency and reduce environmental impact. Research on

is essential for continuous improvement.

Advanced Sensors and Monitoring

Research on advanced sensors and monitoring systems can provide more accurate and real-time data, enabling better decision-making and improved farm management (Northey & Zeng, 2020; Zhang *et al.*, 2022). advanced sensor and monitoring system in poultry.

AI and IoT are revolutionizing farm operations, enhancing efficiency and improving animal welfare. Precision farming practices minimize resource waste and environmental impact. Consumers are increasingly seeking ethically produced and sustainable poultry products, pushing the industry towards organic and free-range models. Traceability and transparency are paramount, with blockchain technology offering solutions.

Regulations and certifications play a crucial role in promoting responsible practices. The transition to a more sustainable and technologically advanced poultry industry requires collaboration. Training and support programs are essential to equip farmers with the knowledge and skills to navigate new technologies. By embracing these advancements, the poultry industry can ensure a brighter future – one that is not only economically viable but also environmentally responsible and ethically sound. This will not only benefit farmers and consumers but also contribute to a healthier planet for generations to come.

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***More references can be provided on request.**

Poultry Environmental Monitoring Solution



insect protein, algae, and agricultural by-products is particularly promising (Kumari & Yadav, 2021; Zhang *et al.*, 2022).

Waste Management Innovations

Research on advanced composting techniques, biogas production, and other waste management practices can provide innovative solutions for reducing environmental impact and creating valuable by-products (Jalal & El-Far, 2020; Rodrigues *et al.*, 2023).

Technological Innovations

Exploring innovative technologies that can further enhance sustainability in poultry farming

(Source: Internet)

Genetic Improvements

Genetic research aims to develop poultry breeds that are more resistant to diseases, have better feed efficiency, and produce higher-quality products. These improvements can enhance sustainability and productivity (Steinfeld *et al.*, 2006; Pugh, 2021).

Conclusions

The poultry industry is undergoing a transformative shift, driven by technological advancements, sustainability concerns and evolving consumer demands. Automation,

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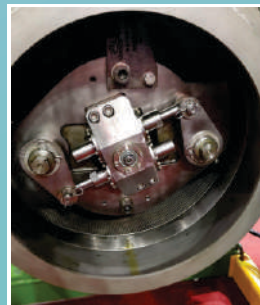


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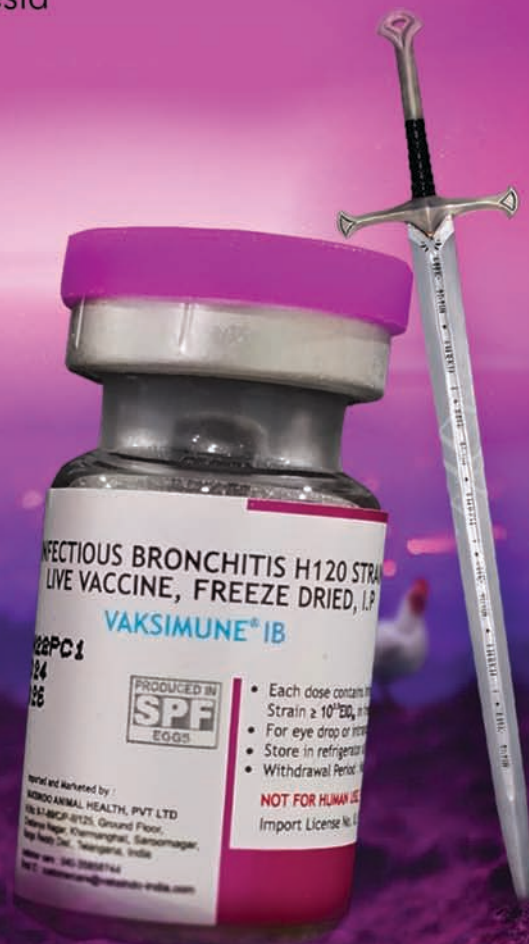
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