

# हिंद पोल्ट्री

# HIND POULTRY

Vol. XXII

May 2024

No. 11



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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

1<sup>st</sup> Day To 10<sup>th</sup> 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.



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## HIPRA conducts Technical Seminar in Hyderabad to Launch its new Vaccine HIPRAVIAR and EVANT

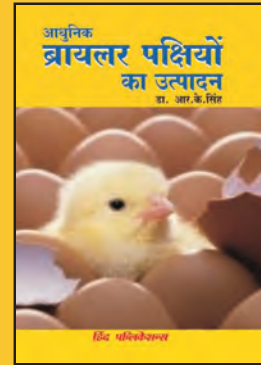


A Technical seminar organized by Hipra in Hyderabad on April 19th, 2024. He also unveiled Hipra's Vaccines - HIPRAVIAR and EVANT - a live attenuated vaccine against coccidiosis for chickens in suspension for oral spray.

Mr. C. Suresh Rayudu, Managing Director of Srinivasa Farms Pvt Ltd, graced the occasion as the Guest of Honour during by Dr. Shyam Vane, Business Manager of Hipra India Pvt Ltd, said that the focus was on enhancing returns on investment by addressing issues like Necrotic Enteritis, Intussusception, Immune-suppression, and Gut Health in Breeders and Layers through innovative vaccine technology. Dr. Vane emphasized the effectiveness of the spray method of vaccination for chickens. He highlighted the importance of preventing Salmonella in breeder and layer farms to mitigate several poultry diseases. He noted that farmers and breeders are increasingly investing in controlling coccidiosis, with growing awareness about maintaining cleanliness and hygiene in food production. "According to Mr. Shyam Vane, Hipra allocates 10 percent of its annual turnover to R&D and regulatory affairs. Over the past decade, the company has introduced 21 new vaccines. Hipra, a research-driven vaccine producer, celebrates 51 years since its establishment, with its headquarters based in Spain, Europe. "EVANT, one of the vaccines introduced, is a live attenuated vaccine designed to protect chickens against coccidiosis. Avian Coccidiosis is a significant factor affecting poultry gut health, leading to mucosal integrity loss, microbiota imbalance, and increased susceptibility to bacterial infections, particularly Necrotic enteritis. "Dr. Pramod, technical services at Hipra India, presented on "Improving profitability in breeders & layers by preventing salmonella with advanced vaccines." HIPRAVAR, an inactivated vaccine for Newcastle disease in injectable emulsion, was highlighted in Dr. Pramod's presentation. 



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## Immeureka Animal Health Private Limited Organised Technical Seminars in Haryana and Punjab

**Immeureka**, a startup in the poultry sector, conducted a technical seminar on April 26<sup>th</sup> and 27<sup>th</sup>, 2024, at Kanina (Haryana) and Zirakpur (Punjab). The main objective of the conference was to provide veterinarians, poultry farmers, and feed millers with the necessary knowledge of two key topics: “Mycotoxin and Pesticide Residue Management in Poultry” and “Premix for Laying Birds as a One-Stop Solution.”

The event began with a cordial greeting from Mr. Sarwar Ali, who gave a brief overview of the company and presented the product range of Immeureka Animal Health Private Limited to the attendees. Following the introduction, Dr Rajesh Kokje detailed how the mycotoxins and pesticide residues in feed will negatively impact poultry production and in what way control measures need to be implemented. Among the control strategies he explained were **Xpel™** which is an algae-derived diatomite that binds multiple mycotoxins and selectively binds pesticide residues in all raw materials and feed, and another product. **Xpel Spectra™** are organic blends of diatomite, HSCAS, and yeast extract that target multiple mycotoxins and bind pesticide residues in feed, with additional benefits of immunity enhancement by  $\beta$ -glucans and pathogen agglutination in the intestine by Mannan oligosaccharides (MOS).



The session by Mr. Sarwar Ali emphasized the importance of premixes for the laying birds. He explained about

**Potenza**, the synergistic combination of highly effective special ingredients that offers laying hens a total and superior solution from the first day to the end of the production. Potenza is a comprehensive product that consists of tributyrin, organic minerals, i.e., Mn, Zn, Cu, Se, methionine, and prebiotics. Tributyrin enhances gut health, thereby increasing nutrient digestibility, growth performance, and immunity in birds. Prebiotics provide active support and relief for the immune system, they have high bonding power, inactivate pathogens and toxins in the intestinal lumen, and optimize the digestive processes. Trace minerals provide the essential nutrients poultry need for metabolic functions such as growth and development, immunity, and reproduction, and they also help reduce the number of thin-shelled and dirty eggs during the late-laying period. Hydroxyanalogue of methionine is required for feather development and maintaining egg production in poultry. After the seminar, Mr. Hanumatesh, the Immeureka zonal manager for North and East, and Bijoy Kumar, regional manager for Punjab, gave a vote of thanks to all of the attendees, thanking them for their participation in the event. The event offered farmers, professionals, and feed millers an opportunity for deep conversation, fostering networking and the exchange of knowledge. 

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**Ivo Lansbergen**

President - DSM Firmenich (ANH)

## We are Transitioning Towards a Consultative Selling Approach, Emphasizing the Importance of Understanding and Addressing the Unique Needs of Our Clients

He joined DSM in 1997 and held several positions across the company's various business units before being appointed to lead the Animal Nutrition & Health (ANH) business unit in 2019 & transformed the organization, reinforcing its position as a customer-focused partner in the development of feed ingredients for the global food supply chain. Ivo Lansbergen, President of Animal Nutrition & Health, concluded his 10-day tour of Asia with a visit to India from April 14th to 16th, 2024. The tour, which began in China and continued through the Philippines and Singapore, was designed to strengthen customer relations, visit the Jadcherla plant and engage with stakeholders to deepen his understanding of the Asian market. In a Conversation with Mr. M.K. Vyas, Managing Partner Hind Poultry & Secretary Indian Poultry Journalist Association, at his Corporate office, Ivo discussed the DSM Firefinch's approach which includes a holistic environment to creating affordable protein, supporting healthy incomes for farmers, and maintaining a healthy ecosystem-all without compromising the environment. Excerpt of the conversation is given here.

**Question :** In light of developments disclosed in February, pertaining to the prospective division of the Animal Nutrition & Health sector from the overarching entity of dsm-fmenich, what recent developments have transpired in this regard? Furthermore, what implications does this separation hold for the Indian division of the Animal Nutrition & Health unit within DSM?

**Ivo Lansbergen :** On February 15th, we announced the separation of animal nutrition from dsm-firmenich, paving the way for the formation of a new company. While



there are no breaking developments to share presently, we can refer to this entity as the “new company” for now. As someone privileged to lead this emerging firm, our aim is to distinctively separate ourselves from dsm-frmenich by mid-next year, 2025, although the exact date

remains uncertain due to the complexity of the process involving numerous legal entities, assets, and logistical considerations.

Animal nutrition comprises a significant portion of dsm-firmenich, with annual revenues reaching around 3.2 to 3.3 billion, expected to rise to three and a half billion this year. Operating globally from Oceania to Japan and spanning across North and South America, we manage a network of 50 pre-mixed plants, a formidable task to disentangle from dsm-firmenich.

Our sector faces various challenges including avian

influenza, African swine fever, and fluctuating feed prices, all influenced by shifting consumer trends. Unlike the relatively stable demand for human health and nutrition, animal nutrition experiences greater volatility. Therefore, we are in the process of adapting systems and procedures to better suit the specific needs of our industry, enabling greater agility and customization.

Looking at separation examples in the pharmaceutical realm, we recognize the need to address differing margin profiles and dynamics between animal and human nutrition. The recent upheavals in the vitamins market underscore the distinctiveness of our animal nutrition business within the broader Group. Recognizing the potential benefits of a separate ownership structure, we are exploring various separation options and aim to complete the process by mid-2025.

**Question : dsm-firmenich releases 2023 World Mycotoxin Survey, last month, which stated that highest regions of mycotoxins found in North and Central America, South Asia, China, and Taiwan. What is your strategy to curb this most occurrent problem in India? can you please elaborate more about Spectrum 380?**

**Ivo Lansbergen :** Allow me to provide some insight into our Mycotoxin program, and I'll also invite Puneet to contribute. Our program conducts a global survey, encompassing not just South Asia or India, but the entire world, revealing a concerning trend: the escalation of mycotoxin contamination. This surge is closely linked to climate

change and global warming, where factors like humidity and drought contribute to the instability of the system.

Mycotoxins degrade the quality of animal feed, directly impacting the gut health of animals, akin to their effect on human health. Fortunately, we take pride in offering a unique solution one of the few in the market that biotransforms mycotoxins, effectively neutralizing them. Unlike conventional clay-based solutions, which primarily absorb mycotoxins but may inadvertently absorb other valuable ingredients such as vitamins, our active enzyme targets and destroys mycotoxins directly.

Preserving feed quality is paramount, considering it constitutes a significant portion typically around 60 to 70% of farming costs, a figure that may be even higher in regions like India. Hence, investing in mycotoxin management is not only prudent but also economically sensible.

In addition to our existing solutions, we are committed to ongoing innovation in this field. With a diverse range of mycotoxins present worldwide, we continue to expand our portfolio and develop specialized enzymes tailored to combat specific mycotoxins. Each enzyme is designed to target a particular mycotoxin, ensuring comprehensive risk management.

**Puneet :** The primary objective of the survey is to identify country-specific toxins and gather relevant data. Emerging trends in India and South Asia indicate a significant increase in the risk of Fumonoxins, a complication often

overlooked by feed mills focused on Afla, and T2 toxins. This lack of awareness underscores the importance of our interventions.

As Ivo discussed the technological advancements, feed mills typically believe that all mycotoxins can be effectively bound. However, the complexity of mycotoxin molecules renders this approach inconsistent. While some mycotoxins, such as Afla, may bind, others do not, especially as the gut's pH levels fluctuate. This is where our innovative enzymatic breakdown solutions prove invaluable, transforming toxins into harmless byproducts.

To complement these advancements, we offer laboratory facilities in India where we conduct quantitative estimations for six mycotoxins, free of charge. This service provides invaluable insights for those seeking a deeper understanding of mycotoxin risks.

**Ivo Lansbergen :** The insight Puneet has just shared resonates deeply with me, as my background lacks the expertise of an animal nutritionist or researcher. I am frequently asked regarding the differentiation between our products and clays. Take Afla, for example, a mycotoxin characterized by its relatively flat molecular structure, which clays can absorb to some extent. However, clays' efficacy wanes when confronted with bulkier, more intricate mycotoxins boasting a three-dimensional structure, a contrast to the two-dimensional Afla. These three-dimensional toxins prove challenging for clay absorption.



**Question :** How do you see the future trends now in utilizing nutritional products?

**Ivo Lansbergen :** I believe vitamins are rightfully labelled as essential products because they are indispensable for sustaining life. Feed formulations without vitamins are simply nonviable. While the exact concentration may be subject to debate, we acknowledge their crucial role. Additionally, we categorize certain solutions as performance enhancers, targeting various aspects such as animal health and welfare, emissions reduction, and feed efficiency. Of particular importance is our focus on mycotoxin risk management, a topic we discussed earlier.

Aligned with our commitment to sustainability, we have identified six key platforms, each serving as a framework for our performance solutions. For instance,



in response to the growing concern over antimicrobial resistance (AMR), we recently introduced

Symphiome™, an innovative alternative to antibiotics. This launch underscores our dedication to addressing pressing global health challenges.



Another notable example is Bovaer®, a revolutionary solution designed to mitigate methane emissions from dairy cows by up to 30 percent. These initiatives exemplify our proactive approach to environmental stewardship and animal welfare.

Moving forward, our industry must prioritize sustainability at every level of the value chain. By incentivizing and rewarding environmentally conscious practices among farmers, we can foster a “race to the top” mentality. This entails recognizing and financially rewarding farmers who demonstrate exemplary practices and maintain a low carbon footprint. Such initiatives not only align with the objectives of FMCGs, retailers, and food processors but also drive meaningful change towards a more sustainable agricultural landscape. In the coming years, we anticipate a concerted effort to promote and implement these sustainable farming practices, marking a pivotal shift towards a more environmentally responsible future.

**Question :** How is the technology is used being one of the top most nutritional products manufactured globally?

**Ivo Lansbergen :** In numerous countries, a widespread adoption of technology is rapidly underway. While I hesitate to provide an exact count, this trend has gained significant traction across Latin America, Europe, and parts of Oceania. This widespread acceptance stems from the urgent need to address methane emissions, one of the most potent contributors to greenhouse gas accumulation.

It's imperative to recognize that achieving our goal of limiting global warming to 1.5 degrees Celsius necessitates addressing not only carbon dioxide (CO<sub>2</sub>) but also methane. Focusing solely on CO<sub>2</sub> mitigation may prove insufficient due to the relatively slower response rate compared to methane reduction efforts. Our Dairy Product - Bovaer represents a crucial step forward, particularly in the dairy sector, offering a tangible solution to methane emissions.

In addition to Bovaer our recent introduction of Hiphorius, a complete phytase solution, and PRO-act360, a protease which optimizes amino acid digestibility, exemplify our commitment to innovation. These advancements enable greater efficiency, allowing for enhanced

productivity with reduced resource consumption.

Furthermore, our approach differs from simply promoting products without consideration of individual needs. Rather, we prioritize identifying existing challenges and tailoring solutions accordingly. This client-centered approach sets us apart, emphasizing our commitment to delivering meaningful and effective solutions tailored to specific needs a distinction that sets us apart in the industry.

**Question :** What steps do you take to ensure that your channel partners are adequately trained and equipped to represent your brand effectively?

**Ivo Lansbergen :** We conduct comprehensive training sessions for our channel partners, a practice we refer to as “species days,” where professionals from across the globe convene for tailored sessions on poultry, swine, aquaculture, rumen-related topics and many more. These sessions serve as a cornerstone of our training initiatives, providing invaluable insights and expertise.

Moreover, we actively engage with our partners at the local level, equipping them with a wealth of marketing and training materials. Recently, we hosted a seminar focusing on feed enzymes, drawing attendance from numerous colleagues in the animal nutrition field. These sessions not only serve to educate our channel partners but also provide a platform for engaging with customers, reinforcing the value propositions of our products and their applications.



As our technological offerings expand, so does the demand for training. This is not merely a transactional process but a comprehensive training endeavour, extending not only to our channel partners but also to our internal teams. We have established a network of technical experts who provide global expertise while simultaneously ensuring regional support and training at the operational level. Puneet oversees the operating unit for West Asia, exemplifying our commitment to localized expertise and support.

As we intensify our efforts, we are transitioning towards a consultative selling approach, emphasizing the importance of understanding and addressing the unique needs of our clients. This strategic shift underscores our dedication to providing exceptional service and expertise at every stage of engagement.

**Question :** Your take on two major diseases, like African swine fever and avian influenza. How is that going to change the animal nutrition in the next five years?

**Ivo Lansbergen :** Indeed, it's a pertinent issue. I believe the primary focus should be on bolstering biosecurity measures, as

proactive precautionary steps are vital in safeguarding against potential threats. This emphasis is particularly crucial in regions such as China, where there is a pressing need for heightened biosecurity protocols. Similarly, countries like the Philippines, Vietnam, and Thailand, along with Europe, must prioritize strengthening their biosecurity efforts.

Simultaneously, significant strides are being made in vaccine development within the pharmaceutical sector, specifically targeting African Swine Fever (ASF) and Avian Influenza. France, for instance, has already initiated trials for these vaccines, although the precise outcomes remain uncertain. Nevertheless, such initiatives are imperative, especially considering the prolonged presence of avian influenza, spanning a continuous 12-month period. This persistent threat not only jeopardizes animal welfare and health but also poses significant risks to human health, causing considerable disruption and turmoil.

Despite these challenges, we observe a noteworthy shift in consumer behaviour, with a notable uptick in demand for poultry and other animal proteins. Ultimately, the human diet necessitates a certain intake of animal protein, whether sourced from fish, poultry, eggs, or pork. Amidst fluctuating circumstances, the demand for these essential nutrients remains steadfast, underscoring the inherent resilience and adaptability of our food systems.





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# Venkateshwara B V Bio-Corp Private Limited Organised Technical Seminar on “Layer Management & Nutrition with Eggxtra 5% Composite Premix” in Bangladesh



Venkateshwara BV Bio-Corp Pvt Ltd India and Nature Care Manufacturing Industry Ltd Bangladesh organized Two Technical seminars for commercial Layer Farmers on Wednesday 22<sup>nd</sup> April, 2024 at Dhamrai and Thursday 23<sup>rd</sup> April 2024 at Mawna, Dhaka-Bangladesh. This technical seminar was attended by layer farmers of Dhamrai, Mawna and surrounding area. Mr. Joyanta Kumar Deb, (Managing Director, Nature Care Manufacturing Industry Ltd) Dr Md. Emranul Haq Mondal Shapon (Consultant Poultry & Dairy Feed Formulation) were Chief Guests of seminar. Dr. Sanjay Deshpande, Venkateshwara BV Bio-Corp Pvt Ltd was spoken for the seminar and explained in detail about the “Commercial Layers Management” in all aspects and Importance of balanced nutrition to improve productivity in commercial layers with optimization of production cost. Venkys 5% Eggxtra Composite Premix provide very easy solution to produce the balanced feed for commercial layers as per the requirement of birds. During his presentation, he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The



excerpts from his presentation can be summarized as below.

- Importance of brooding management as a foundation for preparing better pullets.
- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Benefits of good uniformity for good egg production and consistency as well.
- Early Laying Nutrition to maximize peak production.
- Benefits of Phase feeding – to reduce the overall egg production cost and to provide the nutrients as per requirement of the birds age, egg production, egg weight, egg shell quality etc.
- Importance of Water Management and its impact on gut health.
- Maintaining the egg shell quality during post peak production period.
- Proper summer management practices to minimize the heat



stress and its impact on egg production and mortality

- 5% Eggxtra Composite Premix is an innovative Premix helping to produce balanced feed in an easy and simple way. It also helps to avoid the errors occurring during weighing, batching and mixing processes of feed production.
- 5% Eggxtra Composite Premix is capable of optimizing the cost with highest efficiency at farm level.

Dr. Sanjay Deshpande answered the queries of the attendees related to the subject and other technical queries regarding Farm Management and Summer Precautions. The Technical Seminar was attended by around 50 Layer farmers surrounding the Dhaka Bangladesh area.

Mr. Md Mahub Alam, Manager, Nature Care proposed vote of thanks to all. The local Nature Care and Venkys Team, Dr Faiz Khan Rakib, Technical Manager (sales) organised this technical seminar. 🇮🇳



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# **Celebrating the Birthday of Dr. Anuradha Desai**

## **Who Never Dreamed about Success She worked for it**

**T**he power woman of the Indian Poultry Industry is very much a chip of gem. That is to say that her zeal, drive and determination match that of her father Padmasree Dr. B. V. Rao who is known as the father of the modern Indian poultry industry. She not only retains the status of Venkateshwara Hatcheries Group also known as VH Group as the premier companies in the country's organized poultry sector, but also, to make life easier for the thousands of farmers who have aligned their lives with those of poultry industry's player. That is why she is often referred to as the Voice of Indian Poultry Industry. Of course, along the way she added her own flavor to the style of leadership and functioning while retaining to a great extent Padmasree Dr. B. V. Rao's stamp. It is said that in early days she spent most of the time in her family poultry farm and engrossed with birds, doing things like feeding them and getting herself acquainted with the nitty gritty of poultry hygiene. Looking at the promises she exhibited, it was perhaps the master stroke by visionary Padmasree Dr. B. V. Rao in entrusting the mantle of taking forward the business to Dr. Anuradha Desai. For she excelled in not only living to the expectation of Padmasree Dr. B. V. Rao but also, she even did what many may not have thought possible.

Dr. Anuradha Desai is law graduate from the University of Pune. She was brought in to family business in 1988 by her father who had immense faith and conviction in her capabilities. What Padmasree Dr. B. V. Rao did to the Indian Poultry Industry is unparalleled in the history of country's business echelons. He was the architect of unifying the country's poultry sector and more than that brought a set of standard and practices that provided a level playing field for all the poultry players in the country. It was not surprising then that the great visionary and one of the most successful entrepreneurs of the country considered Dr. Anuradha Desai as the natural choice if it ever came to leadership of the group.

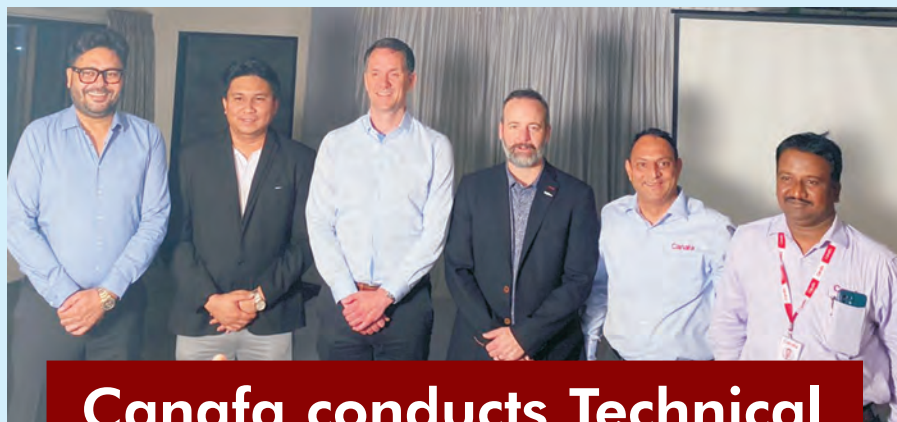


That day did come in her life in 1996 when Padmasree Dr. B. V. Rao passed away and the mantle of overseeing the already leading poultry business in the country in to the 21<sup>st</sup> century and beyond Dr. Anuradha Desai became the chairperson and Managing Director of Venkateshwara Hatcheries Group in the year 1996 and right after assuming the responsibility, some of her initial tasks were to make sure that

the group recoups from the loss of the patriarch and founder- which she did with the help from her brothers Mr. Venkatesh Rao, Mr. Balaji Rao . The she set about putting in to place plans for growth of the company as well as expansion in to various other affiliated and external business fields. Today the company is diversified in to over 30 fields- Poultry, Processing, Animal Vaccines, Pharma and Health care, Poultry feed, Animal feed, Egg, Egg Powder, Vaccines, Biotech, R & D and even in Sports and Entertainment. One of the many things she did was to improve the company's chicken export besides of course fighting for the rights of domestic poultry farmers who were up against global competition when country open up for global chicken market.

A campaigner and pillar of strength for the domestic egg and chicken market, she uses everything in her power to help local farmers in their fight against so many problems such as disease outbreak, entering of the foreign companies in the Indian market, etc. just like her father Padmasree Dr. B. V. Rao did. While Dr. Anuradha Desai and her husband Mr. Jitendra Desai, an accomplished Chartered Accountant and her brothers Mr. Venkatesh Rao and Mr. Balaji Rao are always there to maintain the stability and the momentum of the company. Dr. Anuradha Desai herself is recognized by many for her visions and thoughtful leadership and why not-figure this-under her leadership, VH Group has grown to become the largest fully integrated group in Asia, with its operations spread across many countries.





## Canafa conducts Technical Seminar in Hyderabad




In a landmark series of events, Canafa and CBS Bio Platforms teamed up to revolutionize poultry nutrition through educational seminars across India. These seminars, held in Hyderabad, Chandigarh and Karnal; showcased cutting-edge product technologies in agricultural biotechnology. This collaboration marks a significant milestone as Canafa, a vital channel partner for CBS since 2020, expanded its outreach with a dedicated sales team. “Krisjan Jones, President of CBS Bio Platforms, expressed

enthusiasm for these technologies' potential in India and beyond, highlighting the company's commitment to enhancing agricultural productivity through biotechnological innovation. The seminar, which commenced on 11th April at Hotel Amaravathi in Hyderabad, attracted a diverse audience and Veterinarians. Beyond being a platform for learning, these events facilitated industry connections and laid the groundwork for future collaborations.” “CBS presented its latest advancements in

Multi-Carbohydase Enzyme Technology and Enhanced Yeast Technology, aiming to optimize animal nutrition and gastrointestinal health. These innovations reflect CBS's commitment to sustainability and efficiency in agriculture, particularly crucial in India's agrarian economy.

“Rob Patterson, Vice President Innovation at CBS Bio Platforms, emphasized the company's role in transforming agricultural production through advanced enzyme and yeast technologies. Superzyme®, a flagship product, enhances the digestion of high-fibre ingredients, leading to improved nutrient absorption and overall animal health, thus contributing to cost-effective poultry and livestock production.” “Enhanced Yeast Technology products like CarboMax and Maxi-Nutrio™ Liquid were highlighted for their ability to improve gut health and immunity in farm animals. Maxi-Nutrio™ Liquid, the first fully soluble beta-glucan & mannan product in the market, has shown efficacy in promoting beneficial bacterial growth and enhancing immune responses.

“ProSparsity, an advanced protease technology, was also featured for increasing the digestibility of diverse protein sources in poultry diets. By transforming undigested proteins into absorbable nutrients, ProSparsity improves growth performance and reduces feed costs, supporting eco-efficient protein production in poultry farming. 







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Parameter	Theoretical value
Appearance	White granules
Loss on drying %	Max 0.5
Assay %	9 - 11
Heavy Metals %	Max 0.001
<b>Microbiology</b>	
Total Plate Count (cfu/gm)	Max 1000
Yeast and mold (cfu/gm)	Max 100
Salmonella	Negative
E.Coli	Negative
S.Aureus	Negative

#### Dosage

- 250 - 500 gram per ton of feed for layer and breeder
- 500 gram per ton of feed will be given one week per month throughout laying period
- Broilers 200 gm of per ton of feed

Packing : 25 kg bag

Self Life : 2 years

Storage condition Keep container tightly closed in a dry and well-ventilated place



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## Understanding the key role of NSPases in early broiler nutrition The early

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 gastrointestinal 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.

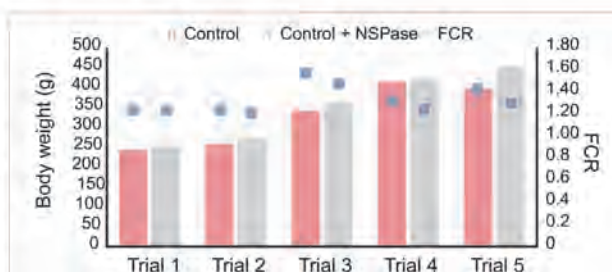
Additionally, starter diets are prepared with more focus on digestible nutrients than the total requirements and it can precondition the bird to later digest more complex substrates once the enzymatic system in the GIT becomes mature. Since highly digestible alternative substrates tend to be more expensive, 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 5-6 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

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# OBITUARY



Mr. Elias D'souza was a born poultry farmer. Born on September 23<sup>rd</sup> 1946 in a middle class family at Nashik, Maharashtra, took over few hen reared by his father. He started watching them and worked with them for the benefit of the family right from the age of 16 after schooling. He put up cages for the first time in India in a 10ft wide shed and demonstrated that one can count on chickens to provide the livelihood. He went on to expand his poultry scientifically with the able and total support of his brother Richards. Later, the whole family joined the effort silently. They built a large layer farm with modern automation as early as 1970. All the eggs produced were sold at Nashik from their house cum poultry premises.

Mr. Elias went on to focus on Broiler farming, which was just starting in India during 70s. He built large broiler houses with automation and started supplying chilled chicken to Star Hotels in Bombay during 1980s in refrigerator vans from Nashik. His attention was drawn in to hatchery business and he got in to Parent breeding activity with the most recent technology like "All in all out Biosecurity houses" with slated floor and automated feeding. C&M group was probably the first to work on Broiler breeding, Broiler rearing, Slaughter and chicken vending all in one house during 1980s.

Mr. Elias D'souza got in to Grand parent operation with very scientific "All in all out" Grand parent units, and imported machinery. C&M group imported Hubbard Grand parents, Vaccines and poultry equipment. The Hubbard Grand parents had problems and the Dollar became dearer

sharply making the borrowings on equipment a huge burden. C&M group got in to integrated Broiler rearing business with contract farming which also turned out to be loss making.

Mr. Elias D'Souza was relentless in innovation. C&M group started Pureline Broiler breeding work on their own to establish "Marshal" Breed of broilers. C&M group got in to the association with Hyline Brand layers and established Grand parent farm at Nashik and Parent breeding farms & Hatcheries all over the country. Investing large sums borrowed from Banks. Unfortunately the investments did not pay back and Mr. Elias had to start the clearing operations looking back for the first time. He lost his younger brother Mr. Richards at an early age. Mr. Elias D'souza has been living a quiet life since a decade sorting his problems and managing his health. He passed away on 21<sup>st</sup> April 2024 Leaving behind his wife, two sons and a daughter.

Elias D'souza's foresighted and fearless contribution in all the fields of poultry industry is commendable and worth appreciating. Mr. Elias D'Souza was a group leader. He respected the contribution of his work force, technical team and associates. I had an opportunity to work with him in many areas of poultry and the experience is memorable. May his soul rest in peace. I pray the Almighty to bestow strength to his bereaved family to bear the loss.

**Dr. T. Kotaiah,** Hyderabad





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**Improvement in BWT in EC shed**

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\*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.



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**Dr.Pothanna J**, Technical Manager,  
Trouw Nutrition South Asia

# Holistic Nutritional Management Approach for Mitigating Heat Stress

**I**n India's majorpoultry-producing areas, the scorching temperatures during the months of April to June pose significant challenges. Heat stress during this period leads to increased mortality rates, reduced egg production, and slower growth in young pullets. To mitigate these effects, an effective heat stress management system is imperative.

Heat stress in poultry arises from a combination of factors. Primarily, the absence of sweat glands leaves birds reliant on alternative cooling mechanisms. Environmental conditions play a significant role, with high temperatures, humidity, and inadequate ventilation exacerbating the heat stress. Additionally, suboptimal management practices such as irregular feeding schedules and poor litter conditions further compound the issue.

Normal Body Temperature	41.2 °C to 42.2 °C 106 °F to 107 °F
Ideal Temperature Range	65 °F to 75°F 18.3 0C to 23.90C
Thermoneutral Zone	55°F to 75°F

Heat stress Index (HSI)- The Heat Stress Index (HSI) in poultry is the sum of ambient temperature (°F) and relative humidity (%), indicating the combined impact of these factors on bird welfare.

Thumb rule - When the HSI surpasses 160, it is more probable that heat stress will occur, leading to adverse effects on flock performance. Comfort zone (<140 HSI).

In the thermoneutral zone, birds lose heat using clear methods such as radiation, convection, and conduction. They also lose unconscious heat through evaporation, which is especially noticeable during summer. High temperatures cause the hypothalamus to activate the adrenocortical axis, which increases corticosteroid release. This increases physiological load in birds and worsens heat stress. Long-term exposure to high temperatures and humidity causes panting, which may be insufficient to regulate body temperature, and the birds suffer from heat stress.

Panting allows the bird to control its body temperature by draining water from its respiratory surfaces and air-sacs. Long-term exposure to high temperatures and humidity produces panting, which may not be sufficient to regulate body temperature, and the birds experience heat stress. Hot, humid weather is more demanding than hot, dry weather. Panting causes heat loss as moisture evaporates from the airways, a tenfold increase in respiratory rate, and an alteration in the blood's acid-base balance, leading in respiratory alkalosis. Carbon dioxide (CO<sub>2</sub>) loss raises plasma pH and mineral deficiency, such as potassium (K) leads to decreased growth rate, excessive humidity, and warmth limit evaporative heat loss and, in severe cases, cause death.

## Mitigation strategies:



Water Management  
Feed management.  
Health Management  
General Management

## Feed Management

Birds require more energy to cool down in hot weather, so their energy needs increase. Surprisingly, when temperatures rise over 21°C, animals require slightly less energy for fundamental processes. However, it is still a good idea to increase their energy intake by 10% to assist them cope with the heat. Adding a small amount of fat or oil to their diet, up to 5%, can also be beneficial because lipids give a lot of energy and release less heat during digestion. They also slow down the digestive process, allowing animals to absorb more nutrients. Some fats like soybean, canola, walnut, flaxseed, and fish oils, include omega-3 and omega-6 fatty acids, known as polyunsaturated fatty acids (PUFAs), which are beneficial to health.

Hot weather affects animal protein metabolism, leading to decreased synthesis and increased breakdown. To prevent coccidian growth, it's crucial to balance diets with specific amino acids and protein-rich ingredients. This balance prevents excessive liver fat accumulation and improves heat stress coping. Heat stress also reduces arginine absorption, leading to protein breakdown. To counteract this, feed formulations should focus on vegetable proteins like soy, sesame, and sunflower.

Poultry farmers face challenges during summer due to increased feed intake. To ensure birds' health and survival, they restrict feeding before peak temperatures. Broilers receive a protein-rich diet during cooler times and an energy-rich diet during warmer periods. Laying birds receive once-a-day feeding in the evening to maintain calcium reserves and eggshell quality. Pelletized feed reduces energy expenditure, improving efficiency. High-quality pellets are crucial for optimal feed conversion. Wet mash feeding is recommended in regions with high temperatures and humidity for better bird performance.

Feeding birds at the right time of day is crucial to help them cope with heat stress. Late afternoon can cause significant body temperature rise, potentially leading to bird mortality. To avoid unnecessary heat load, feed should be withdrawn 8 hours before peak temperature. One-third of the daily feed ration should be given in the



morning and two-thirds in late afternoon. Calcium is available during night formation, improving shell quality and preventing depletion of bone calcium. Midnight snacks can provide extra feeding time in cooler parts of the night. Feed stimulation can help raise feed consumption and stimulate

intake. Practices include wet mash feeding, pellet or crumble feed, low-calcium diets, frequent feeding and stirring, adding fat or molasses, running feeder chains more frequently, emptying feeders, and running feeders empty at least once a day. To ensure optimal nutrient intake in summer, increase the nutrient density of the ration by adding nutrients, vitamins, and minerals to compensate for reduced intake.

During summer heat stress, poultry may experience increased excretion of minerals, leading to lower levels of essential nutrients in their bloodstream and liver. Antioxidant minerals such as chromium are crucial for aiding glucose clearance through insulin receptors, promoting glucose uptake into cells. Zinc, found in various proteins and enzymes, plays a vital role in immune function, cellular growth, and defence against free radicals. Selenium, when present in higher concentrations, has been shown to enhance antibody levels, counteracting the negative effects of heat stress. Summer heat can also reduce calcium intake and the conversion of vitamin D3 to its active form. However, excessive dietary calcium can decrease feed intake and palatability. Therefore, it's recommended to provide calcium separately, such as through oyster shell grit or limestone chips, during the afternoon. Additionally, excessive phosphorus can inhibit the release of bone calcium and the formation of calcium carbonate in the shell gland, compromising shell quality. Proper management of these minerals is crucial for maintaining poultry health and productivity during summer heat stress.

## Feed Additives

**Vitamin C:** Vitamin C, also known as ascorbic acid, is crucial for poultry nutrition, especially during heat stress. Its antioxidant properties combat oxidative stress and protect cells and tissues from damage, promoting



overall health and resilience in poultry. Its primary role is in scavenging free radicals.

Vitamin C is crucial for collagen synthesis, a structural protein essential for connective tissue, bone, and blood vessel integrity. It supports tissue repair and maintenance during heat stress, aiding in the recovery of damaged tissues in poultry. Vitamin C enhances the immune response in poultry by supporting the activity of immune cells and cytokines, thereby strengthening the immune system's ability to combat infections and diseases, particularly during environmental stress.

Vitamin C serves as a cofactor in the conversion of inactive vitamin D to its active form in poultry. This process occurs primarily in the liver and kidneys, where 25-hydroxyvitamin D is formed, the major circulating form. This vitamin D is then further hydroxylated in the kidneys by enzyme 1-alpha-hydroxylase, resulting in the biologically active form 1,25-dihydroxyvitamin D. This active form regulates calcium and phosphorus metabolism, bone health, and immune function in poultry. Vitamin C's role in this enzymatic reaction enhances vitamin D's biological activity.

**Betaine** : Betaine is a versatile compound with several critical roles in biology, functioning as both a methyl donor and an osmo-regulator. Originally discovered in sugar beet juice, betaine is derived from the amino acid glycine and has a neutral, bipolar structure known as a zwitterion. This unique structure as shown in Fig.1 allows it to participate in various biological processes while protecting cells from environmental stress.

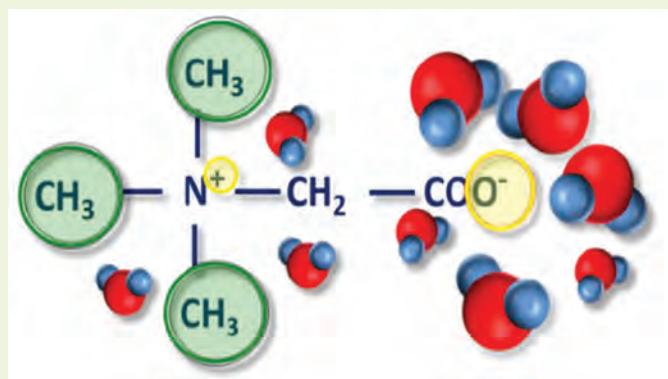


Figure 1: Chemical structure of Betaine


**Chromium** : Chromium is a vital mineral in poultry feed, particularly during the summer, when heat stress can impact bird health and metabolism. Its primary role involves supporting glucose metabolism by enhancing



insulin sensitivity. Chromium interacts with chromodulin, a peptide that strengthens the bond between insulin and its receptor, facilitating improved glucose uptake into cells. This improved insulin function helps maintain stable blood glucose levels, ensuring efficient energy use, which is crucial when heat stress elevates energy demands. By reducing metabolic stress through efficient glucose clearance, chromium can help mitigate the adverse effects of heat stress.

Additionally, chromium contributes to improved immunity and reduced cortisol levels, further aiding poultry health during summer. By enhancing insulin sensitivity, chromium indirectly supports stronger immune responses, offering birds better protection against diseases exacerbated by heat stress. Moreover, by stabilizing glucose levels, chromium helps lower cortisol, a stress-related hormone that can hinder growth and immune function. The combination of these effects allows poultry to maintain better health and productivity during high temperatures, making chromium a valuable addition to summer feed formulations.


## Conclusion:

Farmers can adopt a comprehensive approach to mitigate summer heat stress in chickens by combining environmental controls, feed and water management, and stress-reducing treatments. Trouw Nutrition's Maxcare AHS (Anti-Heat Stress) is an important product to consider because it contains Betain, Vitamin C, and Chromium, which are known for their anti-stress and antioxidant effects. These substances assist broilers and layers stay healthy and perform well in high temperatures. The Maxcare AHS dosing rate ranges from 0.5 kg to 1 kilogramme per tonne of feed. Implementing such solutions, combined with typical management approaches, can considerably lessen the impact of heat stress, leading to lower death rates, improved egg production, and faster growth rates in young pullets. 

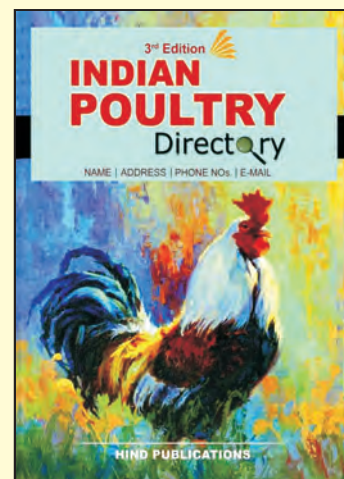
## What are proteins? How much protein do I need? Meat and Dairy Foods high in protein

**P**roteins are one of three primary macronutrients that provide energy to the human body, along with fats and carbohydrates. Proteins are also responsible for a large portion of the work that is done in cells; they are necessary for proper structure and function of tissues and organs, and also act to regulate them. They are comprised of a number of amino acids that are essential to proper body function, and serve as the building blocks of body tissue. There are 20 different amino acids in total, and the sequence of amino acids determines a protein's structure and function. While some amino acids can be synthesized in the body, there are 9 amino acids that humans can only obtain from dietary sources (insufficient amounts of which may sometimes result in death), termed essential amino acids. Foods that provide all of the essential amino acids are called complete protein sources, and include both animal (meat, dairy, eggs, fish) as well as plant-based sources (soy, quinoa, buckwheat). Proteins can be categorized based on the function they provide to the body. Below is a list of some types of proteins:

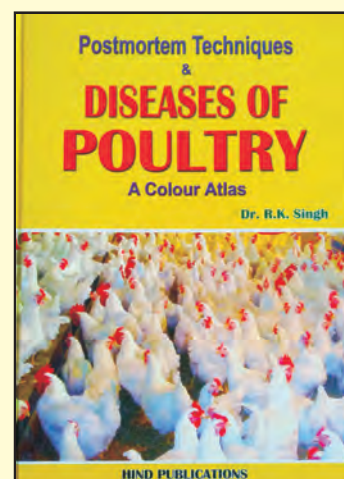
- Antibody – proteins that protect the body from foreign particles, such as viruses and bacteria, by binding to them
- Enzyme – proteins that help form new molecules as well as perform the many chemical reactions that occur throughout the body
- Messenger – proteins that transmit signals throughout the body to maintain body processes
- Structural component – proteins that act as building blocks for cells that ultimately allow the body to move
- Transport/storage – proteins that move molecules throughout the body

As can be seen, proteins have many important roles throughout the body, and as such, it is important to provide sufficient nutrition to the body to maintain healthy protein levels. The amount of protein that the human body requires daily is dependent on many conditions, including overall energy intake, growth of the individual, and physical activity level. It is often estimated based on body weight, as a percentage of total caloric intake (10-35%), or based on age alone. 0.8g/kg of body weight is a commonly cited recommended dietary allowance (RDA). This value is the minimum recommended value to maintain basic nutritional requirements, but consuming more protein, up to a certain point, maybe beneficial, depending on the sources of the protein. The recommended range of protein intake is between 0.8 g/kg and 1.8 g/kg of body weight, dependent on the many factors listed above. People who are highly active, or who wish to build more muscle should generally consume more protein. Some sources suggest consuming between 1.8 to 2 g/kg for those who are highly active. The amount of protein a person should consume, to date, is not an exact science, and each individual should consult a specialist, be it a dietitian, doctor, or personal trainer, to help determine their individual needs. 

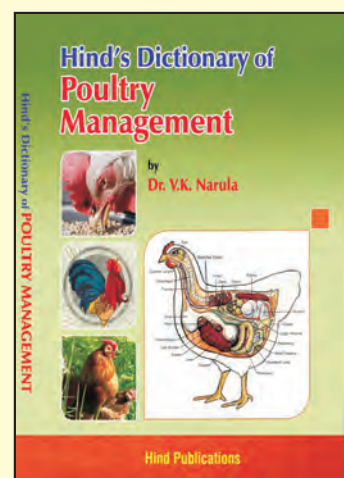
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Peak Weekly Production	95%
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Weeks Above 90%	22
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% Achievement	98%
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# NUQA Expands into India with an Expert and Dedicated Team Led by Mr. Neeraj Kumar Srivastava



**Mr. Neeraj Kumar Srivastava**  
Managing Director, NUQA

NUQO is pleased to announce the opening of its new affiliate in India, marking a significant milestone for the company. In the last few years, NUQO's technologies have experienced rapid expansion globally and gained swift recognition in the market in recent years.

Headquartered in Europe, NUQO is a feed additives company and a pioneer in developing technologies based on the micro-encapsulation of metabolites from plants and seaweed (phytogenics and phycogenics). The company has established new standards to produce feed additives for animal nutrition, leveraging unique expertise in manufacturing technologies to produce more active, stable, and effective products, along with a broad knowledge of natural extracts & innovative molecules. Its groundbreaking work has been acknowledged over the last few years through participation in various well-known scientific congresses and publications.

In recent years, NUQO has expanded its distribution network globally and established regional hubs, including affiliates in Thailand and, more recently, in Mexico. Today, NUQO is proud to announce the opening of NUQO Animal Nutrition India Pvt Ltd. Mr. Ewenn Helary, CEO of NUQO, views this development as a remarkable achievement: "We are thrilled to launch Nuqo in India, a large yet demanding market. Two key factors enabled this launch: our offering of technologies with exclusive features that create genuine value for customers, and the opportunity to onboard exceptional colleagues. This milestone underscores the merit of our strategic approach and our ability to execute it successfully as a team." With the launch of NuqoIndia, NUQO's dedicated team in India, led by Mr. Neeraj Kumar Srivastava, brings extensive industry experience and local market insights to drive the company's growth and meet the evolving needs of Indian customers.

With a robust background in the Animal Health and Nutrition industry, Mr. Srivastava has served as Managing Director for major industry players in South & Southeast Asia. He also held the prestigious position of Chairman of CLFMA, a prominent livestock association in India, from 2020 to 2022. In addition, he holds board positions in esteemed industry associations, demonstrating his dedication to industry growth and development. Mr. Srivastava remarked, "Throughout my career, I have



**Mr. Ewenn Helary**  
CEO, NUQO



**Mr. Guillaume Etave**  
Global Sales Director, NUQO

cultivated an extensive network and deep market knowledge in India and neighboring countries. I have played pivotal roles in the development of major businesses in animal nutrition within Indian Subcontinent. I strongly believe in the value of Nuqo's technologies and our team's capability to deliver these solutions sustainably and effectively to Indian market. Our objective is to address the key needs of the market & our customers, and we believe that NUQO's science& research based technologies are ideally suited for this purpose."

In summary, the launch of Nuqo India represents a significant step forward in NUQO's global expansion efforts, following years of impressive growth. Mr. Guillaume Etave, Global Sales Director of Nuqo, emphasized the importance of this development: "The establishment of this subsidiary enhances our local presence in India, allowing us to better serve our customers in this rapidly growing market and address their specific needs. It also strengthens our capability to form strong strategic partnerships and fully leverage the unique business opportunities presented by this dynamic market. We are delighted to welcome Mr. Srivastava who joins our team to lead this new initiative" Mr. Etave concluded: "This strategic expansion underscores the relevance of Nuqo's approach, demonstrating NUQO's ongoing dedication to meeting customer demands worldwide and seizing opportunities in key emerging markets".





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



## Should we be concerned about Antibiotics used on **Chicken Farms?**

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### **VIV Turkey announced that RettenmaierTürkiye is the Platinum Sponsor of VIV Select Türkiye 2025**

VIV Turkey announced that RettenmaierTürkiye is the Platinum Sponsor of VIV Select Türkiye 2025, 11th International Trade Fair for Poultry Technologies, Türkiye's first and only international exhibition in its sector. The exhibition, which will be held simultaneously with Foteq İstanbul Fair, offers leading exhibitors and visitors the opportunity to introduce their products, establish new connections and meet existing or potential customers, and also to witness the latest innovations and technologies in the sector. Rettenmaier, which has been a manufacturer and problem solver for various industries with its strength since its establishment in 1878 and is now a global brand with 4000 employees in more than 90 locations, will meet with exhibitors and visitors on April 24-26, 2025 at İstanbul Expo Center Hall 2 Stand A25.







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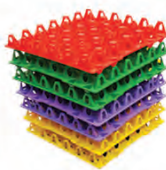
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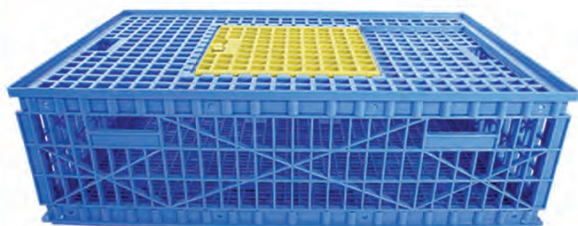
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# Successful Conclusion of Poultry India's Inaugural Technical Seminar in Nashik



Poultry India's inaugural Technical Seminar, held in Nashik city, recently concluded with resounding success, uniting industry leaders, experts, and stakeholders for insightful discussions and knowledge sharing. Hosted on April 13th at Hotel Express Inn Nashik, the event showcased a diverse array of presentations, panel discussions, and felicitation ceremonies, shedding light on key issues and opportunities within the poultry sector.

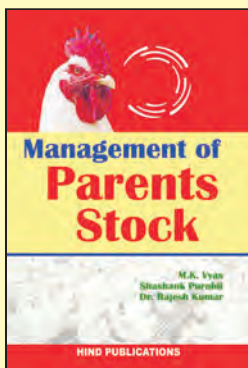
The event commenced with Ganesh Vandana and the Lighting of the Lamp by distinguished guests Mr. OP Singh, MD of ABTL, Mr. Krishna Gangurde, Mr. Udhav Aher, and Dr. B.R. Narwade (Regional Joint Commissioner Nashik.) Additionally, the official YouTube channel for Poultry India was inaugurated by Mr. OP Singh, and the Monthly Newsletter was launched by past president Mr. Chakradhar Rao, alongside other esteemed delegates. "We are thrilled by the overwhelming response to the event and the valuable contributions made by all participants," stated Anil Dhumal, who delivered the welcome address. "It was a true collaborative effort aimed at fostering positive change and progress within the poultry industry." A highlight of the event was the keynote address delivered by Mr. O P Singh, a renowned figure in the poultry industry. Mr. Singh provided invaluable insights into the evolving landscape of poultry farming, addressing challenges and offering strategic perspectives for future growth. Distinguished speakers such as Dr. Mahendra Choudhary and Dr. Ajit Ranade shared their expertise on various aspects of poultry farming, welfare, and disease prevention. Their presentations ignited engaging discussions and equipped attendees with actionable insights to enhance their practices.

The event also featured felicitation ceremonies, honoring individuals and farmers who have made significant contributions to the poultry sector, adding a touch of appreciation and recognition. Panel discussions provided a platform for interactive exchanges of ideas and experiences, fostering collaboration and innovation within the industry.

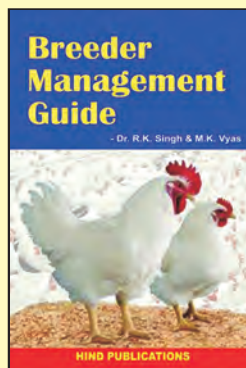


Dr. Mahendra Choudhary addressed the topic of maintaining EC poultry houses and provided tips for managing heat stress. Akshay Dhumal discussed poultry housing and the performance of equipment related to it. Ms. Shruti Aher Naik explored new trends in poultry consumption. Dr. Milind Chavak focused on preventive diseases and their prevention strategies. Dr. Ajit Ranade highlighted the welfare of poultry as a major concern for farmers. Mr. Sanjay Deore outlined incentive subsidy schemes introduced by the Maharashtra Government. On this occasion Sri Dr. B.R. Narwade (Regional Joint Commissioner - Nashik) Also explain his views of the Poultry Sector and He was also joined by Dr. Prashant Dhramadhikari (Deputy Director), Dr. Sanjay Shinde District ( Animal Husbandry Office - Nashik). Honoring Shri Samadbhai, felicitating the speakers, and acknowledging farmers were carried out by Chakradhar Rao, Sanjay Nalgirkar, and Op Singh. President of Poultry India Mr Uday Singh Bayas, had made a Video presentation of Poultry India Glimpse's 2007 - 2023 and the journey covered with all the support of the Poultry industry fraternity. Further expressing gratitude and also giving invitation to the Poultry industry to visit the 16th edition of Poultry India to be held from 26-29 November at Hitex, Hyderabad and to make the event grand success and accordingly concluded the event by extending thanks to all attendees, speakers, sponsors, and organizers for their unwavering support and participation.

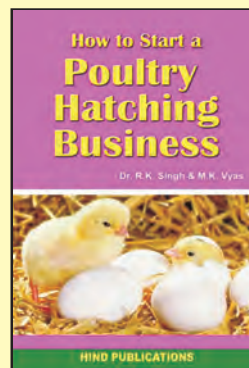
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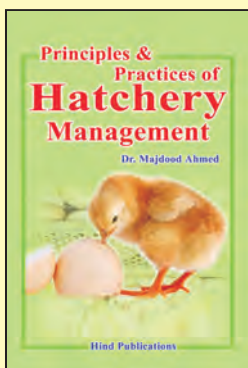
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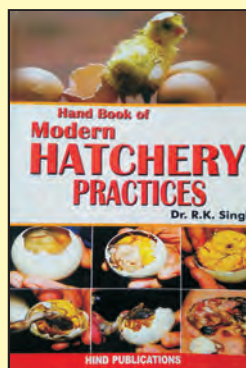
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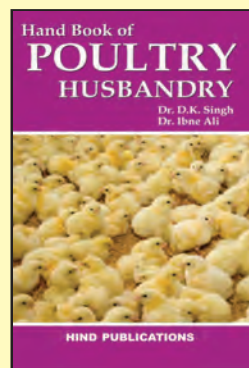
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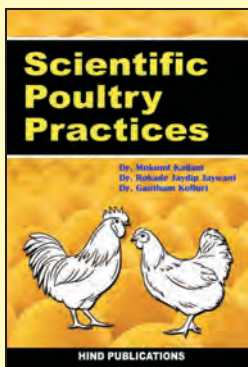
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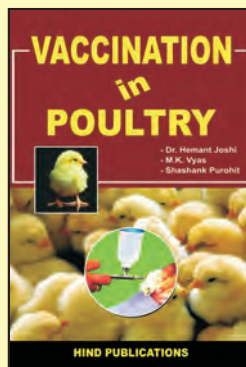
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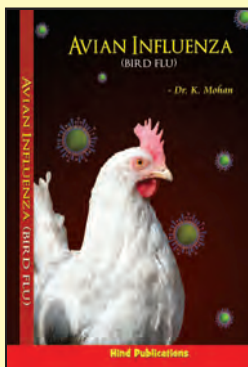
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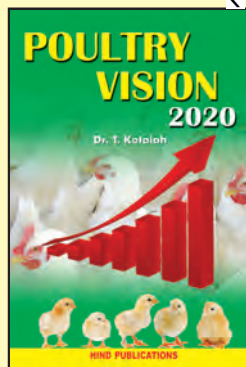
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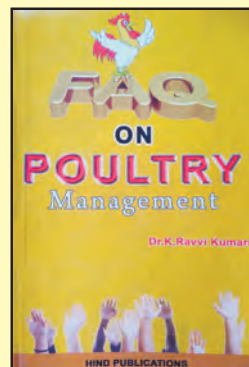
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In the ever-evolving landscape of animal health, Huvepharma®, a global leader, has taken a significant stride towards the future. The company has broadened its scientific direction to delve into the concept of food safety, aiming to shape and popularize the future direction of the food business. In line with this vision, Huvepharma® hosted a conference titled "Dairy Nutricon-Fostering Collaboration and Knowledge Exchange". This conference served as a platform for experts, innovators, and thought leaders to come together, share insights, and discuss the future of the dairy industry. Here we encapsulate the key highlights and learnings from this momentous event.





# DAIRY NUTRICON

Fostering Collaboration & Knowledge Exchange



**Mr. O. P. Singh**

Mr. O. P. Singh is a veteran of the animal health and nutrition industry. In his career spanning over 4 decades, he has launched and built business, introduced path-breaking products, brought state of the art technology in science and manufacturing to India that has transformed the landscape of the industry.

His business brought biotechnology to mainstream veterinary application, which raised the bar in veterinary solutions.

He stands in support of innovative research in animal health, which has seen him collaborate with leading research institutes of the country to establish joint labs, where they push the boundaries of known science, in preparation of the future.

Widely regarded as captain of industry, corporate management, planning & strategy, sales & marketing in his forte.

**Mr. O.P. Singh** gave an enlightening presentation on the global and Indian dairy industry. He highlighted the **global situation of feed and milk production**, emphasizing India's significant role and potential in milk production. He further elaborated on the **strong foothold of India's dairy sector** in the country's economy.

Mr. Singh also shed light on the Indian **cattle feed industry**, its market potential, and the importance of providing balanced feed to dairy animals. He underscored the **feed and fodder requirements** and their availability, suggesting ways to enhance the quality of feed and fodder.

One of the key points of his discussion was the **myth of H5N1 in dairy animals**. He clarified misconceptions and stressed the importance of **precision nutrition** to boost milk production. His insights provided a comprehensive understanding of the dairy industry's current state and future prospects. His presentation was indeed a valuable addition to our conference.





# DAIRY NUTRICON

Fostering Collaboration & Knowledge Exchange



## Dr. Valentine Nenov

We have invited Dr. Valentine Nenov from Huvepharma® Bulgaria who is responsible for the global strategy of ruminant feed additives, development of innovative solutions and building technical communication. He manages product development and launches in close collaboration with R&D, marketing, and commercial teams.

Dr. Valentin NENOV obtained master's degree in veterinary medicine from Trakia University, Bulgaria and MBA from New Bulgarian University, Sofia. He started his career as a practicing veterinarian after which he worked with various organizations as a ruminant technical & marketing manager on regional and global positions. During 10 years Dr. Nenov worked at Phileo by Lesaffre as global ruminant manager & lead the global ruminant team. In his role, he has a global perspective of the current and future trends and needs of the ruminant market.

**Dr. Nenov** delved into the technical aspects of **plant cell wall digestion in the rumen**. He emphasized the importance of digesting **non-starch polysaccharides** in dairy animals, explaining how this process contributes to their overall health and productivity.

He further explained the workings of **Hostazym Dairy/Ultra** in the rumen, particularly its role in aiding fibre digestion. Dr. Nenov shared findings from various trials conducted with Hostazym in different countries, including India, demonstrating its effectiveness.

In conclusion, he discussed the application of **Hostazym in dairy animals** and its significance. His presentation was a valuable contribution to understand the dairy nutrition and the potential of products like Hostazym. His insights will undoubtedly be beneficial for the wider dairy industry.





# DAIRY NUTRICON

Fostering Collaboration & Knowledge Exchange



**Dr. Nitin Tyagi**

Dr. Nitin Tyagi is a renowned figure in ruminant nutrition research and education. With over 15 years of experience, he holds a PhD from the same institute and has contributed significantly to the field through his expertise in silage value addition, crop residue utilization, and environmental aspects of dairy production. He is a member of various committees at National level institutes including BIS.

Dr. Nitin Tyagi's extensive research portfolio includes national and international projects, numerous publications, and mentorship to several graduate students. He is recipient of Associate Fellow of National Academy of Dairy Science & other awards for various presentations at numerous forums.

**Dr. Tyagi** delivered an insightful presentation that shed light on several critical aspects of the global livestock sector. He highlighted the significant issue of **greenhouse gas emissions** from this sector and discussed the profound effects of climate change on animal production.

Dr. Tyagi explored the different sources of greenhouse gases in livestock farms and proposed potential solutions to mitigate these emissions. He delved into the topic of **enteric methane emissions** and shared effective manure management techniques to control these emissions. A key part of his discussion was the impact of **ration balancing** on methane emissions in cattle and buffalo.

Dr. Tyagi emphasized the importance of **fodder production** and introduced the audience to the innovative **strawlage technology**. He advocated for the sensible utilization of crop residues and agro-industry waste, underscoring their potential in sustainable livestock farming. The presentation was a comprehensive overview of the challenges and solutions in managing greenhouse gas emissions in the livestock sector.







# DAIRY NUTRICON

Fostering Collaboration & Knowledge Exchange

The conference was marked by a significant event as Huvepharma unveiled their latest product, UBS 60, in the dairy segment. The introduction of UBS 60 is expected to bring about transformative changes in dairy farming practices. The ceremony was well-received by the attendees, and the enthusiasm for the new product was palpable. This momentous occasion reflected the successful launch and the positive reception it received during the conference.



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Huvepharma® has honored, recognized, and felicitated several distinguished personalities from the dairy industry. Their monumental contributions to the dairy field have significantly propelled the industry forward.

Mr. Edmund Vincent Piper



Mr. Yogesh Godbole



Dr. Someshwar Zadbukey



Dr. Valentine Nenov



Dr. Chirag Mistry



Dr. Angad Ravandale



Dr. Nitin Tyagi



**Huvepharma®** would like to extend our heartfelt gratitude to all the esteemed guests and stakeholders for their active participation and invaluable involvement in our conference. Your insights and contributions have significantly enriched our discussions and have been instrumental in the success of this event. We look forward to your continued support and collaboration in our future endeavours. Thank you for being a part of this momentous event and for your unwavering commitment to advancing the field of animal health.



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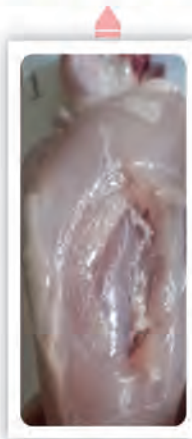


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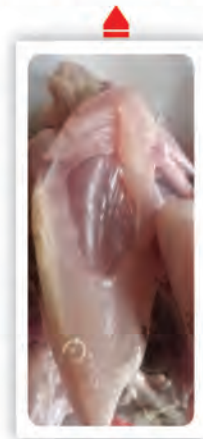
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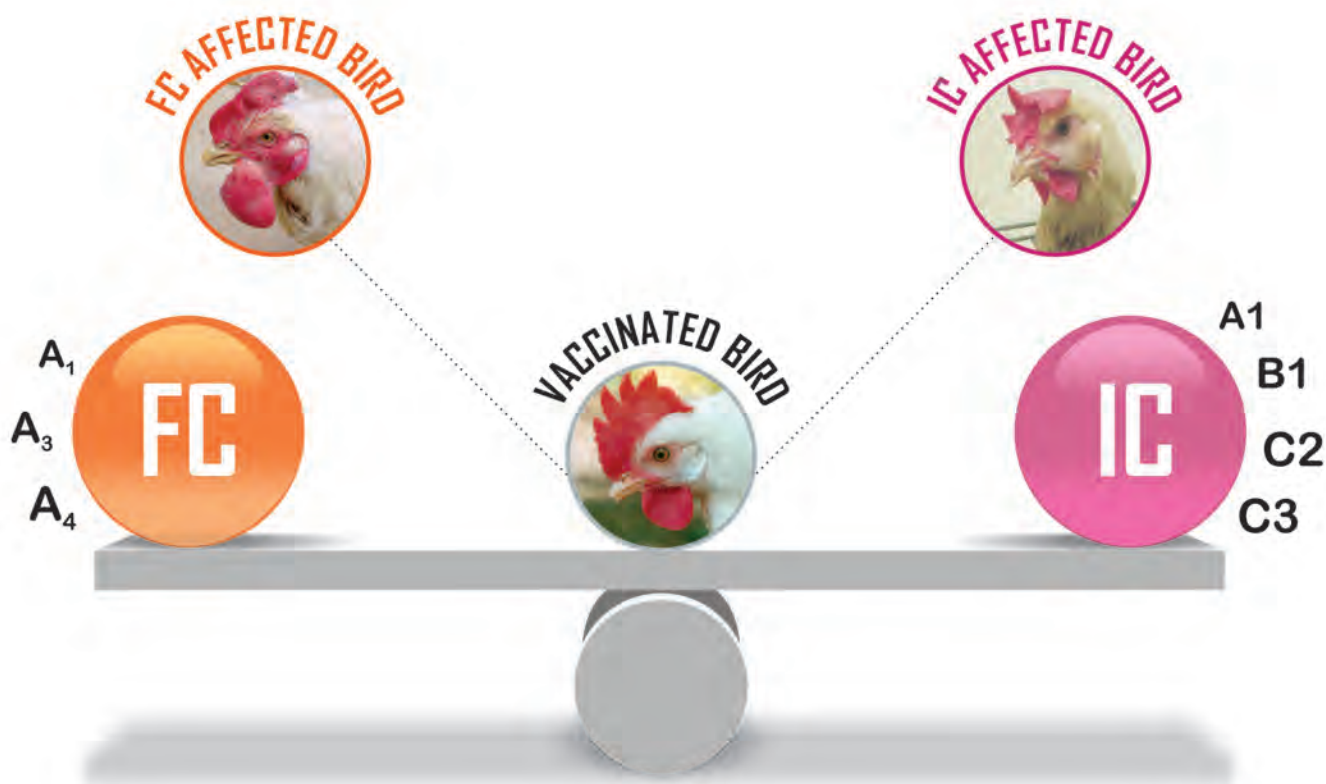
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