

हिंद पोल्ट्री

HIND POULTRY

Vol. XXII

June 2024

No. 12



NOVUS Names Rajeev Murthy as New Business Director in Asia

Pg.
50

Bio-BanTox[®] Plus

Wide Spectrum 6A-pour Adsorbent for Mycotoxins & Fungicides

Key Benefits:

- High adsorption capacity for mycotoxins and fungicides
- Easy to use and mix with feed
- No residue in feed
- Improves feed conversion, productivity and immune response
- Reduces mortality, improves growth and overall health of livestock

Venworld

Venworld is a leading manufacturer of various animal health products. For more information, contact us at: info@venworld.com

IBD-VIPx

VENTRY'S IMMUNE PLUS COMPLEX

'CATCHING UP WITH THE FUTURE'

VENTRI BIOLOGICALS

Introducing IBD-VIPx, a powerful immune complex that helps your birds fight off IBD and other diseases. For more information, contact us at: info@ventri.com

SPACE

17.18.19 SEPT. 2024 RENNES - FRANCE

AT THE HEART OF FARMING

space.fr

THE INTERNATIONAL EXHIBITION FOR ANIMAL FARMING



Pg. 37

Hind Poultry at ILDEX Vietnam 2024

Pg.
13

THIS IS WHAT AN IMMUNOTHERAPY GIVES IN COMMERCIAL BROILER

IPMT TRIAL TO EVALUATE IMMUNOTHERAPY EFFECTS ON AVIANS

DATE	AGE	PARAMETERS					
	4 WKS (28 Days)	T-0	T-1	T-2	T-3	T-4	T-5
10-Mar-23 To 16-Mar-23 4	WKLY FEED / BIRD (GM)	794.74	747.52	721.62	776.80	760.96	708.68
	CUM. FEED / BIRD (GM)	1815.55	1875.30	1876.69	1864.81	1827.02	1766.92
	DAY OLD BODY WT. (GM)	796.25	917.13	931.38	880.38	858.38	844.50
	WKLY BODY WT. (GM)	1320.88	1450.13	1436.00	1383.25	1360.00	1328.25
	WKLY BODY WT. GAIN (GM)	524.63	533.00	504.63	502.88	501.63	483.75
	CUM FCR	1.37	1.29	1.31	1.35	1.34	1.33
	CFCR	1.245	1.165	1.185	1.225	1.215	1.205
	CUM MORTALITY NOS.	22	3	6	9	6	12
	CUM MORTALITY %	2.50	0.34	0.68	1.02	0.68	1.36

DATE	AGE	PARAMETERS					
	5 WKS (35 Days)	T-0	T-1	T-2	T-3	T-4	T-5
17-Mar-23 To 23-Mar-23 5	WKLY FEED / BIRD (GM)	1157.90	1148.11	1144.51	1158.44	1164.35	1186.51
	CUM. FEED / BIRD (GM)	2973.45	3023.41	3021.20	3023.24	2991.37	2953.43
	DAY OLD BODY WT. (GM)	1320.88	1450.13	1436.00	1383.25	1360.00	1328.25
	WKLY BODY WT. (GM)	1901.00	2057.38	2036.75	1992.75	1977.63	1944.13
	WKLY BODY WT. GAIN (GM)	580.13	607.25	600.75	609.50	617.63	615.88
	CUM FCR	1.56	1.47	1.48	1.52	1.51	1.52
	CFCR	1.435	1.35	1.355	1.395	1.385	1.395
	CUM MORTALITY NOS.	27	5	7	9	6	15
	CUM MORTALITY %	3.07	0.57	0.8	1.02	0.68	1.7

DATE	AGE	PARAMETERS					
	6 WKS (42 Days)	T-0	T-1	T-2	T-3	T-4	T-5
24-Mar-23 To 30-Mar-23 6	WKLY FEED / BIRD (GM)	1434.32	1410.75	1500.01	1435.09	1411.18	1433.71
	CUM. FEED / BIRD (GM)	4407.77	4434.16	4521.21	4458.33	4402.55	4387.14
	DAY OLD BODY WT. (GM)	1901.00	2057.38	2036.75	1992.75	1977.63	1944.13
	WKLY BODY WT. (GM)	2600.38	2750.13	2742.5	2709.50	2677.75	2645.75
	WKLY BODY WT. GAIN (GM)	699.38	692.75	705.75	716.75	700.13	701.63
	CUM FCR	1.7	1.61	1.65	1.65	1.64	1.66
	CFCR	1.58	1.49	1.53	1.53	1.51	1.54
	CUM MORTALITY NOS.	30	5	8	9	9	18
	CUM MORTALITY %	3.41	0.68	0.91	1.02	1.02	2.05

1st Day To 10th Day per 100 Chicks, to remove the stress better development of the brain & Antibodies Nutrigrow 50gm per day + Multimune 5gm was given. Readymune 500gm per ton feed regularly in T-1, T-2, T-5 and Growfast-P 500gm per ton feed regularly in T-3 & T-4 for overall Growth & Immunity.

T-1, T-2, T-3 and T-4 were vaccinated followed by Intermune 1gm per litre water for 4-5 hours x 3 days, Vaccine titer, Bacterial load, Hemoglobin etc. were monitored every week, followed by final dressing percentage, boneless muscles, fat etc. along with stress factor at every week.

T-0 was control flock without any Interface product but vaccinated

T-5 was test flock without any vaccination & T-0 was control flock but vaccinated. Kept on Readymune.



INTERFACE PHARMACEUTICALS PVT. LTD.

An ISO 9001 : 2015 (QMS) & WHO GMP, HACCP, ISO 22000 : 2018 (FSMS) Certified Company

A-4, First Floor, Mayapuri Industrial Area, Phase - I, (On Govt. Ware House Road) New Delhi - 110064

Regd. Office: EA-180, Maya Enclave, New Delhi - 110064. (INDIA)

Phone : +91 11 4004 7455, 4004 7655 Fax : +91 11 2811 2753

e-mail : interfacepharma@gmail.com, website : www.interfacepharma.com



*For details Protocol

write to us or Contact +91 11 4004 7655

Poultry / Animal Feed Supplement



PROMOIS
ПРОМОИС
INTERNATIONAL



L-VALINE

FEED GRADE 98.5%

OTHER PRODUCTS

- DL - Methionine
- L-Arginine
- L-Lysine HCl
- L-Threonine
- L-Tryptophan
- Dicalcium Phosphate (DCP)
- Monocalcium Phosphate (MCP)
- Choline Chloride 60%
- Sodium Bi Carbonate
- Chlortetracycline - CTC
- Toxin Binder
- Glutamine
- Leucine
- Arginine
- Premix (Broiler)
- Premix (Layer)

Contact us :

+91 7991715797
+91 7524871004



PROMOIS INTERNATIONAL

✉ sales@promoisinternationallt.com
🌐 www.promoisinternational.com



MONTHLY POULTRY MAGAZINE

VOL. XXII No. 12 June 2024

EDITORIAL BOARD

M.K.Vyas Chief Editor
Mr. Ricky Thaper
Dr. M.A. Mujeeb Ather,
Dr. S.V. Rama Rao
D. Chandra Sekaran
Dr. V. Ramsubba Reddy

Publisher :

SUGANDHA VYAS

Editorial & Regd. Office

HIND PUBLICATIONS

204, Plot No. 19, Huda Complex,
Saroor Nagar,
Hyderabad - 500 035.
Telangana. INDIA
Phone : 040-40212359
Mobile : 093913 78805
093470 28641

E-mail : hindpoultry@hotmail.com

Website : **www.hindpoultry.com**

YEARLY SUBSCRIPTION :

India Rs. 500/-

OTHER COUNTRY : \$ 60 or Equivalent

Edited, Printed, Published and owned by
M.K. Vyas and Published from
204, Plot No. 19, Huda Complex,
Saroor Nagar, Hyderabad - 500 035. INDIA.

Design and Typesetting
Akshaya Graphics, Hyderabad.

Printed at
Akruti Offset Printers, Hyderabad.

A Magazine of
HIND PUBLICATIONS

RNI No. 7030/2002

Subject to Hyderabad Jurisdiction

ADVERTISEMENT INTERACTION SECTION



7991715797



020-25448834



020-25448834



7228846450



8600185552



040-23633500



9490410562



7300303154



7330742576



8853455127



020-25448834



8090693995



04252-233650



8600762228



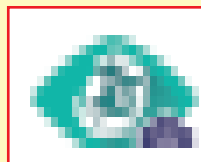
9849059508



9650559095



020-25448834



9502159098



9369832334



020-25448834



7997994331



9881133755



11-40047455



9391058963



9502159098



9502159098



9442617178



Pg. 13



Pg. 41



Pg. 06



Pg. 17



Pg. 37

Technical Article by :



Pg. 09

Aviagen India Celebrates 10 Years	06
Technical Session Organized by Venky's India Limited	09
Combating Protein Deficiency Poultry Protein's	13
NUQO Celebrates Grand Opening of its Office in Bangalore, India	17
India's Poultry Industry is set to Witness Exponential Growth	21
Poultry, Feed, Grain sectors take part in India trade trip	24
Current Challenges for Indian Poultry Industry and how TN approach is helpful	29
Understanding the key role	35
ILDEX Vietnam at SECC Ho Chi Minh City	37
IPEMA Announces the Success of the Nepal-India	41
CLFMA OF INDIA along with Broiler Co-ordination Committee	45
ILDEX Vietnam in Ho Chi Minh City, A Good Show to Visit – Ricky Thaper	47
Poultry Farmers Face Crisis as Rising	49



Aviagen India Celebrates 10 Years of Collaboration with IB Group: 100,000 Grandparent Poultry Stock Achieved

Aviagen® India is thrilled to commemorate IB Group's decade-long collaboration and their remarkable milestone of acquiring 100,000 Ross® 308 AP Grand Parent (GP) stock in a single financial year and becoming one among the top 5 high volume GP stock customers in Asia. The collaboration between IB Group and Aviagen has been a testament to success and continuous growth. Since 2014, Aviagen has been supplying Parent Stock (PS) and Grandparent Stock (GP) chickens to IB Group, which initially served 13 states across India. Starting with 40,000 Ross 308 GP's, IB Group has evolved into one of India's leading poultry integrators.

In 2015, Aviagen introduced Ross 308 AP GP birds, known for their exceptional performance in diverse climate conditions. Operating from the heart of India, IB Group now distributes high-quality Ross broiler chicks in 22 states, providing reliable, nutritious, affordable, and sustainable protein sources for Indian families nationwide. Throughout the past decade, Aviagen's local and Asian customer service teams have worked closely with IB Group management and staff, resulting in year-on-year enhancements in performance and welfare across all stages of Ross 308 AP breeding, from GP and PS to broilers, excelling in various weather conditions and seasons across India. "Aviagen remains dedicated to the success of IB Group and our customers across the continent. Our India, Asia and global support teams have enjoyed working side-by-side with them over the years. We extend our warmest congratulations on this significant achievement and look forward to supporting their future expansion and accomplishments in the coming decade," commented Dr Ramakrishna Balasubramian, Business Manager Aviagen India.

IB Group is India's foremost protein-centric Agri-business conglomerate, headquartered in Chhattisgarh's Rajnandgaon district. With roots tracing back to 1985, IB Groups diverse business verticals encompass poultry, fast-moving consumer groups (FMCG), dairy, livestock feed, solvents, specialized pet food and hospitality. Introducing modern environmentally controlled (EC) broiler farming in all parts of the country,

IB Group champions automation and technology as key drivers of India's poultry industry. Under the banner of "Parivartan," the company leads a flagship socio-economic initiative aimed at assisting poultry farmers in upgrading their farming infrastructure to modern environmentally controlled houses equipped with automated technology, thereby doubling farmers' income and elevating meat quality. More than 1,300 farmers are successfully operating Parivartan EC houses, with numbers steadily increasing.

Since 2019, IB Group has spearheaded the Parivartan GEN NXT initiative, attracting young Indians to take up technology-driven broiler farming. Working with more than 21,000 contract farmers and supported by 172 IB branch offices, they consistently deliver top-tier performance across all segments, from GP and PS to broiler production and chick sales.

Since 1923, Aviagen® has been a preferred global poultry breeding company with a mission to help its customers — the world's chicken meat producers — supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of "Breeding for Welfare and Sustainability," Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.



THE RIGHT BIRD FOR **INDIA** is the **ROSS 308 AP**

For More Information Contact:

**Aviagen India Poultry
Breeding Company
Private Limited**

+91 4252 233 650

info@aviagen.com

www.aviagen.com





Wide Spectrum Di-polar Adsorbent for Mycotoxins & Pesticides

Bio-BanToxTM Plus

Unique Advantages:

- Wide spectrum Mycotoxins and Pesticides adsorbent
- Extensively tested invivo and on target organs
- No adsorption of other Nutrients
- Maximises: Feed conversion, Productivity and immune response
- Reduces: Mortality, Secondary problems like bacterial diseases & Vaccine failure



For further information please contact :

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



"Venkateshwara House", S.No.: 114/A/2, Pune -
Sinhagad Road, Pune - 411 030 (India)
Tel : +91-20-24251803
Fax : +91-20-24251060 / 24251077
www.venkys.com
e-mail : ahp@venkys.com



Technical Session Organized by Venky's India Limited

Changing Landscape and Innovative Managemental Strategies of Toxicities in Poultry



Venky's India Limited Organized Technical Seminars on 24th & 27th April at Raipur and Karnal. The seminars were led by Dr. Joseph Garcia, technical manager at Special Nutrient, USA. The theme of seminars was on "Changing multiple toxicities in feed and its mitigation strategies"

Dr. Joseph Garcia started his presentations on "Toxin in Poultry" by showing some of the Photographs of the post mortem lesion caused by mycotoxicity in poultry. These Photographs of post mortem lesions given clear idea about different lesions in different organs by different mycotoxins. He also talked about the prevalence of different toxins in the feed and how Biobantox and Biobantox Plus can play a critical role in the toxicity prevention and management in poultry. After wards Dr. Joseph Garcia updated about the endotoxins and their importance in poultry production. The endotoxins disrupt gut health in poultry. Endotoxins, also known as lipopolysaccharides (LPS), are part of the outer membrane of the cell wall of all gram-negative bacteria (e.g. *E. coli*, *Salmonella spp.*, *Shigella spp.*, *Pseudomonas spp.*, among others) that are released from bacterial cell wall by shedding or through bacterial lysis. As the gram-negative bacteria are part of poultry



microbiota, lipopoly-saccharides (LPS) are also present in the intestine. Under eubiosis, this does not affect animals negatively because intestinal epithelial cells are poorly responsive to Lipopoly-saccharides (LPS) when stimulated from the apical side.

Endotoxins are released in systemic circulation from gram negative bacteria whenever we use antibiotics against these the gram negative bacteria. These released endotoxin in systemic circulation of birds, affects their health and reproduction. *In vitro* and *in vivo* studies of Biobantox plus has shown binding efficiency against endotoxins (Lipopolysaccharides). Endotoxins, Pesticides and

Mycotoxins adversely affect the immune system and performance of the birds. He concluded that Biobantox plus is very effective to bind Endotoxin along with adsorption of mycotoxins and pesticide, thus keeping the birds health in good condition.

Dr. Joseph Garcia also mentioned about immuno-suppression caused by mycotoxins and subsequent vaccine failures. He emphasized that one should be very careful while selecting a toxin binder as some agent such as activated charcoal if included as a toxin binder may have deleterious effects on health by binding the nutrients such as vitamins and minerals from the feed. Biobantox Plus takes care of mycotoxins, Endotoxins & Pesticides and helps in maintaining optimal health of the birds resulting in better performance.






The seminar at Raipur was attended by field veterinarians, broiler breeders, broiler integrators and layer farmers. Mr. K.G. Anand (GM, VHPL) gave introductory speech. The seminar was co-ordinated by Dr. Vishwas Sagajkar (DGM) and Dr. Hemanth Murade (DGM). The lamp lightening was done by Mr K.G. Anand, Dr. Bhindwale (GM, Phoenix group), Mr. Govind Chandrakar and Mr. Sanjay Bramhankar. Mr Manish Pottadar (ZM) offered vote of thank for attending the seminar.

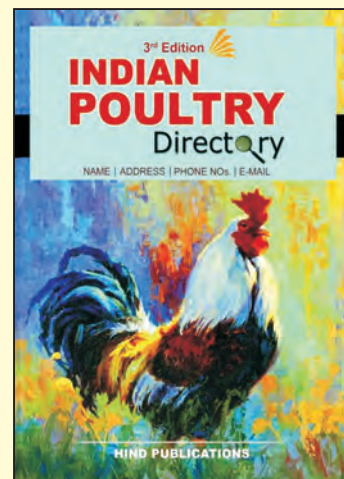
The Seminar was attended by field Veterinarians, Consultants, Layer farmers, broiler Breeders and Broiler integrators. Mr. Shashi Bhushan welcomed all the

guests. The lamp lighting was done by Dr. Danveer (GM production), Mr. Bisla and Dr. Sagajkar. In opening remark, Dr. Vishwas Sagajkar (DGM Marketing) introduced Dr. Joseph Garcia and given brief about importance of mycotoxin control in poultry production. At the end, Dr. Vishwas Sagajkar thanked everyone for attending the seminar and concluded with positive results and excellent ROI of Biobantox and Biobantox Plus in poultry feed

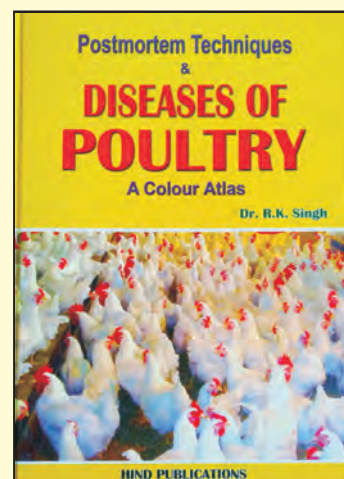
The seminar received massive response from the poultry farmers, veterinarian and consultants. In all the seminars queries from the participants were discussed in details. 



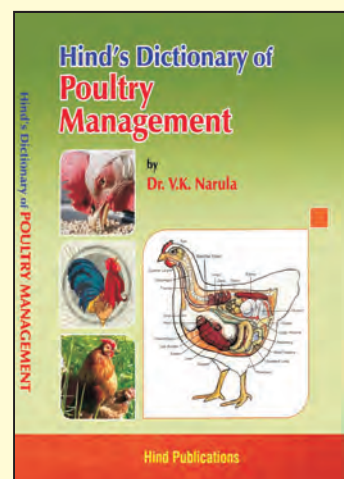
BOOKS FOR SALE



Rs. 750/-



Rs. 1800/-



Rs. 550/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

* Postal Charges Rs. 40/- Extra for each book * Postage Free if order is more than 4 books

ANIMAL FEED SUPPLEMENT



CHOLINE CHLORIDE (CCL)

FEED GRADE 60%

Acts as a Liver Health Solution for poultry by Preventing Fatty liver syndrome. Prevents bone abnormality or Perosis in chicks. Improves FCR & Growth (Maintaining Cell Structure And Body Functions) Improves Carcass Quality. Choline Chloride is used as an important feed additive in livestock, especially poultry as it helps to maintain cell membrane integrity and normal maturation of bone cartilages, thus preventing perosis.

Appearance	Brown granular powder	
Benefits	<ul style="list-style-type: none"> Prevent fatty liver syndrome. Prevent bone abnormality or perosis in chick. Improve body immunity system to prevent disease. Improve Carcass quality. Improve egg production. Improve FCR. 	
Application	<ul style="list-style-type: none"> Prevent the accumulation of fat and tissue lesions in the liver and kidney Strengthen animal's health and disease resistance ability improves animal's growth rate and laying rate and piglet's Survival rate promote Fish growth and breeding , improves survival rate Ensure animal's normal function of nervous system 	
Properties	Assay	Min 60%
	Loss on drying	Max 5.0%
	Heavy metals	Max 20(ppm)
	TMA (ppm)	Max 300
Handling and storage	Store in a cool, dry, well ventilated area. Keep away from incompatible materials.	
Shelf Life	2 years	
Packing	25kg bags.	
Dosage & Administration	Poultry : 500 – 1000 gram /Ton of feed	



CHOLINE CHLORIDE (CCL)

 sales@adelbertvegyszerek.com
 www.adelbertvegyszerek.com
 +91 9369832334, +91 9026713634
+91 7054809008


 VEGYSZEREK





Combating Protein Deficiency Poultry Protein's Vital Role in India's Nutrition Landscape

In a concerted effort to address the pressing issue of protein deficiency among the Indian populace, the Poultry Federation of India (PFI) with support from USA Poultry and Eggs Export Council (USAPEEC) recently hosted a session held on 18th May 2024 in New Delhi, which convened leading industry experts to underscore the indispensable role of poultry protein in addressing India's nutritional challenges. With participation from renowned industry experts, this served as a platform to advocate for enhanced protein intake, particularly through poultry products like chicken, duck, turkey, and eggs.

The Poultry Federation of India (PFI) and USA Poultry and Egg Export Council (USAPEEC) recently forged a collaborative partnership to promote poultry proteins which signals a significant step forward in promoting awareness and consumption of poultry protein as a pivotal component of daily diets. Protein deficiency remains a critical concern in India, as highlighted by the Indian Council of Medical Research (ICMR). Despite established recommendations emphasizing the importance of adequate protein consumption for optimal health, the nation continues to grapple with subpar dietary protein intake, significantly below recommended levels. According to a recent survey by the Indian Market Research Bureau (IMRB), a staggering 73% of urban affluent individuals are protein deficient, with a vast majority unaware of their daily protein requirements or suitable protein sources. Mr. Ranpal Dhanda – President, Poultry Federation of India, Mr. Ricky Thaper - Treasurer, Poultry Federation of India, Ms. Pratibha Dixit - Nutritionist/Dietician, Artemis Hospital, Dr. Ajit Ranade – Vice President, World Veterinary Poultry Association and Mr. Shiven Khanna – USAPEEC were key speakers.

Mr. Ranpal Dhanda, President of the Poultry Federation of India, addressed protein deficiency in India. He stated, "We're glad to collaborate with USAPEEC to raise awareness about the health benefits of poultry products. Through the combined knowledge, our objective is to amplify understanding regarding the nutritional benefits of poultry products and elevate the standards of health and wellness."






Mr. Ricky Thaper, Treasurer, Poultry Federation of India added that Chicken meat and eggs are perceived as healthier alternatives to red meat, driving up the demand. Poultry products are often more affordable than other protein sources, making them accessible to a broader segment of population. Mr. Thaper further stated that in the post Covid19 pandemic phase the demand for the protein rich food like poultry meat and eggs have increased sharply. The growing awareness regarding health and wellness is further driving the demand for a protein-rich diet.

During the Session on Poultry Protein, Dr. Pratibha Dixit, emphasized the imperative of raising awareness about protein's significance in daily nutrition. She stressed the need for educating individuals on appropriate protein

intake levels and the diverse sources of protein available in the diet. Poultry products emerged as standout examples of complete and bioavailable proteins, offering a comprehensive nutritional profile essential for overall health.

Dr Jeetendra Verma, President, World Veterinary Poultry Association (India) explained the goodness of chicken meat. He said that Chicken meat is a high-quality protein containing all nine essential amino acids in right proportions. It's a Lean Protein with high nutrient density. Means it provides essential vitamins and minerals also including B complex vitamins, selenium, phosphorus and niacin. Chicken protein also helps in muscle management and growth, hence it is very popular and essential for athletes and individuals looking for building the muscle mass.

Further elucidating the nutritional merits of poultry protein, Dr. Ajit Ranade, Vice President of the World Veterinary Poultry Association, emphasized its role as a complete protein source. Highlighting the goodness of healthy proteins, fats, and micronutrients inherent in poultry products, he underscored their efficacy in bolstering immunity and overall well-being. The session provided attendees with an opportunity to delve deeper into the nuances of protein consumption and its implications for public health. Discussions revolved around strategies to enhance awareness, promote dietary diversity, and expand opportunities for poultry products. The collaborative efforts between PFI and USAPEEC, signify a multifaceted approach encompassing education, research and development and nutritional awareness. By collaborating their expertise, this initiative aims to catalyse a paradigm shift in addressing India's protein deficiency challenge, positioning poultry protein as a cornerstone of a balanced and nourishing diet. In conclusion, the session served as a pivotal moment in galvanizing stakeholders towards combatting protein deficiency. Poultry protein holds immense promise in fortifying India's nutritional landscape. 

World No.1

Layer Bird Now Ready to Rule India



Local Breeding Program



Lowest Feed Per Egg

Highest No. of Saleable Eggs



W-80%
India

Srinivasa



Unmatched Technical Services

Lowest Mortality



Ability to Recover From Diseases



Best Egg Shell Strength

Poultry Farmers' Flock Performances



Mr. Ashok Mandava

Vijaynagar Egg Farm, Ballary, Karnataka (Flock-3)

Achieved **422 HHE** in **89 weeks**
with **106 g avg feed intake/day**

- Cum Feed/Egg : 122
- % Achievement : 100%
- Weeks Above 90% : 50
- Peak Weekly Production : 96%
- Feed Cost/Egg @Rs.26/KG : Rs.3.17



Mr. M A Mukheed

Samad Poultry Farm, Mahabubnagar, TG

Achieved **277 HHE** in **64 weeks**
with **105 g avg feed intake/day**

- Cum Feed/Egg : 119
- % Achievement : 99%
- Weeks Above 90% : 38
- Peak Weekly Production : 96%
- Feed Cost/Egg @Rs.26/KG : Rs.3.09



Srinivasa Farms
(CIN : U01222TG1983PTC003979)



For More Info
+91 91000 21340
www.srinivasa.co

Amanthro Agro



TAILOR MADE

RICE DOC

NET WEIGHT
50kg

**ANIMAL
FEED
SUPPLEMENT**



Call : +918853455127, +917318153787, +9196215 10838

✉ amantroagro017@gmail.com | 🌐 www.amantroagroproducts.co.in





NUQO Celebrates Grand Opening of its Office in Bangalore, India



NUQO Feed Additives, a prominent European supplier of micro-encapsulated phytogenics, phycogenics, palatants, and feed flavors, proudly announces the grand opening of its new office in Bangalore, India. Operating under the legal entity Nuqo Animal Nutrition India Pvt Ltd, this strategic expansion marks a significant milestone for NUQO Feed Additives France, reinforcing its presence in one of the largest animal health and nutrition markets globally. The Bangalore office will serve customers across India and the Indian subcontinent.

“As CEO of NUQO, I am genuinely excited about this new chapter. The establishment of our Indian affiliate not only strengthens our presence in the region but also reinforces our commitment to building strong, collaborative relationships with local partners. We can’t wait to bring our exclusive technologies to the feed industry in India. I look forward to the incredible opportunities this will bring and am eager to work alongside Neeraj and our exceptional new team,” affirmed Mr. Ewenn Helary, Global CEO of NUQO.

Mr. Neeraj Kumar Srivastava, Managing Director of Nuqo Animal Nutrition India Pvt Ltd, stated, “We are excited to unveil our innovative technology and unique solutions to meet the current needs of the market and customers. Our unwavering commitment to pioneering innovation and setting the highest


standards in the animal health and nutrition industry is at the forefront of our mission”

Mr. Srivastava also announced the appointment of Dr. Krishnamurthy Dasappa as Commercial Director of Nuqo Animal Nutrition India Pvt Ltd. Dr. Krishnamurthy is a highly accomplished professional with over 22 years of experience in the animal science and nutrition field, having held prominent positions at global organizations such as Provimi, Cargill, and Novus. He holds a master’s degree in Poultry Science/ Nutrition from the Veterinary College, University of Agricultural Sciences, Bangalore, India. His extensive expertise in sales, marketing, product management, and technical services makes him a versatile and well-rounded professional. Dr. Krishnamurthy has demonstrated proactive leadership in driving sales and marketing initiatives, formulating and implementing strategies to increase market penetration, drive revenue, and enhance profitability. His proficiency in sales forecasting, building strong distribution networks, and developing effective marketing strategies has significantly contributed to the success of the organizations he has served. “I am confident Dr. Krishnamurthy’s presence with NUQO India will add tremendous value to both our organization and the industry,” said Mr. Srivastava.



Dr. Krishnamurthy Dasappa
Commercial Director
Nuqo Animal Nutrition India Pvt

Mr. Ewenn Helary echoed this sentiment, stating, “We are delighted to announce that our affiliate, NUQO India, is welcoming a new team member, Dr. Krishnamurthy Dasappa, on 3rd June 2024. This is a significant addition to our team, as Dr. Krishnamurthy brings years of experience in the animal nutrition industry in India, along with his proven expertise in sales, marketing, and technical services”

Dr. Krishnamurthy Dasappa expressed his enthusiasm, stating, “I am thrilled and excited to be part of NUQO, a globally leading additive company with cutting-edge and advanced technologies in the field of phytogenics and phycogenics through micro-encapsulation. I am confident NUQO’s unique solutions and technologies can be leveraged to add significant value to our customers in the Indian subcontinent” With the establishment of its Bangalore office, NUQO is poised to make substantial strides in the Indian and regional markets, bringing its innovative feed additives and commitment to excellence in animal health and nutrition. 

What is the future of poultry in India?

The future of the poultry industry in India looks bright, with continued growth projected in the coming years. Factors such as rising incomes, urbanization, increasing demand for protein, and support from the government are expected to drive growth.

Who is the largest producer of poultry in India?

Tamil Nadu tops in highest poultry production. TN has produced about 120.8 million poultry produce in 2019.

What is the status of poultry in India?

The India poultry market size reached INR 2,099.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 4,620.7 Billion by 2032, exhibiting a growth rate (CAGR) of 8.9% during 2024-2032.


Who is the father of Indian poultry?

Banda Vasudev Rao (1935–1996) was an Indian entrepreneur and agriculturalist considered by many as the father of poultry industry in India.

Can I get Mudra loan for poultry?

The Micro Units Development and Refinance Agency (MUDRA) supports the development and refinancing activities of micro-enterprises, including poultry farms. Under the Pradhan Mantri MUDRA Yojana scheme (PMMY), MUDRA provides loans up to Rs. 10 lakh for poultry farming.

What is the tax on eggs?

Cheese and Butter: All types of cheese and butter are subject to a 12% GST. Eggs: Whether in shell, fresh, preserved, or cooked, eggs are generally exempt from GST (NIL). 

Potenza

One stop solution!



Potenza serves as a comprehensive feed additive solution, offering a convenient one-stop approach to poultry production.

- ⚙️ Optimized Gut Health
- ⚙️ Enhanced Microbiota
- ⚙️ Maximized Mineral Absorption
- ⚙️ Potent Prebiotic Power
- ⚙️ Boosted Immune Support
- ⚙️ Harmful Substance Removal

IMEUREKA
The art of science

 **Centafarm**



AZITHROMYCIN

POWDER

We are one of the growing and large manufacturers, suppliers, exporters and traders of Antibiotic Azithromycin Powder of the best quality and competitive prices for the application in poultry and chicken livestock.

Dosage :

of Antibiotic Azithromycin Powder for Poultry and Chickens: Azithromycin powder in amounts of 100gm per 200-300 liters of drinking water two times a day and should be done for the first 2 hours and last 2 hours of the day. This should be done for 3 to 5 days.

POULTRY
ANTIBIOTICS



Contact Us :

What app No. 

+91 8090693995, +91 7380688804

email : sales@swisschemie.co Website : www.swisschemie.com



India's Poultry Industry is set to Witness Exponential Growth in Coming Years with the Collaborative Efforts of the Industry as well as Government Support

India has the vast resources of livestock and poultry, which plays a vital role in improving the socio-economic conditions of rural masses. As per the 20th livestock census, there are about 303.76 million bovines (cattle, buffalo, mithun and yak), 74.26 million sheep, 148.88 million goats, 9.06 million pigs and about 851.81 million poultry. The Indian poultry sector has played a crucial role in meeting protein and nutritional needs of a vast section of the population. Currently while the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum.

Poultry production in India valued at \$ 30 billion has taken a huge-leap in the last four decades, emerging from conventional farming practices to commercial production systems with state-of-the-art technological interventions. Currently the sector is estimated to employ more than 6 million people either directly or indirectly. The small and medium size farm (5000



Ricky Thaper

(www.rickythaper.com) Treasurer,
Poultry Federation of India

birds onwards) mostly engaged in contract farming systems under larger integrators or companies.

According to the ministry of fisheries, animal husbandry and dairying, the poultry sector grew 8% annually during 2006-7 to 2021-22. The poultry meat output of 4.5 million tonne (MT), contributed to 51.4% of the total meat production of 9.3 MT in 2021-22. A report titled 'vision 2047: Indian Poultry sector by Confederation of Indian Industry (CII) has stated that the growth in the poultry sector in the country has been attributed to the commercial poultry industry which accounts for 85% of production while the rest of

15% of the output comes from the traditional backyard poultry. India has transformed their poultry farming industry through major investments in breeding, hatching, rearing, and processing of chicken. India, as the third-largest producer of eggs (129.60 billion) and the fifth-largest producer of poultry meat (4.5 million tonnes) globally.

As per the FAOSTAT, the USA has 17% share in global poultry meat production followed by China (12%), Brazil (11.7%), Russia (3.8%) and India (3.5%).

The government has been supporting the growth of the poultry sector through several initiatives like dedicated funds for setting up units, disease surveillance and providing support for ensuring supply of animal feed for the sector. Under the Animal Husbandry Infrastructure Development Fund was launched with a corpus of Rs. 15,000crores in 2020, was recently extended for three years till 2025-26 under Infrastructure Development Fund (IDF) with an outlay of Rs. 29,610 crore. The centre government provides a 3 per cent interest subvention to the borrower and credit guarantees up to 25 percent of total borrowing. The interest subvention is for 8 years including two years of moratorium for loan up to 90% from the scheduled bank and National Cooperative Development Corporation (NCDC), NABARD and National Dairy Development Board.

There are more than 5000 odd project proposals have been received under the fund which aims at incentivize investments for Dairy processing and product diversification, Meat processing and

product diversification, animal feed plant, breed multiplication farm, animal waste to wealth management (agri-waste management) and veterinary vaccine and drug production facilities. Investment proposals for the modern poultry farms and feed plants have availed funds under this scheme.

The stakeholders including All India Poultry Breeders Association (AIPBA), Indian Dairy Association (IDA), Compound Livestock Feed Manufacturers' Associations (CLFMA), All India Livestock and Meat Exporters' Association (AILMEA), Poultry Federation of India (PFI) and others Associations have been suggested by Animal Husbandry Department to create awareness about the scheme.

The World Organisation for Animal Health (WOAH) has approved India's self-declaration of freedom from Highly Pathogenic Avian Influenza (HPAI) or referred to as bird flus in specific poultry compartments. Compartmentalization is a crucial tool that enhances animal health, reduces the risk of disease outbreaks within and outside the compartment, and facilitates the trade of poultry and poultry-related products, according to an official statement. The Department of Animal Husbandry & Dairying, has submitted a self-declaration of freedom from High Pathogenicity Avian Influenza in 26 poultry compartments in four states - Maharashtra, Tamil Nadu, Uttar Pradesh, and Chhattisgarh to the WOAH. During the 2022-23, India exported poultry and poultry products worth \$ 134 million to 64 countries. The approval of this self-

declaration is expected to boost Indian poultry in the global market.

Under the National Livestock Mission's submission on Breed Development of Livestock & Poultry aims at bring sharp focus on entrepreneurship development and breed improvement in poultry, sheep, goat and piggery by providing the incentive to the eligible entities like Individuals, Farmers Producers Organizations, Farmers Cooperative Organizations, Joint Liability Groups, Self Help Groups, Section 8 companies for entrepreneurship development and also to the State Government.

Feed supply with rising demand remain a challenge for the sector:

There has been increasing diversion of maize towards industrial use and ethanol production. Due to limitation of diversion of sugarcane towards ethanol production and to meet rising demand from animal feed and biofuel manufacturing, the government is aiming to increase production of maize by 10% to 42 million tonne (MT) by 2025-26 from 38 MT in 2022-23 crop year (July-June) through initiating measures such as crop diversification, cluster development for ethanol plants and involving private sector in seed development.

About 60-65% of the output of maize is used as poultry and animal feed while 20% is used for industrial use. The current growth level of maize and soybean production in the country will be insufficient to meet the demand of the poultry industry. The industry associations have urged the government to allow imports of GM maize and soybean because of

'unprecedented increase' in prices while adding that interest of the domestic producers should be protected too. Several south Asian countries including Bangladesh, Nepal and Sri Lanka have allowed imports of GM soymeal.


In August, 2021, the government had relaxed import rules to allow the first shipment of 1.2 MT (million tonne) of Genetically Modified soymeal to support the domestic poultry industry after a record spike in feed prices.

Poultry protein promotion: a collaborative effort

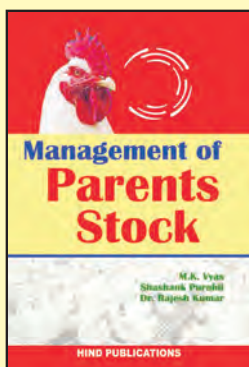
Chicken meat and eggs are perceived as healthier alternatives to red meat, driving up demand. Poultry products are often more affordable than other protein sources, making them accessible to a broader segment of the population. In the post Covid19 pandemic phase also because of demand for the protein rich food like poultry meat and eggs have increased sharply. The growing awareness regarding health and wellness is further driving the demand for a protein-rich diet.

To promote poultry meat as key driver of increasing protein intake, the Poultry Federation of India recently organised the press meet at Press Club of India, New Delhi, on Poultry Protein jointly with the United Soybean Board, USA Poultry & Egg Export Council, and the World Veterinary Poultry Association. The objective of this meeting was to pitch for promotion of chicken and eggs as the premier source of protein for consumers. Additionally, various other associations including CLFMA of

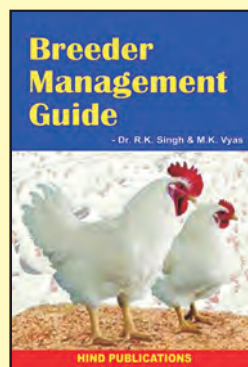
India, NECC, All India Poultry Breeders Association, IPEMA, Vets in Poultry, INFAH, North India Broiler Producers Association, Karnataka Poultry Farmers & Breeders Association, Andhra Pradesh Poultry Federation, Telangana Poultry Federation, Poultry Breeders Association-Telangana, Poultry Farmers' and Breeders' Association-Maharashtra, Broiler Breeders Association-North, Central Haryana are a Poultry Farmers Association, West Bengal Poultry Federation, along with other regional and state-level associations, are collaborating towards promote chicken and eggs within their respective regions.

A major chunk of the country's population eats non-vegetarian food. The poultry meat and eggs remain one of the healthy and economical sources of protein. Post Covid-19, several consumers have added poultry meat and eggs to their diets. There are several companies willing to invest in the Indian poultry sector which is witnessing a steady growth rate over the decades. The government must take proactive measures to improve feed supplies so the growth and value-addition of agriculture and allied sectors such as poultry, dairy and shrimp farming is sustained. As 100% Foreign Direct Investment is permitted through automatic route in the food processing sector including poultry sector, there is a huge opportunity for upgrading infrastructure, breeding, medication, feed production, vertical integration and processing and there are several multi-national companies that have envisaged plans to invest in the Indian poultry sector. 

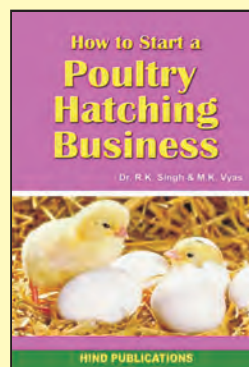
BOOKS FOR SALE



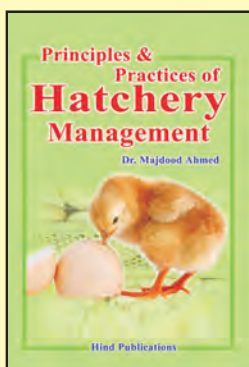
Rs. 450/-



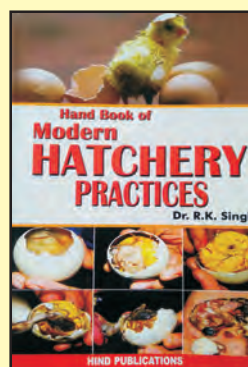
Rs. 295/-



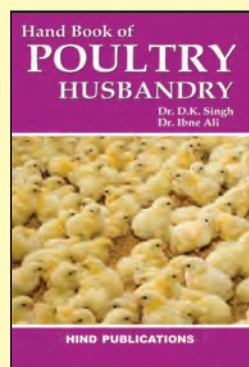
Rs. 250/-



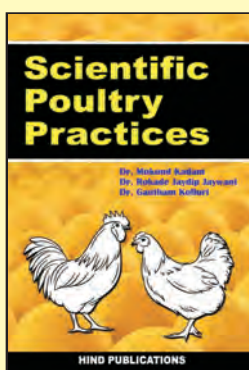
Rs. 495/-



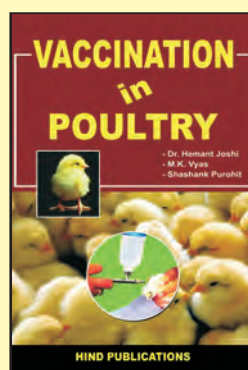
Rs. 325/-



Rs. 395/-



Rs. 750/-



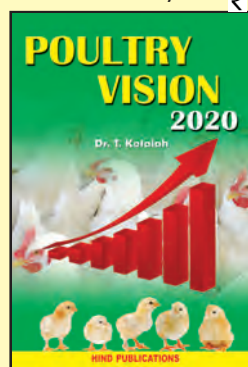
Rs. 495/-



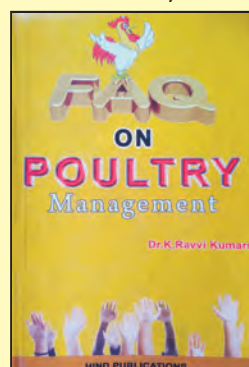
Rs. 330/-



Rs. 395/-



Rs. 325/-



Rs. 225/-

HIND PUBLICATIONS

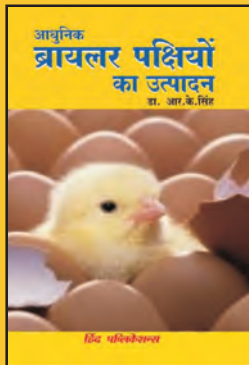
204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

* Postal Charges Rs. 40/- Extra for each book * Postage Free if order is more than 4 books

BOOKS FOR SALE



Rs. 260/-



Rs. 325/-



Rs. 325/-



Rs. 185/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

* Postal Charges Rs. 40/- book Extra * Postage of more than 4 books is Free

Poultry, Feed, Grain sectors take part in India trade trip



The trade mission is being led by USDA Under Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor.

U.S. Department of Agriculture Under Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor leads a delegation of officials from 47 U.S. agribusiness and farm organizations and 11 state departments of agriculture in India.

U.S. Department of Agriculture (USDA) Under Secretary for Trade and Foreign Agricultural Affairs Alexis M. Taylor and representatives from the poultry, feed and grain industries are in New Delhi, India, to launch a USDA-sponsored agribusiness trade mission.

Taylor is leading a delegation of officials from 47 U.S. agribusiness and farm organizations and 11 state departments of agriculture seeking to develop and expand business opportunities with importers in India.

"As the world's most-populous country and fifth-largest economy, India is primed for continued growth as a top destination for U.S. food and agriculture products," Taylor said. "With a growing middle class that's expected to exceed 660 million by 2030, India presents a strong consumer-oriented market where exports from American agribusinesses and producers can flourish." Throughout the week, mission participants can look forward to reinvigorating existing business relationships and forging new connections with local importers.

The United States and India enjoy a long history of agricultural trade and this trade mission provides an opportunity to enhance that bilateral relationship, the USDA stated. A recent demonstration of this partnership was India's reduction in tariffs on a variety of U.S. agricultural products, including poultry, vegetables, fruits, pulses and tree nuts.

Also taking part are California Secretary of Food and Agriculture Karen Ross, Georgia Commissioner of Agriculture Tyler Harper, Idaho Director of Agriculture Chanel Tewalt, Maryland Secretary of Agriculture Kevin Atticks, Mississippi Commissioner of Agriculture and Commerce Andy Gipson, New Mexico Secretary of Agriculture Jeff M. Witte, North Dakota Commissioner of Agriculture Doug Goehring, and officials from the Indiana, Minnesota, Tennessee and Wisconsin state departments of agriculture.



Fuelled by *Bacillus siamensis* ZMT02, the novel probiotic strain isolated from chicken GIT

22 Field Trials*
1,08,236 broiler chickens

Safe | Performance booster | Anti-infective | Anti-inflammatory

40 - 70 points#

Improvement in cFCR

Upto 70 g

Improvement in BWT in open shed

Upto 120 g

Improvement in BWT in EC shed

Upto 30%

Improvement in livability vis-à-vis antibiotic control



*1 FCR point represent third/last decimal point of 1000

*Majority of field trials were conducted at same farm with multiple sheds in integrations across various geographical locations and at different time of the year. Some of the integrators were generous in sharing complete production indices while others communicated the summary of the trial results. In the field trials, Improval™ MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports available on request.



**Zero discharge solutions for
Poultry Processing Plants &
Waste Rendering Plants**

Process plants exported to 24 countries

Get in Touch



www.dhopeshwar.in



sales@dhopeshwar.in



+91 93910 58963 | +91 96521 58908

Poultry Processing Plant

For Highest Hygiene and Best Quality Meat

Different Capacities: 1000 to 16000 birds per day

For dressed birds: With skin and without skin

- ✓ Fully conveyorised
- ✓ Hybrid Conveyor
- ✓ Dressing Equipment
- ✓ Retail dressing Equipment



Fully Conveyorised



Hot Water Scalding

Poultry Waste Rendering Plants

Eliminate Waste | Advanced Odour Control System

Different Capacities: 250 to 4000 kg per batch

- ✓ Layer / Breeder Manure
- ✓ Hatchery Waste
- ✓ Slaughter Waste
- ✓ Farm Mortality



Digester- Cooker- Dryer



Odor Control System



Visit : www.hindpoultry.com



June 2024 | 27



a Nutreco company

Small switches



Big change

Make **Big Changes** with **Small Switches** with our **Feed-Farm-Health** approach that can help you use antibiotics more responsibly.



OUR INNOVATIVE RANGE

Selacid® GG | Selko®-pH | IntelliBond® Cu | TOXO®-XL



Scan the
code for
latest
updates

Trouw Nutrition India Pvt. Ltd.

Unit No. L4 04, SLN Terminus, Survey No. 133, Besides Botanical Gardens
Gachibowli, Hyderabad - 500032, Telangana. INDIA. T: +91 40 2988 0258

E: customercareindia@trouwnutrition.com W: www.trouwnutrition.in

Current Challenges for Indian Poultry Industry and how TN approach is helpful (Customer Centricity + Rapid, Reliable & Robust Solutions)



Dr. Shiva Kumar

Director - Technical,
TN South Asia



Poultry derived food products are the most important animal protein sources globally. India is the third-largest egg producer and the fourth-largest chicken producer in the world. Poultry meat and eggs are the most important animal protein sources available, and a significant increase is forecasted in demand. But there is also a significant number of challenges facing the Indian poultry and allied industries with respect to sustainable production of poultry meat and eggs where market demands, and consumer needs will put more constraints on the production systems and methods. These challenges are dynamic and diverse, and solutions and opportunities will require development of appropriate technology, using and advancing our knowledge base.

Sustainable poultry farming is based on three pillars: environmentally sound, socially responsible, and economically viable. For all these pillars, innovation will be key and hence, advances in animal nutrition will play an important role, where we have concrete challenges in economical optimization of the value chain and meeting product quality demands, whilst safeguarding animal wellbeing and human health. Trouw Nutrition is an organisation that deeply cares about building a more sustainable future

- both for our industry and for consumers. We are committed to transform science into actionable, practical nutrition and farm management solutions to help customers produce quality poultry meat and eggs. We support food producers with the technology that puts advice and data at their fingertips. Feeding the Future is the essence of Trouw Nutrition (a Nutreco company), expressing the challenge to double food production while halving the carbon footprint. Our ambition is to contribute meeting the rising global demand with growing number of world population in a sustainable manner. The Trouw Nutrition way focuses on innovation, quality, sustainability, and integrated solutions. Our solutions are built on four solid pillars. Each one contributes to help our customers adding more value to their business in a sustainable and a safe way.



Trouw Nutrition is built on a strong commitment to transform science into actionable, practical nutrition and farm management solutions. We focus on our four innovation pillars that deliver sustainability benefits to animals, farms, and the environment:



Early Life Nutrition:

Birds are confronted with various stressful events during their life, especially in critical transition periods such as hatch and transport. Provision of nutrition and water during the immediate post-hatch period and during transit from hatchery to farm has shown promising effects on broiler performance and health in the first days and weeks of life (Bergoug et al., 2013; Published results, Trouw Nutrition 2016). Early life interventions do not per se result in higher market weights or improved feed efficiency in each flock, but it will contribute to more stable and consistent performance and a reduced risk of birds developing health problems.

Health Life:

Animal Nutrition is an important part of the solution to help to contain Antimicrobial Resistance (AMR). Adequate animal nutrition (well-balanced and well-formulated feed) combined with good hygiene practices on farms and proper housing are key in promoting animal health and welfare. A balanced diet of compound feed supported by specialty feed ingredients/additives meets the animal's physiological requirements and maintains the balance of the gut flora. Poultry Gut health is in fact a key factor in keeping birds healthy and resilient to stressors, such as heat or pathogens.

- Trouw Nutrition Poultry Gut Health Solution, integrates Farm, Feed and Health approach.
- Feed - Premixes, Young Animal Feed (ChickCare, NutriOpt, feed formulation advice including Intellibond C, Feed safety: Fysal/Fylax/Toxo
- Farm - Advice on farm management and biosecurity, Selko pH (drinking water) with dosing systems
- Health - Selko pH (water) + Selacid (feed), Gut health evaluation

Water and feed acidification will contribute to maintaining a stable microbiota in poultry. The efficacy of organic and inorganic acids can be further enhanced by inclusion of medium chain fatty acids or other natural antimicrobial compounds that exert a broad-spectrum antimicrobial activity at relative neutral pH ranges.

Precision Nutrition:

From an economical point of view, we need in general to meet nutrient requirements of the birds in the most efficient and economical way and assure that animals are in good health to exploit their potential. Efficient use of resources e.g. feed ingredients will benefit environmentally sound production. In this respect, use and conversion of co-products from the food and biofuel industry to highly animal nutrition products is contributing to sustainable production as well. One of the challenges in our industry is to be flexible with our raw material usage to manage higher use of low-quality ingredients and anticipate on fluctuations in raw material prices, whilst at the same time we need to have grip on variation in raw material quality and assure that the feed delivers the same high performance. Near infrared reflectance spectroscopy (NIRS) is a rapid technique to evaluate the nutrient profile of feed ingredients. A more advanced precision nutrition system such as NutriOpt from Trouw Nutrition has incorporated NIRS, with its extensive nutrient databases.

NutriOpt is an integrated nutritional precision-feeding tool from Trouw Nutrition, which enables the poultry farmer or grower or feed miller to optimize both feed costs and production results to maximize financial benefits in the value chain. It consists of several key



Mycomaster

Mycomaster gives full control over mycotoxin levels in feed batches.

Key advantages

Accurate on-site analyses

Fast and reliable decisions

Efficient and easy to use

Cost-effective procedure

elements that complement and support one another in optimizing animal nutrition, performance and associated costs through precise real-time analysis, modelling and calculation. To offer real-time feed analysis, Trouw Nutrition has introduced the NutriOpt On-site Adviser (NOA). This innovative solution reveals the real nutritional value of your feed ingredients and helps to improve performance and profitability. Powered by our comprehensive NutriOpt database, the NutriOpt On-site Adviser provides with accurate analytical results to make better-informed choices. The portable NIR scanner and the mobile app enable you to get analytical results of nutrients in raw materials and finished feed on-site. The mobile app connects the handheld scanner to the NutriOpt nutritional database and advice on the nutritional value of the scanned materials. The NutriOpt On-site can be even connected to your decision-making tools for a smooth optimisation process. NOA can perform convenient analysis without samples leaving your farm, and the poultry farm owner can enjoy a greater control over their animal performance.

In relation to feed safety, mycotoxins are probably one of the most important risk factors that need to be controlled among the Indian poultry Industry. It is also encouraging to note, that rapid diagnostics are now more widespread globally adopted for quality control to take appropriate measures once mycotoxin contamination in raw materials is detected. It is an essential part of feed quality assurance and with the right measures the risks can be mitigated, which will prevent unexpected

performance losses and health problems. Measuring mycotoxin levels in feed can be time-consuming and requires specialised and costly methodology. Trouw Nutrition offers "Mycomaster", a tool to analyse mycotoxins. Mycomaster provides rapid, cost-effective, and quantitative mycotoxin analyses of over 40 validated feed raw materials and final feed. And it works on-site, bringing flexibility to testing frequency, in support to Feed quality control, formulation decisions and remediation strategies.

Tackling the challenges:

The importance of using a holistic approach to enable successful conversion of feed into high quality poultry protein in a sustainable way is evident for the Indian poultry producers. These high producing birds must be able to consume, digest, absorb and convert sufficient nutrients to meet their genetic potential, and do this consistently from flock to flock. To do this successfully and achieve high consistent production with acceptable risk will require increased use of existing technology and expanding our knowledge and information network. At Trouw Nutrition, we have the tools to support the challenges faced by the poultry producers to make better choices to support the production chain. For a complete overview of our tools and services, please contact your nearest Trouw Nutrition expert/representative.

For further information, kindly write to us at customercareindia@trouwnutrition.com or visit our website: www.trouwnutrition.in



Poultry
Knowledge[®]
Day
26th NOV. 2024
HICC, NOVOTEL, HYDERABAD

With our industry show experience, golden opportunity
to explore the world of poultry.



REGISTRATIONS
WILL OPEN
SHORTLY

A Egg full of Goodness!



INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION

Corp. Office: 403, Westend Mall, Road No. 36, Jubilee Hills, Hyderabad - 500 033, Telangana.

☎ 7997994331-9 ✉ info@poultryindia.co.in 🌐 www.poultryindia.co.in



27 28 29

Nov. 2024

LARGEST POULTRY EXHIBITION IN
SOUTH ASIA @ HITEX, HYDERABAD,
TELANGANA, INDIA

With our industry show
experience, golden
opportunity to explore
the world of poultry.



HURRY UP
BOOK YOUR STALLS



Supported by



Organised by:

E Executive
A Advisory
C Committee



TEAM POULTRY INDIA



Media
Partners



Venue
Partner



Supporting Associations



INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION

Corp. Office: 403, Westend Mall, Road No. 36, Jubilee Hills, Hyderabad - 500 033, Telangana.

☎ 7997994331-9 ✉ info@poultryindia.co.in 🌐 www.poultryindia.co.in

Hostazym® X

The preferred NSP enzyme



**ensures
consistency**

whatever feedstuff you use...

Huvepharma N.V.
Uitbreidingstraat 80 • 2600 Antwerp • Belgium
P +32 3 288 1849 • F +32 3 289 7845
customerservice@huvepharma.com



www.huvepharma.com

Huvepharma SEA (Pune) Pvt. Ltd.
42, 'Haridwar', Road 2 A/B
Kalyani Nagar, Pune 411006, India
P +91 20 2665 4193 F +91 20 2665 5973
salesindia@huvepharma.com

Understanding the key role of NSPases in early broiler nutrition

Natalia Soares, Global Product Manager Enzymes, Huvepharma

The early nutrition of broilers plays a key role in their lifetime productivity as in this intensive growth period the gastro-intestinal tract (GIT) is under development. Alongside efficient nutrient utilisation, a healthy gut will support a robust immune system. It is widely accepted that maintenance or improvement of gut health is essential for optimum growth, better feed efficiency and overall health.

As the bird shifts from a metabolism based on lipid-rich yolk to a solid carbohydrate and protein based diet at hatch, the diet has a crucial influence on the subsequent growth and development of broiler chicks considering that the GIT of newly hatched birds will be functionally immature. Research has already demonstrated a strong positive correlation between early life weight and body weight at the end of the production cycle.

Improved performance has been reported in broilers by feeding pre-starter diets containing carbohydrates and fat during the first hours of life.

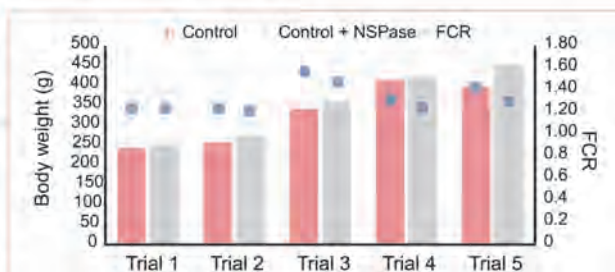
Additionally, starter diets are prepared with more focus on digestible nutrients than the total requirements and it can precondition the bird to later digest more complex substrates once the enzymatic system in the GIT becomes mature. Since highly digestible alternative substrates tend to be more expensive, the use of exogenous enzymes can be a tool to improve productivity.

Exogenous enzymes, namely non- starch polysaccharide degrading enzymes (NSPases), are nowadays an essential additive in the diet of high performing birds, being fed throughout the life cycle.

Table 1. Performance improvement expressed as % body weight improvement over control and % of FCR improvement over control in five different broiler performance trials.

Trial	Improvement over control at the end of the trial (%)	
	Body weight	FCR
1	3	2
2	3	3
3	4	1
4	5	3
5	3	2

Fig. 1. Body weight and FCR at the end of the starter phase in five different broiler performance trials. End of starter phase Trials 1-3 at 10 days and Trials 4-5 at 14 days.



The role of NSP degrading enzymes in early development stages of broilers

To evaluate the effect of an NSP degrading enzymatic complex, Hostazym X, on the early life stage of broilers growth, a set of five equivalent zootechnical performance trials was pooled from recent Huvepharma research. The results were analysed for the correlation between starter phase performance and all life cycle performance. A high nutrient dense control diet was compared with the same diet supplemented with Hostazym X.

All trials were set as 42 day grow- out experiments using wheat, maize, soybean meal based diets for the starter phase and wheat, maize, soybean meal and rapeseed meal for the grower and finisher phases.

The trials compared two treatments, a control diet fed group and a control plus enzymatic complex (at 1500 EPU/kg) fed group. Standard performance indicators were measured.

Fig. 1 summarises the performance results at the end of the starter diet feeding phase of all trials. All trials showed results for body weight and FCR with significant differences (at $p < 0.05$ or $0.05 \leq p \leq 0.1$).

The added value and efficacy of the enzymatic complex can be clearly seen at the end of the starter phase where broilers show a significant positive performance response averaging plus 23g body weight and six FCR points less.

Following the overall performance results (full life cycle) the difference amongst treatments is up to 5% improvement in final body weight and 3% in FCR, demonstrating that a better start reflects a better/more efficient end (Table 1).

Conclusion

NSPases, namely enzymatic complex Hostazym X, play a key role in the nutrition of high performing young birds providing optimal performance results. They help the bird to cope with nutritional challenge and stress by getting the most out of the diet for growth metabolism. This supports an efficient use of nutrients while the GIT and the endogenous enzymatic systems are still under development.

To know more, please contact Huvepharma technical team

Huvepharma SEA (Pune) Pvt. Ltd.

42, 'Haridwar', Road 2 A/B, Kalyani Nagar, Pune 411006

Customer Care Contact: +91 20 2665 4193 | Email: salesindia@huvepharma.com | Website: www.huvepharma.com



**Partner in Animal Protein
Production for a Healthier Nation**



G/15, Neelkanth Udyog Bhavan, Sakinaka Junction,
Andheri Kurla Road, Mumbai, 400072 (MH) India
Email: contact@raviozabiotech.com
www.raviozabiotech.com



ILDEX Vietnam at SECC Ho Chi Minh City concludes with Thumping Success

VNU Asia Pacific and ITEC conducted the official 9th ILDEX Vietnam - International Livestock, Dairy, Meat Processing, and Aquaculture Exposition. The event held from May 29 to May 31, 2024, at SECC, Ho Chi Minh City. The official opening event included a speech by Mr. Phung Duc Tien – Deputy Minister of Ministry of Agriculture and Rural Development, a supporting speech by Ms. Wiraka Moodhitaporn, Consul-General of Thailand in Ho Chi Minh City, and an opening speech by Mr. Igor Palka, Managing Director of VNU Exhibitions Asia Pacific Co., Ltd. The ceremony also featured a ribbon-cutting event with VIPs from MARD and leaders of associations, followed by a tour for VIPs and delegates to visit the show. “On behalf of VNU Asia Pacific, we are delighted to welcome you to the 9th ILDEX Vietnam. This year, we have hosted over 220 exhibitors from more than 32 countries, with 85% of the space featuring international brands showcasing the latest innovations in agriculture and livestock technology. Vietnam, a key player in livestock production and export, serves as the perfect marketplace for this industry. Our ‘Hosted Buyer Program’ invited prominent buyers from Thailand, the Philippines, Malaysia, China, and Vietnam to explore business opportunities and to forge connections. Event highlighted the Meat Pro Pavilion, the HAN Select Vietnam Conference, and over 50 sessions on sustainable agriculture, innovative farming, and the latest trends in livestock-farm businesses,” said Mr. Igor Palka, Managing Director of




VNU Asia Pacific Co., Ltd. “Thank you for joining us at ILDEX Vietnam 2024. Together, let us advance our shared goals for a sustainable and prosperous future in agriculture and livestock. See you again at ILDEX Philippines 2024,” he added.

“Food and agriculture are key industries for Thailand and are pivotal in transforming our country into a global industrial hub under the Thailand Vision 2040 ‘Ignite Thailand,’ which was unveiled by Prime Minister Srettha Thavisin. Vietnam, ranking 1st in ASEAN and 6th globally in pork production, is a key player in the global animal husbandry market. ILDEX Vietnam aligns with Vietnam’s Animal Husbandry Development Strategy for 2021-2030 and Vision for 2045, aiding in integrating Vietnam’s economy into the global supply chain and enhancing global food security,” said Ms. Wiraka Moodhitaporn, Consul-General of Thailand in Ho Chi Minh City. “ILDEX Vietnam provides an excellent opportunity to combine the strengths of





Thailand and Vietnam in the food and agricultural industries, in line with the 'Three Connects' strategy proposed by Thailand to strengthen the local economies of both countries through cooperation and collaboration," she added.

"ILDEX Vietnam, held every two years, is an opportunity for businesses to display and introduce innovative technology and products. At the same time, this is also a forum for state management agencies, training organizations, scientific and technological research, associations, businesses and experts, etc. to contact, learn, update and apply advanced scientific and technologies of the world; exchange and discuss the current situation, advantages and disadvantages, directions and solutions for developing the livestock and aquaculture industry. In particular, the Organizer also hold 15 seminar sessions with over 2,000 people registered to attend. With the purpose of connecting managers, domestic and international businesses to cooperate and exchange issues about (1) Animal husbandry Management, Nutrition, Food, Disease Prevention and Treatment; (2) Introducing new technical advances, accessing comprehensive solutions for safe and sustainable livestock farming; (3) Sharing safe farming experiences to ensure animal welfare," said Mr. Phung Duc Tien, Deputy Minister of Agriculture and Rural Development. ILDEX Vietnam, the international livestock, dairy, meat processing and aquaculture exposition, has become a leading trade exhibition in the Asia region with strong attendance and plentiful business opportunities. Livestock experts and leading exhibitors have stated that it is the best marketplace and international business platform for the Vietnamese market. Organized by VNU Asia Pacific and powered by VIV Worldwide. 



IPJA EVENTS



Organized by IEAC

Indian Poultry Journalists' Association is pleased to announce the series of Technical Seminars and Award Function for 2024 & 2025



IPJA Technical Seminar

Event Partner	Rs. 2,00,000
Diamond Sponsor	Rs. 1,00,000
Gold Sponsor	Rs. 50,000

*Rates are for each Technical Seminar

IPJA Global Awards 2024

Event Partner	Rs. 3,00,000
Platinum Sponsor	Rs. 2,00,000
Diamond Sponsor	Rs. 1,00,000
Gold Sponsor	Rs. 50,000

JULY

Patna,
Bihar

31

SEPTEMBER

Srinagar,
J & K

9

NOVEMBER 28

IPJA Global Awards 2024
Hyderabad, Telangana

FEBRUARY

Namakkal,
Tamil Nadu

14

JUNE

Raipur,
Chhattisgarh

20

SEPTEMBER

Chandigarh,
U.T

26

NOVEMBER

IPJA Global Awards 2025
Hyderabad, Telangana

IPJA Events Advisory Committee

For more
Information,
contact:

M.K Vyas
+91-9391378805

Rakesh Bhardwaj
+91-9811377928



SAI KRISHNA POULTRY EQUIPMENTS



Deluxe Drinker
(Standard & Large)



Chick Feeder



Chick Drinker



Turbo
Feeder



Deluxe
Jumbo Drinker



Feeder



Jumbo
Drinker



Gas Brooder



Parent Feeder
Male & Female



Egg Tray



Chick Feed Tray



Nipple Drinking System

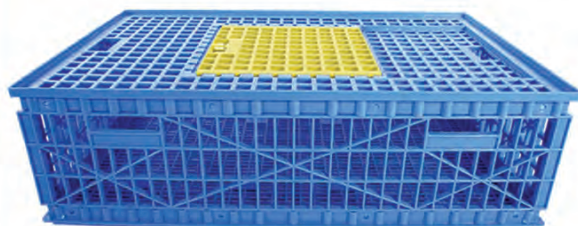
SAI KRISHNA PLASTIC INDUSTRIES

Manufacturers of Innovative Poultry Equipments

Factory : Behind Petrol Bunk, Padmanagar, Karimnagar - 505002, Tel : 0878 - 6504508, Mobile : 94404 06200

Sales Depot : Plot No : 16, Road No:2, Opp : Nimanthran Function Hall, Mamatanagar Colony, Nagole, HYDERABAD - 68, Telangana

Tel : 040 - 64610508, Mobile : 92466 59508, E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com



Bird Transportation Crate



Chick Transportation Crate

Balaji Polymers

Factory : Akkaram Village, Gajwel Mdl, Medak Dist. Regd. Office : Karimnagar : 98490 59508, Hyderabad: 96523 98686

email : balajipolymers.hyd@gmail.com



IPEMA Announces the Success of the Nepal-India Poultry International Expo-2024

The Indian Poultry Equipment Manufacturer's Association (IPEMA) is thrilled to announce the successful conclusion of the Nepal-India Poultry International Expo-2024, a ground-breaking and first-of-its-kind event between India and Nepal for the benefit of the poultry industry in both countries. After the recent accomplishment of Meat and Poultry Industry Russia Expo 2024 in May, this event marks another milestone in IPEMA's efforts to explore new business opportunities globally.


The three-day expo, held from May 31st to June 2nd, 2024, at the Chitwan Expo Center in Bharatpur, Nepal, attracted over 75 participating companies and more than 6800 visitors from across the region. The event was graced by Ms. Renu Dahal, Mayor of Bharatpur Metropolitan City, Nepal, as the Chief Guest. The expo showcased pioneering innovations in poultry production, featuring representations from feed, food, pharmaceuticals, equipment, and breeders. IPEMA members proudly showcased their high-quality products, "Made in India," to a global audience. The Nepal-India Poultry International Expo-2024 was a resounding success, promoting various poultry companies from India and Nepal and providing a platform for knowledge sharing and networking among industry leaders. The event featured a technical and scientific program, which included international seminars on poultry nutrition, feed milling, feed safety, health, global perspectives, and waste management.



The event also displayed Participation by renowned international brands from countries such as Italy, Belgium and China. Another highlight of the expo was the 'Poultry Pathshala', the knowledge-sharing sessions, which spanned three days and focused on various segments of the poultry industry. Day I catered to poultry veterinarians, academicians, scientists, nutritionists, extension officers, poultry consultants, and farm managers. Day II focused on poultry field technicians, farmers, farm supervisors/workers, students, early and mid-career poultry professionals, suppliers, traders, and allied sectors. Day III continued to cater to these groups, covering additional important topics.



IPEMA is proud to have represented its members and various poultry companies from both India and Nepal at this expo. The event has been a grand success, showcasing the dynamic growth of the poultry industry and promoting invaluable connections among stakeholders. The association looks forward to building on this success and further strengthening its relationships with stakeholders in the region.

The date for the next edition of the Nepal-India Poultry International Expo will be determined by consensus among the Executive Advisory Committee members constituted for the event. 



SPACE

17.18.19
SEPT. 2024
RENNES - FRANCE

AT THE HEART
OF FARMING



Discover
the exhibition
in video



THE INTERNATIONAL EXHIBITION
FOR ANIMAL FARMING



— **space.fr**

#SPACE2024 @SPACERennes



RR VETERINARY HEALTH CARE PVT. LTD.

An ISO 9001:2015 and ISO 22000:2005 Certified Company

4-122/1/1, Plot No. 115 & 123, Kuntloor Village, Abdullapurmet
Mandal, R R Dist - 501 505, Telangana, INDIA.

Email: info@rrveterinary.in, www.rrveterinary.in, www.rrvhc.in

15 YEARS OF
UNBLEMISHED
QUALITY
SERVICE

LARVEND™ Gold Plus
Natural clay solution

1 Ltr & 5Ltrs



FLYXIL GOLD™ plus

1 Ltr & 5Ltrs



RR ELIMINATOR™
India's No.1 Rat Control Brand

10 kg, 20 kg Buckets,
& Bait Stations



Bait Stations



SPOTON™

PROPOXUR 2% BAIT

1KG & 5KG



TOXELIM-B GOLD PLUS™
"Unique & Complete Health Tonic"

1Ltr & 5Ltrs



ANTIPROL™
"The Only answer to Prolapse & Intussusception"

5Ltrs



For further details
Please contact :

Y. Ram Mohan Rao
Managing Director (Mob: +91 94904 10562)

Dr. Sreekanth Devalraju
Manager (Mob: +91 94410 31794)




CLFMA OF INDIA along with Broiler Co-ordination Committee organized a Seminar “Surging Ahead” Coimbatore, Tamil Nadu

CLFMA of India organized a successful seminar along with BCC at The Residency Tower, Legend Hall, Avinashi Road, Coimbatore, on Friday, May 3rd, 2024 from 06:30 pm onwards. The theme of the seminar was “Surging Ahead Towards the Next Level: Contributing to the Five Trillion Economy.” Mr. R. Ramkutty, Zonal President – South of CLFMA, extended a warm welcome to all participants at the seminar. He provided insights into the challenges confronting the poultry industry. Following this, Mr. Suresh Deora, Chairman of CLFMA of India, introduced the theme “Surging Ahead” and extended a gracious welcome to all attendees.

The Presidential address and moderation of the deliberations were carried out by Mr. R. Lakshmanan, Chairman of BCC and Managing Committee Member of CLFMA of India. CLFMA Dy. Chairman Mr. Divya Kumar Gulati introduced Mr. Reece H. Cannady, Director of the US Grains Council. He delivered an insightful presentation titled “Emerging Trends and Challenges in Grains.” Overall, the presentation provided a comprehensive overview of the current trends and challenges in the grains market, with a focus on corn, ethanol, DDGS, and freight logistics. CLFMA Hon. Secretary, Mr. Abhay Shah introduced Mr. Amit Sachdev, Regional Consultant at the US Grains Council. He presented an in-depth analysis titled “India Corn Outlook.” Overall, Mr. Amit Sachdev’s presentation provided valuable insights into the current dynamics and future prospects of the corn market in India, addressing key factors such as demand drivers, supply challenges, and potential areas for development. CLFMA Treasurer Mr. Nissar F. Mohammed introduced Mr. Jaison John, India Team Lead at USSEC & Managing Committee Member of CLFMA OF INDIA. Mr. Jaison John emphasized that rising raw material prices will lead to higher food prices and potentially lower food quality.

He suggested that importing genetically modified (GM) raw materials could be one viable solution. He delivered a comprehensive presentation titled “Protein Meals: Present, Future Trends, and Challenges.” In his presentation, he highlighted India’s progression towards maturity in food demand and outlined strategies to address protein challenges, particularly through initiatives like the Soy Excellence Centre program. He also discussed the expansion of US soybean crush capacity and the expected impact on soybean meal production. Additionally, he touched upon the National Oil Mission and rapeseed production scenarios, providing comprehensive insights into the future of protein meals in India.

Mr. R. Ramkutty, CLFMA South Zone President introduced Dr. T. Bina, Director of the Happy Valley Business School. She delivered a compelling presentation titled “Professionalism in Family Business.” Throughout her presentation, she delved into the intricate life cycle of family businesses, exploring various stages and challenges. Dr. T. Bina supplemented her insights with enlightening case studies that exemplified real-world scenarios and lessons learned within family-owned enterprises. The Question-and-Answer session concluded on a high note, characterized by its interactivity and engagement. Following this enriching exchange, Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA of India, delivered a gracious Vote of Thanks, expressing gratitude to all participants for their active involvement and contributions. Subsequently, the seminar transitioned seamlessly into a dinner session, fostering continued networking among the attendees. Overall, the seminar was a resounding success, with nearly 75 members and delegates in attendance, reflecting the enthusiasm and interest surrounding the event. 



**Books Published by
HIND PUBLICATIONS,
Hyderabad, Telangana, INDIA**



1.	An Entrepreneurs Guide to Start a Poultry Business	450/-
2.	Avian Influenza (Bird Flu)	395/-
3.	Biotechnology in Poultry	395/-
4.	Bio-security in Poultry Chart (Chart Size : 18' x 25")	80/-
5.	Biosecurity in Poultry	355/-
6.	Breeder Management Guide	295/-
7.	Commercial Chicken Nutrition	445/-
8.	Chicken Egg's Nutrition Functions & Cooking Techniques	345/-
9.	DNA Based Identification of Animal Species	330/-
10.	Doctors Be Aware- Ignorance of law is no excuse	245/-
11.	EMU Farmers Management Manual	395/-
12.	EMU Meat Processing	335/-
13.	FAQ on Poultry	225/-
14.	Glimpse of Indian Poultry Industry	235/-
15.	Guidelines For Quail Farming	250/-
16.	Guide Lines for Broiler Farming	200/-
17.	Guidelines for Rural Poultry Production	295/-
18.	Guidelines for Turkey Farming	850/-
19.	Good Production Practices for Poultry Feed Industry	300/-
20.	Goat Disease DiagNosis & Treatment	325/-
21.	Hand Book of Poultry Husbandry	395/-
22.	Hand Book of Poultry Disease Diagnosis and its Treatment	240/-
23.	Hand Book of Integration in Poultry	250/-
24.	Hand Book of Hatchery Technology	325/-
25.	Hind's Dictionary of Poultry Management	550/-
26.	How to Start a Poultry Hatching Business	250/-
27.	Indian Poultry Directory (Name, Address & Phone No.) 3rd Edition	750/-
28.	Knowledge Engine of Chicken Eggs	295/-
29.	Management of Environmentally Controlled Houses in Poultry	210/-
30.	Management of Parents Stock	450/-
31.	Poultry Feedstuffs & Feed Additives	395/-
32.	Poultry Diseases Chart (Chart Size : 25" x 36")	140/-
33.	Poultry Development and Alternative Poultry	295/-
34.	Poultry Feed and Formulation	495/-
35.	Postmortem Techniques and Poultry Diseases : A Colour Atlas	1800/-
36.	Poultry Vision 2020	325/-
37.	Profitable Goat Farming	275/-
38.	Principle & Practices of Hatchery Management	495/-
39.	Recipes Book- Telugu & English	35/-
40.	Recepee Book- Hindi & English	35/-
41.	Recent Advances in Broiler Chicken Nutrition	760/-
42.	Seven Stages of Layer Management	250/-
43.	Science of Buffalo Farming	295/-
44.	The Essentials of Biosecurity of Indian Dairy Farms	245/-
45.	Scientific Poultry Farming	750/-
46.	Vaccination in Poultry	495/-
47.	Value Added Chicken – An Entrepreneur's Guide	195/-
48.	आधुनिक ब्रायलर पक्षियों का उत्पादन	260/-
49.	मुर्गियों की बिमारियों एवं उपचार	325/-
50.	क्यों होता है ऐसा ?	185/-
51.	लेयर अण्डा देने वाली मुर्गियों का उत्पादन	325/-

To get these books Contact

contact: M.K.VYAS,

Hind Publications

204, Plot No 19, HUDA Complex, Saroor Nagar HYDERABAD 500035

Call : 09391378805 Whatapp : 9502159098


Website: www.hindpoultry.com E-mail: hindpoultry@hotmail.com



ILDEX Vietnam in Ho Chi Minh City, A Good Show to Visit – Ricky Thaper



A good number of International visitors attended ILDEX Vietnam, 9th International Exhibition on Poultry, Meat Processing, Livestock, Dairy and Aquaculture, organised from May 29-31, 2024 at Saigon Exhibition & Convention Centre, Ho Chi Minh City, Vietnam. This Expo brought together more than 230 exhibitors displaying technologies, machinery and equipment for nutrition, animal health, and slaughtering and processing of livestock and aquatic products, from more than 32 countries and territories, with 85 per cent of the space featuring international brands and 15 per cent highlighting local innovators, visited by 18,000 trade visitors from more than 45 countries in three days. Apart from that, the conference sessions were hit with over 1,600 delegates participation to explore the latest industry trends and innovations. The top visitor countries/regions were China, Philippines, Thailand, India, South Korea besides Vietnam.

At this three days Business to Business (B2B) exhibition, it was a good busy days meeting business friends and colleagues from the poultry and livestock industry from different countries. Some of the latest innovations in agriculture and livestock technologies were on display at ILDEX Vietnam exhibition. Most of the exhibitors were happy with the good response from the delegates in terms of business orders and enquiries. The Indian delegation was thrilled to have been part of this dynamic gathering and look forward to continued collaboration and growth within the industry. 



एक कटोरी Balanced Diet -
ग्रिल्ड चिकन सलाद



PF&BA

Issued In Public Interest By
Poultry Farmers & Breeders Association, Maharashtra

Try **DELICIOUS**
CHICKEN BURRITO
for a **PROTEINIFIED** start
of the Day !!!



PF&BA

Issued In Public Interest By
Poultry Farmers & Breeders Association, Maharashtra

FANTASTIC
HOLIDAY SEASON
Starts with
Fantastic RECIPES


- Creamy Garlic Chicken Breasts
- Cranberry Rosemary Chicken
- Baked Breaded Chicken
- Lemon Garlic Roast Chicken
- Chicken Piccata



PF&BA

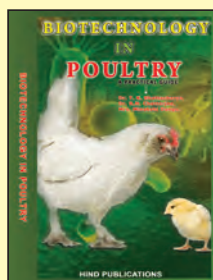
Issued In Public Interest By
Poultry Farmers & Breeders Association, Maharashtra.

Chicken Meat Storage Mastery:
Keeping Freshness and
Safety in Every Bite.

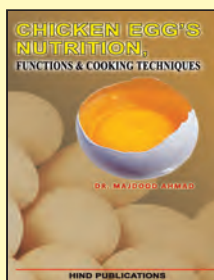


PF&BA

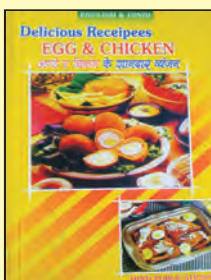
Issued In Public Interest By
Poultry Farmers & Breeders Association, Maharashtra



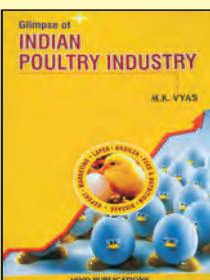
Rs. 395/-



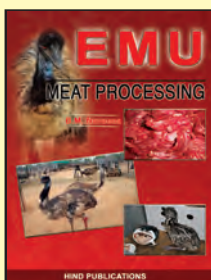
Rs. 345/-



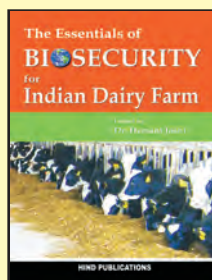
Rs. 35/-



Rs. 235/-



Rs. 335/-



Rs. 245/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com



Poultry Farmers Face Crisis as Rising Feed Prices outpace Production Cost

The instability in the egg and chicken market has subsided, but fresh challenges have arisen for poultry farmers, with increasing feed prices.

In the aftermath of the Covid-19 pandemic, a substantial number of poultry farms have grappled with financial hardship. This situation has been further worsened as the Russia-Ukraine conflict triggered a significant surge in feed prices. Consequently, the price of poultry products has not kept pace with the high production costs, leading to the closure of approximately 59,000 poultry farms since the outbreak, representing nearly half of the country's total, according to the data of Bangladesh Competition Commission.

Adding to the blow, poultry feed growers announced to increase broiler and layer feed prices by Tk2.5-3.5 per kg from November 25. The feed producers had reduced the price by Tk3.5 per kg in three rounds. Talking to this newspaper, farmers said they are now selling broiler chicken at the rate of Tk130 per kg, whereas the production cost of the marginal farmers, according to the Ministry of Fisheries and Livestock, is more than Tk160. Similarly, each egg of broiler chicken is selling for Tk8-8.5 at the farm level, while the cost of production is more than Tk10.50.

According to Trading Corporation of Bangladesh (TCB) market analysis data, broiler chicken prices fell by 16.67% and egg prices by 21.57% in one month. Farmers are saying that if the government does not determine the prices of eggs and chicken at the farm level now, the crisis will worsen. If the government delays making decisions, it will create a bigger crisis in the supply chain. Sumon Haoladar, president of the Poultry Association of Bangladesh, told The Business Standard, "The government must intervene to save the farmers because all three or four hands in the supply chain are making profits while only the producers are being harmed." He went on to say, "If the government announces and monitors the cost of production for farmers, improvement in this situation is possible; otherwise, farmers will withdraw from production, leading to a long-term production shortfall, creating instability in the market."

What feed producers say

Farmers say they are selling eggs and chicken below the cost of production, yet there is renewed pressure with an increase in feed prices.

On November 24, the Bangladesh Feed Industries Association (BFIA) submitted a letter to the Ministry of Fisheries and Livestock regarding the increase in feed prices. Feed producers state that from June to November of the current year, the prices of the seven main raw materials used in feed have increased by almost Tk10 per kg.

Simultaneously, the exchange rate for LC opening for importing raw materials in August, which had to be done at Tk110-111 per dollar, has risen to Tk122 in November.

Feed producers claim that the cost of feed has increased by an average of about Tk5.50-6.00 per kg solely due to the impact of rising prices of raw materials and the dollar. It's not just imported raw materials; locally produced maize prices have risen from Tk29 to Tk35-36. Prices of soybean meal at the crushing industry have increased without any announcement from the industry. As a result, this maize, which was previously sold at Tk65-67 per kilogram, is now being sold at Tk82-84 per kilogram. Md Nazrul Islam, general secretary of the Bangladesh Feed Industries Association, said, "If the increased expenditure per kilogram of feed is

not revised, many feed mills will face financial difficulties, and some may even have to shut down.”

Simultaneously, he added, there is a concern that if the main raw materials for feed, such as maize, soybean meal, along with bran, cannot be imported in a timely manner, there is a risk of disruption in the production of fish and livestock feed.

The Bangladesh Feed Industries Association has made several recommendations in a letter sent to the Ministry of Fisheries and Livestock. The organisation has urged for a continuous review of the prices of raw materials for feed and the production costs, along with an examination of economic values every 15 days.

Additionally, the association has highlighted that modern importers are opening LCs in banks, where products are being uploaded but the confirmed rate of the dollar can only be known after 180 days.

The banks are not providing any advance forecasts for the dollar at this location and in this situation, government policy support has become crucial, it said.

At the same time, feed importers are seeking cooperation for the facilitation of importing raw materials from neighbouring countries and ensuring that products at the port do not face any unnecessary delays beyond the scheduled time, in order to avoid additional pressure on importers.




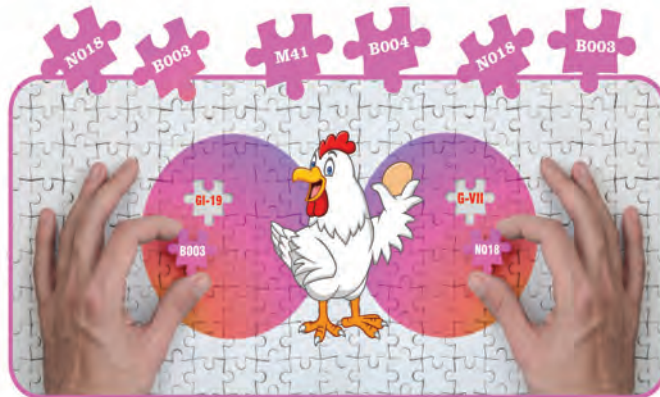
NOVUS Names New Business Director in Asia

Rajeev Murthy takes the helm of a key market for the intelligent nutrition company

Rajeev Murthy has joined NOVUS as the new senior director & managing director of Asia Pacific. Murthy will shape and steer the intelligent nutrition company’s strategy in this vital market. “Rajeev comes to NOVUS with more than 25 years of industry experience,” says Sr. Vice President and Chief Commercial Officer Ed Galo. “Along with his positive track record for driving commercial success, employee engagement and talent development, we are confident in his ability to elevate our presence and enhance our strategic initiatives across the Asia Pacific region.”

Originally from Bangalore, India, Murthy says luck brought him to the animal agriculture industry, but he’s made it his life’s career “for the difference one can make in improving access to healthy and safe protein.” When it comes to supporting poultry, swine, and dairy producers in Asia Pacific, Murthy says customer profitability is key. “For poultry, driving profitable growth while being mindful of changing customer needs where sustainability and antibiotic use are concerned is important,” he says. “For swine, we need to investigate ways to return to a profitable operation in a world that is still impacted by challenges resulting from African Swine Fever. With dairy, we can show how to drive efficiency in the operation.” As part of NOVUS’ goals to deliver solutions closer to the customer, Murthy will be based out of the company’s office in Bangkok, Thailand. Before joining NOVUS, Murthy held regional leadership roles at dsm-firmenich in its Animal Nutrition & Health business unit, and Eli Lilly & Company in the Elanco Animal Health division. He also served as CEO of the feed business for Godrej Agrovet Ltd., an Indian livestock and agribusiness company.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company’s portfolio includes bis-chelated organic trace minerals, enzymes, eubiotics and methionine solutions along with a network of experts worldwide to provide guidance on management best practices. For information on how NOVUS is supporting producers, nutritionists and feed mills in Asia Pacific, visit novusint.com 



Broader Protection against - NDV virulent genotypes and - IBV Genotype I variants.

“Under perfect conditions, many vaccines work, but conditions are not perfect in the field.”

Combined Inactivated Vaccine in oil emulsion
Newcastle Disease virus - N018 strain
IBV multi strains : M-41 + B003 + B004 strain

VAKSIMUNE® ND L-IBplus



NDL IBplus



NDL Inaktif



NDL Inaktif 0.1

Inactivated Vaccine in oil emulsion

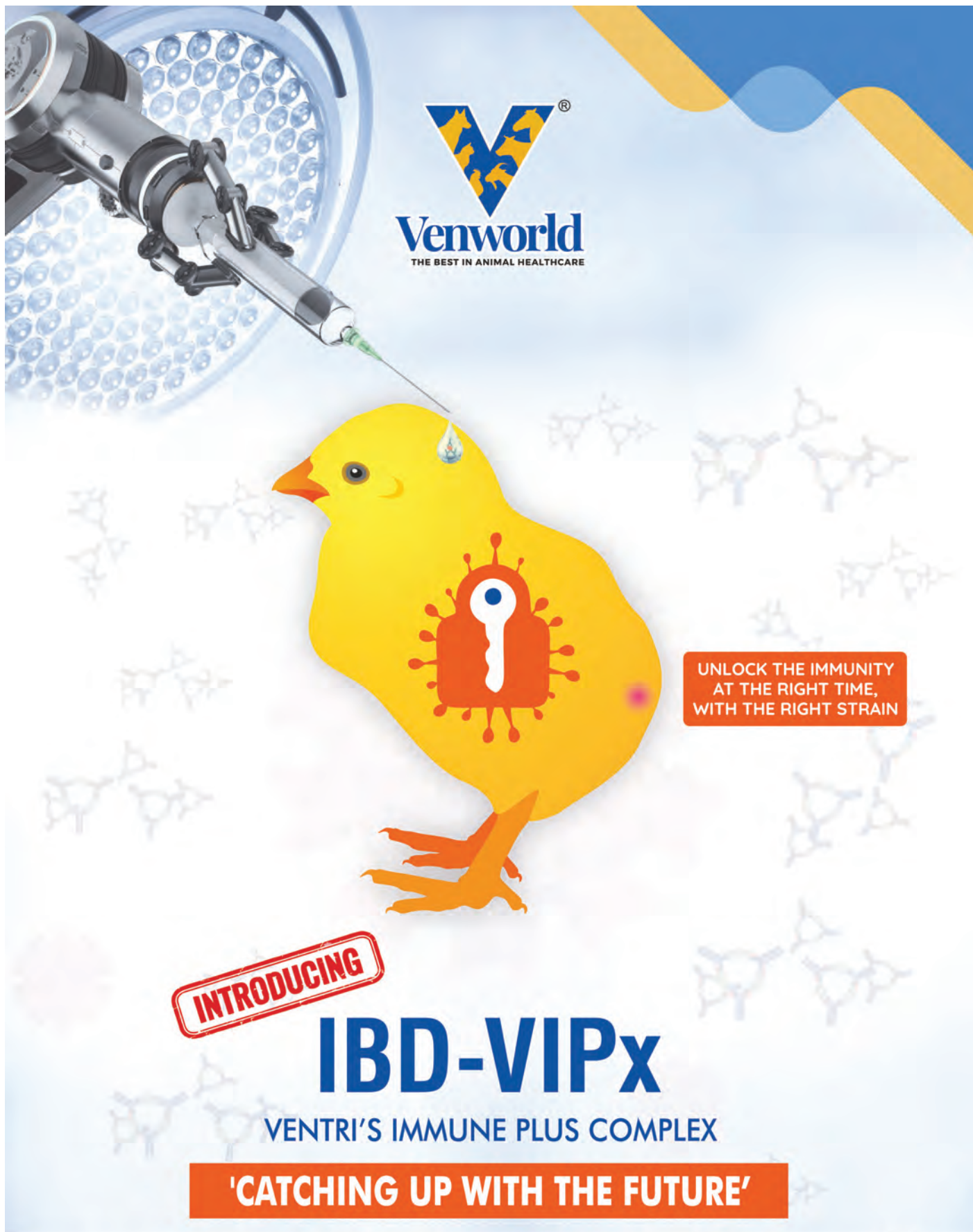
VAKSIMUNE® NDL Inaktif VAKSIMUNE® NDL Inaktif 0.1

Newcastle Disease virus - N018 strain



VAKSINDO ANIMAL HEALTH PVT. LTD. | RESEARCH BASED VACCINES

H No. 8-7-89/C/P-II/125, Ground floor, Chaitanya Nagar, Kharmanghat, Saroor Nagar, Ranga Reddy Hyderabad, Telangana- 500070. Tel: +91 40679 34239 | Web : www.vaksindo.co.id | customercare@vaksindo-india.com



Venworld
THE BEST IN ANIMAL HEALTHCARE

UNLOCK THE IMMUNITY
AT THE RIGHT TIME,
WITH THE RIGHT STRAIN

INTRODUCING

IBD-VIPx

VENTRI'S IMMUNE PLUS COMPLEX

'CATCHING UP WITH THE FUTURE'

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)

'Venkateshwara House', S. No. 114/A/2, Pune Sinhadag Road, Pune 411030. Tel.: +91 (020) 24251803, Fax: +91-20-24251060 / 24251077.

Email: ventri.biologicals@venkys.com



www.venkys.com