

# हिंद पोल्ट्री

# HIND POULTRY

Vol. XXIII November 2024 No. 5



**The 39th Annual Conference & National Symposium of the Indian Poultry Science Association organized by Nagpur Veterinary College, Nagpur**

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**VOL. XXIII No. 5 November 2024**

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## Financial Approvals, Industry Engagement, and Global Expansion Strategies Discussed at IPEMA- AGM




**T**he Annual General Meeting (AGM) of the Indian Poultry Equipment Manufacturers Association (IPEMA) held on September 30, 2024, was successfully conducted at the IPEMA Office in Hyderabad, with participation both in-person and virtually. Presided by Mr. Uday Singh Bayas, President of IPEMA, the meeting provided an overview of the association's activities and achievements over the past year.

Key resolutions included the unanimous approval of the audited financial statements for FY 2023-2024, and the re-appointment of statutory auditors for the upcoming financial year.

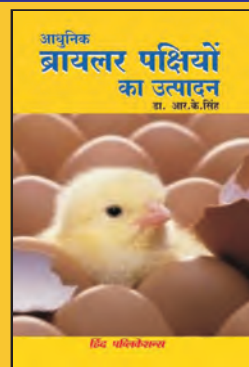
Discussions on IPEMA's operations for FY 2024-2025 emphasized the need for greater industry engagement, with a focus on all major upcoming events in the Poultry industry! Members discussed sector challenges like fluctuating market demands and supply chain constraints, while exploring expansion opportunities in Asia-Pacific and Africa. A proposal to enhance lead and attendee data management from expos was approved, with a solution to be finalized after Poultry India Expo 2024.

The meeting emphasized the importance of regular internal audits and quarterly board meetings. IPEMA reaffirmed its support for national and international events through branding and video promotions. A consensus has been reached among members regarding the successful completion of technical seminars in Nasik, Guwahati, Ajmer, Patna, and Lucknow, as well as participation in the MAP Russia Poultry Expo 2024 and the Nepal-India Expo 2024. This collective support underscores the significant benefits these initiatives provide in enhancing industry visibility and fostering growth for all IPEMA members.

The memento for the '16<sup>th</sup> Edition of Poultry India Expo 2024' was also unveiled during the meeting by Ms VijayaKranti. The meeting also reviewed preparations for the Knowledge Day event, scheduled for November 26, 2024, aimed at promoting industry innovation.

Key updates on the Poultry India Expo 2024, scheduled for November 27-29, highlighted its anticipated global reach, with 400+ exhibitors and 40,000 visitors expected. Marketing efforts are underway with significant international and national media coverage. The meeting concluded with a vote of thanks from the President, reaffirming IPEMA's commitment to fostering growth and innovation within the poultry equipment sector. 

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## VIV Asia 2025 Visitor Registration Now Open The Premier Event for the Animal Protein Production Industry

**VIV Asia**, the world's leading event for the animal protein production industry, announces that visitor registration for the 2025 edition is now open. Set to take place from March 12-14, 2025, at the IMPACT Exhibition and Convention Center in Bangkok, in co-location with MeatPro Asia, and HortiAgriNext Asia 2025, this highly anticipated event promises an expanded and dynamic experience for its global crowd.

### New! Expanded Venue

This year, VIV Asia 2025 has expanded into new halls, right across Challenger 1,2 and 3 and will be complemented by the first edition of Horti Agri Next Asia, next to a Features Hall and a dedicated Hall for the CropTech- FeedTech sector.

### Focus on Key Industry Themes: Regenerative Agriculture & Animal Disease Management

The 2025 edition will highlight two major themes driving

the future of the industry – Regenerative Agriculture and Animal Disease Management. Regenerative Agriculture is increasingly vital as the industry seeks sustainable and eco-friendly farming practices that promote soil health, biodiversity, and long-term productivity. Animal Disease Management remains a top priority, with a focus on preventing and controlling outbreaks to ensure the health and safety of livestock populations globally. Attendees will have the opportunity to explore cutting-edge solutions in these areas, participate in dedicated sessions, and network with leading experts.

### Aquatic Pavilion: A new area focusing on Aquaculture

Building on previous success, the Aquatic Pavilion has grown significantly for 2025, encompassing not only fish but also shrimp as key species. The pavilion will also feature an enhanced content program designed to address the latest trends, innovations, and

challenges in aquaculture, making it a must-visit for professionals in the aquatic sector. With over 17% of last edition's visitors stating that their company is mainly related to Fish and Shrimps as a specie, the aquatic pavilion is expected to be a new center of attention in 2025.

### New Start-up Hub Pavilion

For the first time, and in a bid to support innovation and entrepreneurship, VIV Asia 2025 introduces the Start-up Hub Pavilion. This new platform offers young companies in the industry a plug-and-play solution, providing them with access to global audiences and key stakeholders at the world's most important event for the animal protein production sector.

### Register Now

VIV Asia 2025 is set to be the most comprehensive edition yet, with unparalleled networking opportunities, cutting-edge content programs, and a platform that spans the full value chain of animal protein





production. Interested attendees are invited to pre-register as early as possible to secure their entrance ticket free of charge. Tickets will remain free for visitors who register online until the 11<sup>th</sup> of March (23:59, BKK Time).

**About Meat Pro Asia | Meat Pro Asia** is a professional trading platform for food processing machinery and packaging technologies. Organised alongside with VIV Asia, the fairs provide the complete supply chain from feed to food to processing and packaging and sales, attracting then entire spectrum of food technology trade buyers in ASEAN region. For more information, please visit the official website at [www.meatpro-asia.com](http://www.meatpro-asia.com)

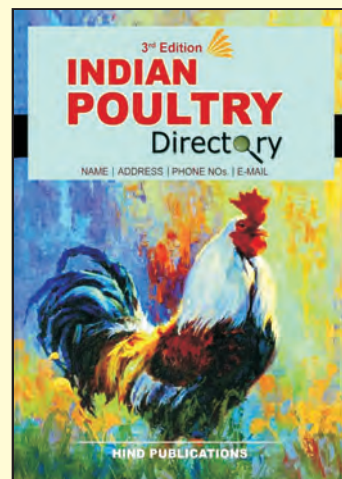
**About VNU Group | VNU Group** is a globally operating exhibition company with offices in Utrecht (VNU Europe) and Bangkok (VNU Asia Pacific). VNU Group is part of the Royal Dutch Jaarbeurs and represents its international exhibition business outside of the Netherlands. Each VNU office runs a portfolio of exhibition and conference brands with professional expertise on specific markets and industries. The Agri-food exhibition portfolio is a core business in both VNU regional offices. Other VNU Group main event sectors include Tech, Lifestyle, Construction, Lifesciences, Biotech, and more.

**About VNU Europe | VNU Europe** is a subsidiary company of Royal Dutch Jaarbeurs with its base in Utrecht, at the heart of the Netherlands and

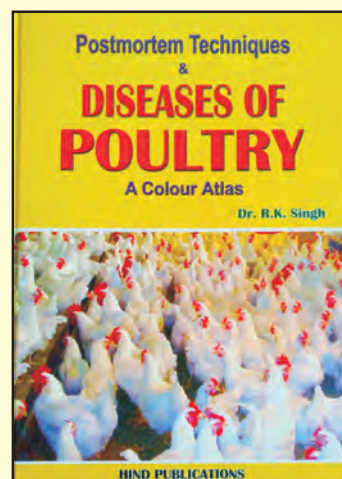
only 30 minutes from Amsterdam. The VNU Europe office is located within the extensive Jaarbeurs complex. The international team of VNU Europe is wholly involved in the agrifood sector, focusing on the organization of worldwide industry events such as VIV and Horti Agri Next. For more information, visit [www.vnueurope.com](http://www.vnueurope.com)

**About VNU Asia Pacific | VNU Asia Pacific** is part of VNU Group, a globally operating exhibition company with offices in Utrecht and Bangkok and consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint Venture with TCC Group, a leading corporate conglomerate in the fast-growing region. From its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia. VNU Asia Pacific has a constantly expanding portfolio with currently 19 trade shows and event formats both online and face-to-face platforms including brands from the AgriTech, Animal Husbandry, Animal Companion, Food, Life Sciences, Biotechnology, 5G and IoT and Disaster Resilience industries. For more information, visit [www.vnuasiapacific.com](http://www.vnuasiapacific.com)

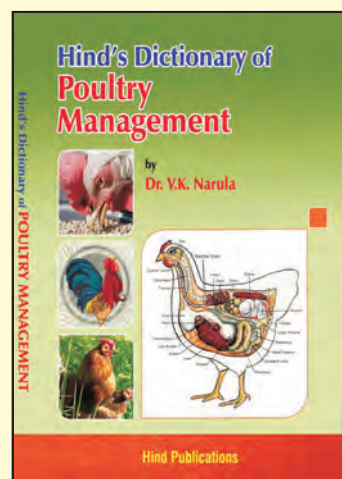
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## The 39th Annual Conference & National Symposium of the Indian Poultry Science Association organized by Nagpur Veterinary College, Nagpur

The 39th Annual Conference & National Symposium of the Indian Poultry Science Association (IPSA), organized by MAFSU-Nagpur Veterinary College, Nagpur from 16<sup>th</sup>-18<sup>th</sup> October 2024. The event was a gathering of renowned Professors, scientists, students, Poultry industrialist, government officials, Poultry related companies, and poultry entrepreneurs from India and overseas who got together to deliberate on the theme: “Shaping the Indian Poultry Sector for Sustainable Growth.”

IPSA, established in 1989, has played a pivotal role in promoting the poultry sector. With over 1500 members, IPSA focuses on advancing poultry science, facilitating research and development, and publishing scientific journals. IPSACON2024 was as unique platform for farmers-industry personals-Govt officials-students and academicians.

The conference featured various technical sessions, including keynote addresses and lead paper presentations on Poultry Nutrition, Management, Health, Vaccines, AI, Welfare, Processing, Economics, and Entrepreneurship. Student participants had the opportunity to engage in poultry judging, displaying egg recipes, competing in a National Poultry Quiz, attending campus placements, and taking part in post-conference poultry industry visits. The event also hosted industry stalls and included a farmer-industry interaction on the final day to address issues faced by poultry farmers.

The organizing committee included distinguished figures such as Dr. Niteen Patil, Hon’ble Vice-Chancellor of MAFSU, Nagpur, and other MAFSU officials Dr. S. V. Upadhye (DI & Dean of Veterinary Science), Dr. N. V. Kurkure (Director of Research), and Dr. A. U. Bhikane (Director of Extension Education). The conference was hosted by Dr. A. P. Somkuwar, Associate Dean of Nagpur Veterinary College, along with Dr. M. M. Kadam, Professor





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& Head of Poultry Science, as the Organizing Secretary, Dr. Suresh Jadhav and Dr. Darshan Bhaire Assistant Professor as Co-Organizing Secretary. Dr. Ajit Ranade, Former Associate Dean of Mumbai Veterinary College and Presently as President of IPSA.

The inaugural function on the 16<sup>th</sup> of October was graced with the presence of Mr. Bahadur Ali, MD & Founder, IB Group as the Chief Guest and Dr. G. L. Jain, Principal Advisor, Venky's Group as the Guest of Honour. The inaugural function was chaired by Dr. N.V. Kurkure, Director Research MAFSU, Nagpur. Dr. A. P. Somkuwar, Associate Dean of Nagpur Veterinary College, along with Dr. M. M. Kadam, Professor & Head of Poultry Science, as the Organizing Secretary, Dr. Ajit Ranade, Former Associate Dean of Mumbai Veterinary College and President of IPSA, and Dr. J.S.Tyagi, Secretary IPSA.

Apart from them various dignitaries are evident of the unique inaugural function of IPSACON-2024. Dr. Ravindra Jaiswal, President of IB group, Dr. Vijay Tijare, GM, Venky, India. Dr. Modhe GM, Venky India, Mr. O.P. Singh, Managing Director, Huvepharma SEA, Mr. Uday Singh, President, IPEMA, Hyderabad, Dr. Dinesh Bhosale, Vice President Animal Nutrition Association & President, Vets in Private Welfare Association, Pune, Dr. R Prabhakaran, Former Vice Chancellor, TANUVAS, Chennai, Dr. S. B Barbudhe, Director, ICAR-NRCM, Hyderabad, Dr. P.K Shukla, Professor and Head, Poultry Science, DUVASU, Mathura & Advisor to Government of India (Poultry), Dr. Rajkumar, Principal Scientist, DPR-Hyderabad, Dr. Ajay Poharkar, President, Maharashtra State Vet Council

The IPSACON-2024 conference was first time hosted by Nagpur Veterinary College, MAFSU, Nagpur during 16<sup>th</sup>-18<sup>th</sup> October, 2024 and attended by more than 275 eminent scientists, students, poultry entrepreneurs across India and abroad. There were different technical sessions with key note address and lead paper presentations related to Poultry Nutrition, Management, Health, Vaccine, AI, Welfare, Processing, Economics and Entrepreneurships.

The conference was marked by several engaging events tailored for the youth, such as:

- E-Poster presentation Competition (a first in IPSACON)







- Oral Presentations for scientists and faculty
- National Poultry Science Quiz competition
- Digital Photography and Poultry Art & Craft Competitions
- Campus Interviews for MVSc and PhD students
- Poultry Judging Competition
- Slogan Competition
- Farmer-Industry Interaction Meet with the participation of 65 farmers and state veterinary officers
- Egg Cookery Competition for hotel management students of Nagpur
- Poultry Industry exposure visit for Post Graduate students

The conference also honored NVC Proud Alumni (28 poultry entrepreneurs) and featured an Industry Exposure Visit to IB EC Shed and Poultry Slaughter Unit. On the first day (16th October), the Chief Guest encouraged field exposure and collaboration with industry players such as the IB Group, emphasizing nation-building through the poultry sector. He declared with permission of Vice Chancellor MAFSU, the demonstration shed will be constructed in university campus for more industry collaborative research projects. The Guest of Honor highlighted new challenges in the broiler and layer strains, advocating collaboration with Venky's for the advancement of poultry science, he urged young generation to have more and more practical exposure in the field.



Keynote Speakers on the first day included Dr. G.L. Jain, Dr. P.K. Shukla, and Mr. O.P. Singh. Prominent lead speakers also delivered presentations, covering the latest advancements in the sector.

#### Several awards were distributed during the event:

- IPSA Dr. D. Choudhury Award for Best Doctoral Dissertation 2024: Dr. Monika M
- IPSA A.P. Chapter Award for Best M.V.Sc. Dissertation 2024: Dr. Prashant Patel
- IPSA Lifetime Achievement Award 2024: Dr. A.B. Mandal, Former Director CARI, Bareilly and Dr. B.K. Panda, Former Principal Scientist
- **IPSA Fellow Awards:** Dr. U. Rajkumar, Principal Scientist, DPR Hyderabad, Dr. Simmi Tomar, Principal Scientist CARI and Dr. Aman Sayed, Managing Director – India, Regional Director - South Asia (Alltech Biotechnology Pvt. Ltd.), Vice President- INFAH, Chairman - Aqua subcommittee (INFAH)

On the second day (17th October) and third day (18th October), lead speakers continued with technical sessions. A special invitee, Miss Thulasimathi Murugesan, a third-year student of TANUVAS and silver medalist in women's singles badminton at the Paris 2024 Olympics and Paralympics, was honored and interviewed to boost the students' delegates for sport activity.



The valedictory function on 18<sup>th</sup> October 2024 was graced in the presence of Chief Guest Dr. Umesh Sharma, President VCI, New Delhi, and Dr. Sandeep Ingle Vice President VCI, New Delhi as the Guest of Honour. On the valedictory function of the IPSACON-2024 Dr. Umesh Ji declared that considering the importance of Poultry Science in nation building the Veterinary Council of India (VCI) is coming up with new course curriculum which will have a separate Department of Poultry Science as part of the VCI Curriculum 2024, which will be implemented from academic year 2025-26. The Vice Chancellor MAFSU well appreciated the efforts done by the organizing committee of IPSACON 2024 and assure every possible support to the Poultry industry from university side. The valedictory function was well conducted in the dais presence of MAFSU officials Dr. S. V. Upadhye (DI & Dean of Veterinary Science), Dr. N. V. Kurkure (Director of Research), and Dr. A. U. Bhikane (Director of Extension Education). The conference was hosted by Dr. A. P. Somkuwar, Associate Dean of Nagpur Veterinary College, along with Dr. M. M. Kadam, Professor & Head of Poultry Science, as the Organizing Secretary and Dr. Ajit Ranade, Former Associate Dean of Mumbai Veterinary College and Presently as President of IPSA.

On 19<sup>th</sup> October, 35 students from across India participated in the Industry Exposure Visit to the Indian Broiler group EC Shed and Poultry Slaughter Unit, while on return journey organizing secretary appreciated all of them with token of love as return gifts. 🏠

## Hind Poultry Participate in IPSACON 2024 at Nagpur Maharashtra Animal & Fishery Sciences University Nagpur



**IPSACON 2024** organized by the Department of Poultry Science nagpur Veterinary College, Nagpur Maharashtra Animal & Fishery Sciences University nagpur had concluded with thumping success. The event was nicely crafted to convene and interact with the Academicians, Industrialist, Scientist, Farmers, Students and Policy makers for shaping the Indian Poultry Sector for sustainable growth.

The conference consisted of important discussions on poultry related lead papers, e-poster presentations of research work carried out by various scientists, meeting among industry professionals, scientists, farmers and students. During the conference, distinguished National and International experts discussed the “emerging issues and challenges faced by the Indian Poultry Sector as well as proposing scientific and technological solutions. For the first time, the participant had the exposure of Poultry Judging & egg recipe Competition, and students had an opportunity to participate in National Quiz, Campus Placement and Industry Visit during the event. Poultry entrepreneurs of Nagpur Veterinary College Alumni also shared their experiences. Inaugural day of the event had seen several poultry big wigs including. Dr. N.V. Patil Vice Chancellor, Dr. S.V. Upadhye DI & Dean (Vet), Dr. N.V. Kurkure Director of Research “Dr. A.U. Bhikane Director of Extension Education, Dr. Mukund Kadam- Organizing secretary, Dr. G.L. Jain, Bahadur Ali, O. P. Singh, Dr. P.K. Shukla and Dr. A. S. Ranade shared their experiences and forecasting a bright future for the poultry industry. They also warned of challenges our industry might face in coming years with the formidable growth of over 8 percent in the layer industry and over 10 percent in the broiler industry in the coming years.

Three books were also released during this session which included Modern Trends and Advances in the Poultry Industry published by Hind Publications. 🏠





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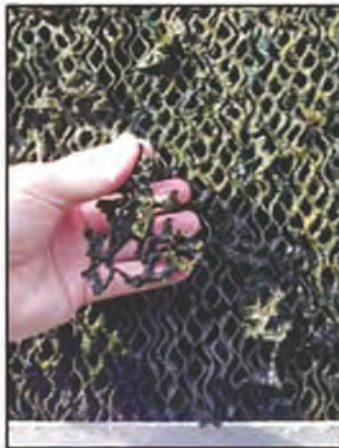
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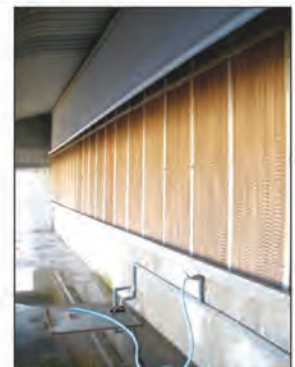
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## Poultry Federation of India Team Meets Animal Husbandry Minister and Senior Government Officials to Address Industry Challenges and Strengthen Future Prospects

**Poultry Federation of India Team** Mr. Ranpal (Bittu) Dhanda, President, Mr. Ramesh Khatri, Chairman (PFI Working Group), Mr. Sanjeev Gupta, Vice President, Mr. Ricky Thaper, Treasurer, Mr. Ravinder Sandhu, Secretary and Mr. Jagdish, Office Manager met Honourable Prof. SP Singh Baghel, Union Minister of State for Animal Husbandry, Government of India to discuss the pressing challenges facing the Indian poultry industry. The PFI delegation highlighted critical issues affecting the sector, including the impact of high maize prices on broiler and egg production costs and concerns over soybean meal adulteration. They proposed liberalizing imports of GM corn and GM soybean/soybean meal to stabilize feed costs and reduce local dependency. Later PFI team held constructive discussions with Mrs. Alka Upadhyya (IAS), Secretary, Animal Husbandry Department; Dr. Sanjeev Balyan, Former Union Minister of State for Animal Husbandry; Mr. Mahipal Dhanda, Education Minister, Haryana State Government, Dr. Abhijit Mitra, Commissioner, Animal Husbandry and other senior officials, including Dr. SK Dutta, Joint Commissioner, Animal Husbandry, Dr. Hansraj Khanna, Joint Commissioner, Animal Husbandry, Dr. Gagan Garg, Deputy Commissioner, Animal Husbandry and Dr. Lipi Sairiwal, Deputy Commissioner, Animal Husbandry. The team expressed appreciation for the government's support, particularly through the Animal Husbandry Infrastructure Development Fund, which has helped to boost the sector's infrastructure.

Poultry Federation of India Team extended an invitation to Minister Sir and all officials to attend PFI's 35th Annual General Body Meeting (AGM),







to be held at Hotel The Leela Ambience, Gurgaon, on December 27-28, 2024. The AGM is expected to host over 600 industry participants, including farmers, breeders, feed manufactures, equipment manufacturers, pharmaceutical companies and government officials, providing a collaborative platform to address industry challenges and explore sustainable growth strategies. As the apex association for poultry farmers and allied industries, Poultry Federation of India remains committed to addressing sector challenges and working closely with government bodies to ensure a stable and progressive future for the Indian poultry industry. 

## IPEMA & Poultry India Celebrates World Egg Day




On \*October 11, 2024, IPEMA/Poultry India, in collaboration with the National Egg Coordination Committee (NECC), proudly sponsored and celebrated \*\*World Egg Day\* with tremendous enthusiasm at \*Bhagat Singh Nagar, Phase II, Hydernagar, Hyderabad\*. The event was a resounding success, bringing together community members and key stakeholders to highlight the incredible nutritional benefits of eggs!

**Event Highlights:** The celebration aimed to raise awareness about the \*affordable, accessible, and sustainable\* nature of eggs as a key source of \*essential nutrients\* for a healthier lifestyle. From special guest speeches to educational sessions on egg nutrition, the event was truly engaging and impactful.

**Special Guests Who Graced the Occasion:** Mr. Uday Singh Bayas, President, IPEMA/Poultry India, Mr. K. Rama Krishna, CPI State Secretary, Andhra Pradesh, Mr. Karri Balaji, Film Director, Mr. N. Durga Prasad, Keto Diet Guru, Dr. K. Balaswamy, Advisor, NECC, Mr. Lakshman Pudi, Founder, Arogya Diet, Mr. K.M. Radhakrishna Garu, Music Director, Mr. G. Anji Babu, Telangana JAC Chairman

**Inspiring Speeches:** Mr. Uday Singh Bayas, President of IPEMA/Poultry India, passionately spoke about the importance of eggs, calling them \*"nature's powerhouse of nutrition."\* He emphasized that eggs provide an affordable and accessible source of essential nutrients that are vital for a healthy diet. Dr. K. Balaswamy, NECC Advisor, also highlighted the significant role eggs play in maintaining good health, particularly for their high-quality protein and other essential nutrients. He stressed that eggs are key to a longer, healthier, and more energetic life. The event also saw the felicitation of \*Senior Journalist Mr. M N Rao\* for his relentless service in promoting egg and poultry nutrition, recognizing his dedication to spreading awareness about the health benefits of eggs.

**Culinary Delight:** Attendees were treated to a special egg-based lunch, which showcased the versatility of eggs in our daily meals! It was a delicious reminder of the many ways eggs can be enjoyed while boosting our nutrition.

**Save the Date!** Don't forget to mark your calendars for the \*Poultry India Expo-2024, happening from \*\*November 27th to 29th\* at HITEX Exhibition Centre, Hyderabad. It's \*South Asia's largest poultry exhibition, offering the perfect opportunity for industry professionals to explore new innovations and business ideas. Also, join us for \*\*Poultry Knowledge Day\* on \*November 26th\*, for insights into the latest trends in the industry. 



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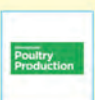


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## Embracing the changing digital landscape of India: Digital solutions in Livestock and Animal Husbandry

By Dr. Chandani Parihar, Strategic Marketing Director, Nutreco India

India's rise into the technical landscape has facilitated change for digital innovations and transformations across businesses over the past decade. Digital transformations and IoT (Internet of Things) enablers have all become a critical stepping stone for organizations in achieving long-term goals and providing solutions for long-standing challenges. Ushering on the phenomenon of startups and venture capitalists, many tech-based services have started surfacing that aim to provide more solution-based and customer-friendly environment.

Livestock and animal husbandry sector has also not remained untouched from the changing tides. The digitalization wave has penetrated across the species and the value chain whether it is related to precision nutrition or better farm management. With the

increasing penetration of digitalization into animal production and the advancement of IoT technology, a new frontier has opened in which science and technology have combined to increase automation and bring more rapid real-time decision-making options. In this article, we look at three core areas where digital solutions have become an enabler for the industry.

### IoT solutions to address the challenges in value chain

Over the last few years, there has been a rise in tech-startups who have brought in innovative solutions especially for dairy and aqua value chain. They aim to simplify farm and feed management, bring in better efficiencies while ensuring quality throughout the value chain. Given the huge opportunity India presents

with a growing animal protein consuming population, these solutions have also garnered the attention of investors.

Nutreco too has invested into two such companies via its investment arm, Nufrontiers. One such company is Stellapps, an IoT based startup, which aims to digitalize the entire dairy value chain. The organization presents a unique integrated model that works at all intervention points from farms to processors that monitors the milk quality throughout to ensure that end consumers have a certified milk quality. At the same time, farmers are benefitted from a one-stop solution model wherein all their requirements from feed, health supplements to AI (Artificial Insemination) and extension services are provided. All of this is backed by cloud-based data monitoring and



insight generation services that help to predict any existing diseases, other challenges and provide remedial action on immediate basis.

Another such IoT startup, that is successfully changing the lives of aqua farmers is Eruvaka Technologies. Their unique cloud-based aquaculture pond management solutions help to monitor ponds with intelligent control of aerators and feeders real-time, to reduce the production cost and risk of farmers while ensuring an increase in yield and improved FCR. Such remote monitoring technologies with right insights has helped farmers in Ecuador to become a leader in global shrimp farming.

### **Animal Nutrition Models and Services for Precision Nutrition:**

In today's uncertain environment, farmers are facing the difficult challenge of reconciling resources management, animal health & welfare, reduced ecological footprint, output quality with animal performance and sustainable income. When every decision impact animal and business performance, one wants to build on more than intuition alone.

Trouw Nutrition also provides an integrated digital solution and service under its **NutriOpt** platform that provides right insights and supports decision-making with the belief that Knowledge Feeds Success. Tools like **NutriOpt On-Site Adviser (NOA)** and **Mycomaster** under the platform are aimed to bring lab to the sample for quick on-farm



analysis of nutrients and mycotoxins respectively.

Another comprehensive solution to enable precision nutrition are the animal nutrition models. It has been demonstrated over the last 5 decades that integrated nutrition models based on a sound biological framework will continue to help producers, integrators, and animal nutrition companies to remain profitable in a sustainable way.

As our understanding of animal biology and nutritional metabolism continues to grow so too does the accuracy and applicability of models improve. Advancements in science now give us the ability to accurately predict growth at various stages and respective feed intake, as well as incorporate feed additives into mechanistic animal models. This has led to the role of models increasing beyond only providing nutrition solutions but also providing practical day-to-day management advice to improve efficiency and profitability.

### **Increasing reach to customers:**

Digital solutions also enable the businesses to reach directly to customers whether it is via utilization of various social media platforms that provide a medium to directly connect with consumers or through app-based services that

eliminate middlemen and increase the product reach.

New age digital platforms and solutions have opened several channels through which information is being communicated to stakeholders. Businesses are becoming more aware of the power of these platforms in communicating about their brand and developing brand stories. While one must be careful in choosing the platforms, the effectiveness cannot be doubted in today's age where everybody accesses information through mobile phones.

### **Conclusion**

The impact of digital transformation on livestock and animal husbandry sector cannot be ignored and many more future innovations can be expected. The current challenge for the animal nutrition industry is where to wisely invest and how to extract value for customers and company with the advancement of resource-demanding technologies. Sensible assimilation of data and biology rather than blindly embracing a technology driven agenda could provide huge opportunities for innovation in the animal nutrition industry. Embracing the changing technology landscape in the industry does not mean accepting every digital solution offered but rather understanding what the commercial and technical risks are and then developing the appropriate mitigation strategies that can optimize both mechanistic and machine learning models to improve the welfare of people, planet and profit.



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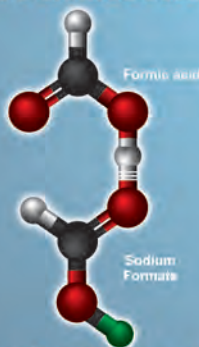


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## Kamdhenu University signs MoU with Qper India Pvt Ltd for joint research on optimizing Livestock efficiency



KU is a leading institute dedicated to veterinary and animal sciences based at Gandhinagar (Guj) Signs MoU with QIPL, Anand (Guj) engaged in research & development of nutritional and Non-nutritional solutions for Poultry, Ruminant, and Fishery. The MoU signed on 26<sup>th</sup> September 2024 marks the beginning of a strategic partnership aimed at advancing research & innovation in the health & productivity of animals through cost-effective solutions.

Dr NH Kelwala, Vice-Chancellor of KU emphasized the importance of this collaboration with QIPL is a step towards KU's commitment to enhance livestock research. Mr Samir Patel, Managing Director of QIPL also expressed his optimism about the collaboration. "We are excited to partner with KU. This MoU will enable us to combine our technological expertise with the university's research capabilities, paving the way for innovative solutions contributing to better livestock management in India. Shortly, a couple of new research projects will be initiated with KU by Mr Harsh Patel, Director, QIPL" 

## NUQO expands team in South Asia by Welcoming Reena Rani as Head of Marketing, South Asia


NUQO Animal Nutrition India Pvt. Ltd., a leader in innovative animal nutrition solutions, is excited to announce the appointment of Reena Rani as Head of Marketing, South Asia. In this role, Reena will oversee all marketing functions and will lead strategies & key initiatives of NUQO in the South Asia region and will be driving growth and engagement across key markets.



Reena brings over 12 years of extensive experience in marketing. Campaigns, pricing strategy, digital marketing, content creation, social media strategy, branding, marketing communication, and business analytics are her core strengths. Her deep expertise spans across top industry players such as Cargill and Novus, where she developed and implemented marketing programs that delivered measurable success.

With a strong academic background, Reena holds a master's degree in industrial chemistry and an advanced Diploma in Digital Marketing and Analytics from the prestigious Indian Institute of Management, Kozhikode (IIMK). Her blend of technical knowledge and strategic marketing insights makes her a valuable addition to NUQO India's leadership team. "We are thrilled to have Reena join us at NUQO. Her proven ability to lead and execute innovative marketing strategies will be instrumental in expanding our presence in South Asia," said Ewenn Helary, CEO at NUQO Feed Additives.

"We are confident that Reena's leadership will bring fresh perspectives and help elevate our brand in the region." "We are delighted to welcome Reena to the NUQO team. Her deep understanding of the South Asia market and her exceptional track record in marketing make her the perfect fit to lead our efforts in this important region. Reena's leadership will help us strengthen our marketing capabilities and further solidify NUQO's position as a leader in animal nutrition solutions. We look forward to the innovative strategies she will bring to the table," said Neeraj Kumar Srivastava - Managing Director, South Asia.

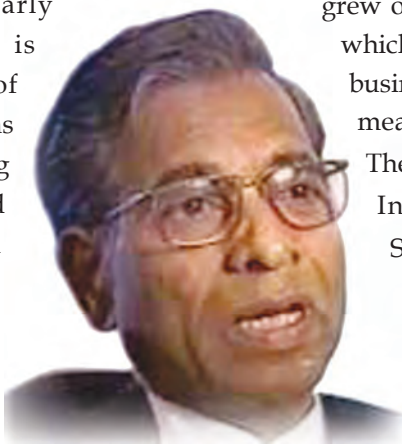
"We are thrilled to welcome Reena to the NUQO team. She brings a unique blend of technical expertise and sharp strategic marketing insight," said Stephanie Ladirat, Technology Director at NUQO Feed Additives. "Her skills and vision will be key assets as we drive growth and innovation in South Asia market. We are looking forward to collaborating with her and see her talents and ideas flourish" Reena's appointment comes at a pivotal time for NUQO as the company continues to expand its footprint in the global animal nutrition market. Her role will be crucial in driving customer engagement and market penetration, further positioning NUQO as a trusted provider of natural, sustainable animal nutrition solutions. 



**B**anda Vasudev Rao popularly known as Dr. B. V. Rao is considered by many as the father of modern poultry farming in India. He was the founder chairman of the National Egg Coordination Committee (NECC) and was a 2004 inductee of the International Poultry Hall of Fame of the World Poultry Science Association. The Government of India also awarded him the fourth highest civilian award of Padma Shri in 1990. Indian Poultry farmers celebrated the 86<sup>th</sup> Birth Anniversary on 6<sup>th</sup> November 2021. People from across the country paid floral tribute and distributed free Eggs and Chicken on the occasion.

Dr. B. V. Rao was born on 6 November, 1935 at Chanchalguda, in Hyderabad, in the undivided south Indian state of Andhra Pradesh (presently in Telangana) Dr. B. V. Rao was married to Uttara Devi and was blessed with three children, being a daughter, Dr. Anuradha Desai, and two sons, Mr. Venkatesh Rao and Mr. Balaji Rao. Dr. Anuradha Desai, who is married to Mr. Jitendra Desai, presently heads the Group and is ably supported by Mr. Venkatesh Rao, Mr. Balaji Rao and Mr. Jitendra Desai.

Dr. B. V. Rao enrolled for a short-length course at Acharya N. G. Ranga Agricultural University, Rajendranagar. He did this in order to see what he could make of his life as an independent farmer. He successfully completed a training program in dairy and poultry farming where he had the opportunity to learn under an American teacher, Moore. His first business venture was with 500 birds entrusted by Moore for tending and, soon, Dr. B. V. Rao started his own venture in 1970, which



## 89th Birth Anniversary of Padmashri Dr. B. V. Rao 1935-2024



**“He was a perfect gentleman in the assembly of men, a highly intelligent person in the world of scholars, an Ideal trainer in the society of trainers and above all a thoughtful, sympathetic and kind guide to the seekers of poultry knowledge. He was an inspired and inspiring teacher in the field of poultry farming. Great philosopher Carlyle said that "A Hero is Hero at all Points" and this is absolutely true for Padma Shree Dr. B. V. Rao.”**


**M.K. Vyas**

grew over the years to the present V H Group which is one of the largest integrated poultry business in Asia having interests in poultry, meat, pharmaceuticals, cattle feed, sports. The V. H. Group has now the presence in India, Bangladesh, United Kingdom, Singapore, Vietnam, Brazil and many more countries.

In the early 1980 When the price of eggs went down Dr. B. V. Rao gathered poultry farmers together from across the India and founded the National Egg Coordination Committee in the year 1982. He was its founder chairman. He was also

associated with the World Poultry Science Association (WPSA) and headed its India chapter from 1993 to 1996. He was one of the key figures in the organization of the

World Poultry Conference in New Delhi in 1996. He also founded a higher education institution, Dr B.V. Rao Institute of Poultry Management and Technology near Pune in Maharashtra which conducts higher courses in the subject. The Government of India also awarded him the civilian honor of the Padma Shri in

1990. The World Poultry Science Association inducted him into their Hall of Fame in 2004. I am proud to sum up the man that was Dr. B. V. Rao. He was a perfect gentleman in the assembly of men, a highly intelligent person in the world of scholars, an Ideal trainer in the society of trainers and above all a thoughtful, sympathetic and kind guide to the seekers of poultry knowledge. He was an inspired and inspiring teacher in the field of poultry farming Great philosopher Carlyle said that "A Hero is Hero at all Points" and this is absolutely true for Padma Shree Dr. B. V. Rao. 



## Srinivasa Hy-Line Technical Seminar 2024 on “Maximizing Profitability & Performance of Egg Farming”

**Srinivasa Farms**

Srinivasa Hy-Line Technical Seminar 2024 - “Maximizing Profitability & Performance of Egg Farming” has conducted at Palm Exotica, Hyderabad from Oct 16<sup>th</sup> to Oct 18<sup>th</sup>, 2024. We are excited to announce the successful completion of the Srinivasa Hy-Line Technical Seminar. This exclusive event brought together Indian poultry industry thought leaders, the global Hy-Line International team, industry experts, and top consultants to discuss groundbreaking insights aimed at enhancing the productivity and profitability of the Hy-Line W-80 in India.

The seminar featured esteemed speakers from Hy-Line International, including:

- Mr. Jonathan Cade, President-Hy-Line International
- Dr. Daniel Alberto Valbuena Hernandez, Global Technical Manager - Hy-Line International
- Dr. Petek Settar, Applied Geneticist- Hy-Line International
- Mr. Vitor Arantes, Global Technical Service Manager- Hy-Line International
- Mr. Thomas Dixon, Global Product Manager- Hy-Line International
- Dr. Ravindran Marimuthu, Technical Manager- Hy-Line India

These industry leaders provided valuable insights into the latest developments in egg production and Hy-Line genetics, sharing record-setting benchmarks and performance standards that are shaping the future of the industry. In addition to the Hy-Line team, presentations from renowned








companies such as Vaksindo Animal Health Pvt. Ltd, dsm-firmenich Animal Nutrition & Health, Kemin Animal Nutrition & Health | Asia Pacific, Cargill Animal Nutrition & Health, ew Nutrition, Nova-Tech Engineering and Mr. Ashok Mandava, Managing Partner, Vijayanagar Egg Farm contributed significantly to the discussions. Dr. Chandrasekaran, Dr. S.V. Rama Rao and Dr. Jayaraman have moderated different sessions and facilitated insightful discussions that engaged all participants.

We extend our heartfelt gratitude to our partners: Vaksindo Animal Health Pvt. Ltd, dsm-firmenich Animal Nutrition & Health, Kemin Animal Nutrition & Health | Asia Pacific, Cargill Animal Nutrition & Health, ew Nutrition, Nova-Tech Engineering, HIPRA, Tara Group & Virbac.


Your collaboration is driving innovation in Indian egg farming and we are proud to work alongside you in this journey.

The seminar concluded with a strong commitment to reshaping the future of egg farming in India, setting new industry standards, and fostering progress in poultry farming. 

## Perstorp receives EcoVadis platinum rating for sustainability work


Leading global specialty chemicals innovator Perstorp, a wholly owned subsidiary of PETRONAS Chemicals Group Berhad (PCG), receives a platinum medal for being among the top 1 percent of companies assessed for sustainability by EcoVadis. Perstorp progressed in all four assessed areas compared to the previous year; Environment, Labor & Human rights, Ethics and Sustainable Procurement.

“It is encouraging to see that our systematic approach to sustainability, where we have set corporate sustainability 2030-targets with actionable roadmaps to reach them, are showing results. With focus, dedication, and a large portion of courage, it is possible to overcome the chemical industry’s sustainability challenges,” Anna Berggren Vice President Sustainability commented. Since its founding in 2007, EcoVadis has grown to become one of the world’s largest and most trusted provider of business sustainability ratings, creating a global network of more than 130,000 rated companies. The EcoVadis sustainability assessment methodology is an evaluation of how well a company has integrated the principles of Sustainability/CSR into their business and management system. The methodology is built on international sustainability standards, including the Global Reporting Initiative, the United Nations Global Compact, and the ISO 26000, covering 220+ spend categories and 180+ countries.

“EcoVadis today is the standard for ESG ratings within the chemical industry and is also the selected partner for sustainability assessments for Together for Sustainability. The fact that we’ve received more than 100 inquiries from customers seeking our EcoVadis reporting in recent years shows the value it brings to the value chain. Innovation and sustainable transformation are deeply rooted in our culture as well as in our strategy and mission to support our value chains as the sustainable solutions provider by driving the transition of the chemical industry, continues Anna Berggren. 

## New Technical Service Manager Supporting Gut Health in Asia



With experience in gut health, hatchability, and eggshell quality, Chavalit Piriyaenjawat, DVM, is supporting monogastric production throughout Asia. Piriyaenjawat joined NOVUS this year as the regional technical services manager for Asia to work with the technical and commercial teams as they identify how management best practices and intelligent nutrition solutions can make a difference in animal gut health and performance along with production costs and producer success. As a veterinarian, Piriyaenjawat has extensive knowledge of gut health, particularly concerning coccidiosis and bacterial enteritis, as well as egg breakout analysis, which helps identify hatchability issues in breeder flocks. He also has experience in swine intestinal health and respiratory diseases. Prior to joining NOVUS, Piriyaenjawat served as global technical manager for Trouw Nutrition. He earned his doctorate in veterinary medicine from Kasetsart University in Thailand. “Chavalit has a strong track record in delivering practical and effective solutions to customer pain points,” says Senior Director and Asia Managing Director Rajeev Murthy. “His deep knowledge around animal health is critical for this role where he is overseeing product performance trials, developing our technical service team and supporting our customers in the region.” 



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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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# The role of calcium in broiler performance and phosphorus digestibility

Lode Nollet, MSc., PhD., Global Product Manager Enzymes, Huvepharma.

In the past, there was little interest in the assessment of calcium (Ca) requirements in poultry diets. This was due to the availability of cheap limestone, which accounts for 80-85% of the total Ca in feed. However, driven by the numerous studies of the effect of Ca on phosphorus (P) digestibility and phytase efficacy, the impact of Ca on performance has gained increasing interest.

Research from recent years has indicated that oversupplying Ca can negatively affect animal performance:

- Limestone is a buffering substance and hinders sufficient acidification of the feed in the gizzard.
- An excess of dietary limestone reduces feed intake.
- Ca exerts a negative effect on the tight junctions, reducing gut integrity.
- Excess Ca inhibits P digestibility of feeds.

## Inhibition of phytase on phytate degradation due to Ca

Dietary Ca forms complexes with phytate and these complexes can remain insoluble at a high pH (Fig. 1).

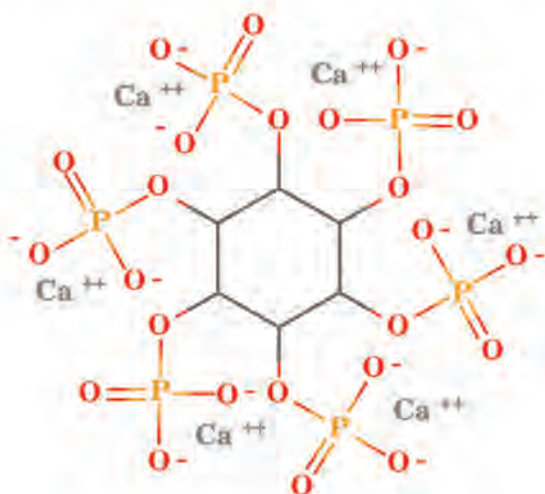


Fig. 1. Calcium chelates phytate, making it less accessible for phytase.

These precipitated phytate-Ca complexes are not accessible for hydrolysis by a phytase and this reduces the amount of P released. Therefore, an excess of Ca will reduce the P digestibility. Moreover, the speed of the limestone solubilisation will dictate the concentration of Ca available to chelate with the phytate. Fine limestone is in general more soluble than coarse limestone, meaning it will bind faster to phytate. As a result, it has a stronger negative impact on P digestibility compared to a coarse limestone.

## Ca and P need to be in balance

Lowering the Ca levels in feed would be advisable to improve P digestibility, besides the choice of a coarser limestone. However, absorbed P can only be retained in the bones when enough Ca is present at blood level to form hydroxyapatite (bone mineral).

Lowering the Ca level will improve the P digestibility, but due to the lack of Ca to retain the absorbed P, the P level in the bones can still be low. Deficiency of Ca can therefore cause poor bone quality, even when P digestibility is improved by lowering the Ca level. This indicates that an uncontrolled lowering of the Ca levels in the feed can also reduce the birds' motility and thereby performance.

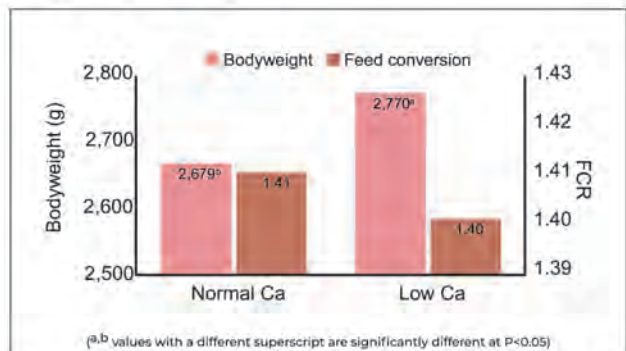


Fig. 2. Effect of lowering Ca levels on body weight and feed conversion at day 35.

## A broiler study

A practical example has been demonstrated in a recent 35-day broiler trial at the University of Warmia and Mazury, Poland. Feed was reformulated with 1,000 FTU/kg of a novel intrinsic heat stable phytase (OptiPhos Plus) only using its corresponding P matrix value, while an NSPase complex (Hostazym X) was added on top. Two different Ca treatments were imposed:

- Normal Ca level: formulated at: formulated at 8.5, 7.0 and 6.0g/kg in starter, grower and finisher diets respectively.
- Low Ca level: formulated at 6.5, 5.0 and 4.0g/kg in starter, grower and finisher diets respectively. The overall technical performance was very good (EPEF >500) showing the impact of the enzymes on securing a high broiler performance.

The following effect of Ca could be noted:

- The low Ca level gave a significantly higher end weight vs when feeding normal Ca levels. Feed conversion was not impacted despite the higher bird weight at low Ca levels (Fig. 2).
- Ca and P digestibility (at day 35) were highest at the low Ca inclusion level.
- Bone ash analysis (at day 21) showed that tibia ash and Ca and P level in tibia ash were lower at the low Ca level. The impact was small, but significant (Table 1).

The fact that low Ca levels optimised technical performance and improved P digestibility, but reduced bone ash, demonstrates that too low Ca levels will lead to too low Ca levels at blood level, and therefore result in inefficient bone formation. This also indicates that there is a higher Ca requirement for optimal bone growth compared to what is required to optimise performance.

Table 1. Ca and P digestibility, tibia ash content, and Ca and P content in tibia ash at normal and low Ca levels.

Treatment	Ileal digestibility (%)		Tibia ash (% of DM)	Ca in tibia DM (%)	P in tibia DM (%)
	Ca	P			
Normal Ca	50.2 <sup>b</sup>	54.5	48.4 <sup>a</sup>	18.6 <sup>a</sup>	10.1 <sup>a</sup>
Low Ca	64.1 <sup>a</sup>	60.6	46.8 <sup>b</sup>	17.8 <sup>b</sup>	9.8 <sup>b</sup>

(<sup>a,b</sup> values in a column with a different superscript are significantly different at P<0.05)

## Conclusion

- Reducing the Ca levels had a large positive impact, not only on animal performance, but also on Ca and P digestibility.
- Reducing Ca levels impacts the bone formation, showing that the Ca requirements for bone formation are higher compared to the Ca requirement for optimal animal performance.



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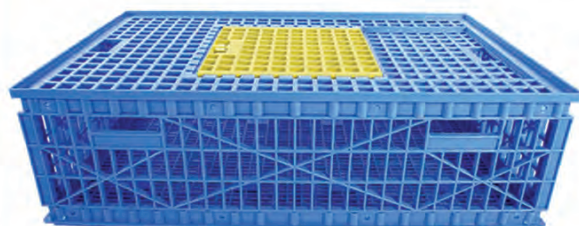
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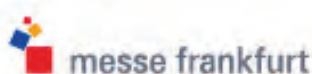
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## Indian Poultry Journalists Association Hosts Technical Seminar in Lucknow



The Uttar Pradesh state government has undertaken revised expenditures in 2024. The previous limit has now been removed and the subsidy amount has been increased to one crore rupees. To move forward in the public interest, it is necessary to collaborate with organizations like National Green Tribunal (NGT) and the Pollution Control Board. Efforts must focus on lowering production costs, especially feed costs and adopting good practices. For this, the involvement of industrialists and businesspeople will be essential."

This was stated by Guest of Honour of Indian Poultry Journalists Association's (IPJA) program & Principal Secretary, Animal Husbandry Dairying & Fisheries (AHD) Department of Uttar Pradesh State, Mr. K Ravindra Naik at Indira Gandhi Pratishthan, Gomti Nagar, Lucknow on October 9, 2024.

Addressing the gathering at this technical seminar Dr. Shukla said that, "Malnutrition eggs provide one of the simplest and best solutions for children. India has approximately 851 million chickens. If we look at the ratio with the

population, we have a 1:1 ratio, with about 1.4 billion animals and birds matching our 1.4 billion human populations." Dr. Shukla added & said, while looking at last year's records, India exported poultry and poultry products worth over INR1,000 crore. Uttar Pradesh has immense potential for poultry production and if we review its history, the state has had a strong track record in poultry development.

Earlier, President of Indian Poultry Journalists Association (IPJA), Rakesh Bhardwaj Welcomed all the guests. At the start of the programme Dr. Qidwai was felicitated by IPJA Team.

Principal Secretary, Animal Husbandry Dairying & Fisheries also addressed the gathering.

After this felicitation President of Indian Poultry Equipment Manufacturers Association (IPEMA), Uday Singh Bayas addressed the gathering. While addressing the gathering he thanked Indian Poultry Journalists Association's (IPJA) for conducting series of events in different parts of the country for spreading knowledge among the people of poultry fraternity.





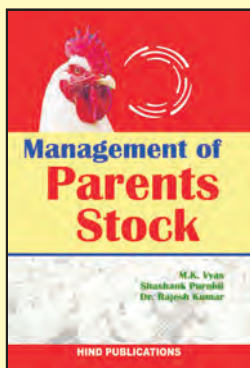
The IPEMA President also thanked Dr. P K Shukla and also gave detailed information and activities of IPEMA. Mr. Uday Singh also thanked CPDO Director, Dr. Kamna Barkataki for sparing her precious time, coming from all the way here in Lucknow and provided valuable information to farmers at length.

He also presented the brief introduction of poultry media, the President, Uday Singh added, "Indian Poultry Journalist Association (IPJA) was established in the year 2008. Its main objective is to provide a platform to journalists from poultry farms in India so that they can encourage their problems and development in poultry farms for the welfare of farmers. The main activities of this organization are to provide information about the latest techniques, and the development of the economy. I am especially thankful to IPJA President and his team for doing such kind of seminars to encourage the farmers for their betterment."

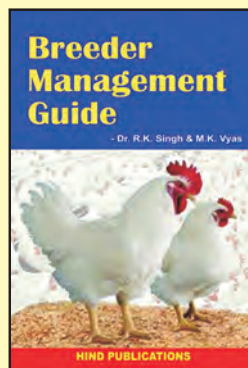
While concluding his key note address Mr. Uday Singh thanked all poultry farmers, visitors and Government officials reached here to attend this seminar from different parts of the state and especially not to forget again, Dr. Neelam Bala, who is presenting us all today's program in an excellent manner. He asked the audience to have special claps for Madam Dr. Bala with a note that in spite of being on such a reputed thing, you are giving us all the input from here and hosting us the entire things. Thank you so much ma'am.

While speaking about the

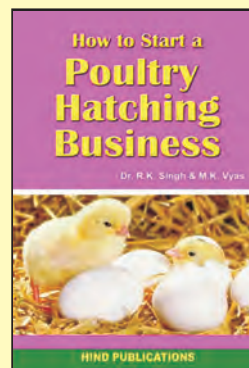
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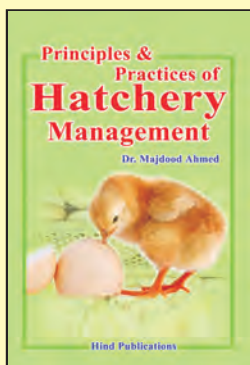
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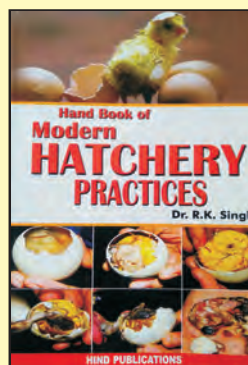
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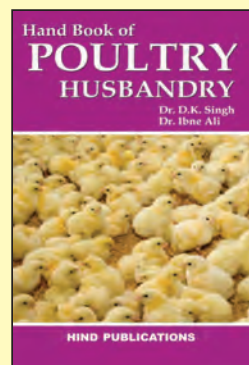
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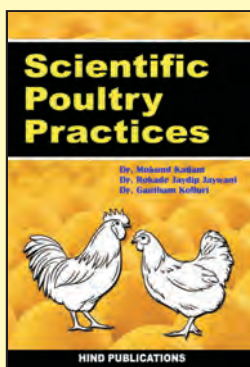
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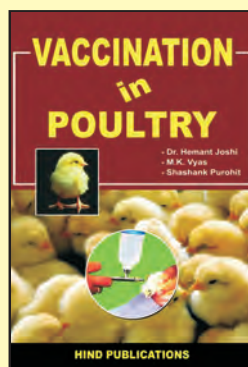
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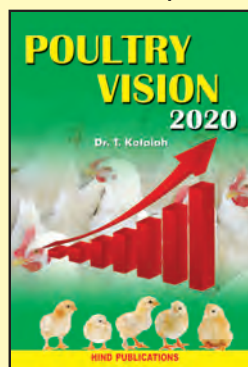
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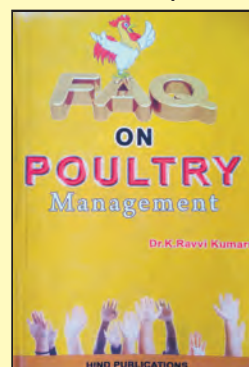
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forthcoming poultry India Exhibition, Mr. Uday Singh Bayas, invited all the members of poultry fraternity to visit Poultry India Exhibition starting from 27th November. The President INFAH, Dr. Sirish Nigam welcomed from the land of Awadh, called upon all members of IPJA, Government officials, various people from Uttar Pradesh, the poultry farmers, the Kukut specialists and friends & uttered that "I am very happy that we have this opportunity to be here for poultry farmers, industry friends, poultry dignitaries."

The Director, Central Poultry Development Organization (C.P.D.O), Dr. Kamna Barkataki while addressing the gathering said that It was a privilege for her to be present here today and especially thankful to IPJA for inviting me and they have done a very commendable job by promoting the poultry sector for so much and it's a huge job actually. Giving a warm welcome and special thanks to Dr. P.K. Shukla, Dr. Barkataki said, "And I am looking forward to Dr. P.K. Shukla Sir, who has given a very informative information. Also thank you Dr. Shirish Nigam for your presentation which was really nice and it's very informative. I think everybody will be benefited by that. And thank you Uday Singhji for giving such a good keynote speech,


And I thank everybody who is present here today and for giving a valuable time."

Making her impressions more authentic, she further added that the 25% of those who are in the peri-urban and urban areas, they consume most of the poultry products, like 60 to 65%. The National President of Poultry Farmers Broilers Welfare Federation, F M Sheikh spoke on assorted challenges in the present scenario of Uttar Pradesh poultry industry including comparison chart with rise in feed prices, MSP, availability of Corn cost which is 20-25 percent above MSP, a large part of corn is being used for ethanol, poultry seeds, hatching eggs cost & chicks, having inappropriate competition and in few cases, the administrative problems creating a panic in the poultry industry as a whole in Uttar Pradesh.

In the Technical Seminar session, Nutrition Specialist, Dr. Sandeep Divedi of EW Nutrition spoke on gut health and how we can manage gut health and become profitable, reduce our losses. Here business is for profitability and our main motto is profitability for any business. Today I will be discussing about how microbial feed quality can impact gut health. Mycotoxins impact gut health, performance, stress, how phyto-molecules can help

gut health.

Phytomolecules can help and this is the performance globally, Technology does matters. Presenting VentiD, which is nothing but a next generation gut health optimizer and when it is optimizer, it takes care of everything. Similarly, another sponsor, Head of Technical Services from RRNL Health Care was Dr. Rajiv Kumar Roy who has been given the opportunity to speak on embryology. The first company, that is in PhyroMazine and Provenidin. As we are making our own molecule in our own country and the topic is originated in India only. In many cases, air sacculitis is found like in the case of micro plasma infection. But along with this, we have to deal with avian pathogenic e.coli. This is one of the big challenges in our present condition. Finally, the Joint Secretary IPJA, Shashank Purohit thanks to Poultry India & IPEMA, EW Nutrition, IB Group, Promise International, RR Animal Health Care & Blow-Chem & Ayurvedic Industries for their financial support as Sponsors of Lucknow Technical Seminar event and also the awardees of mementoes as well as the farmers presented in the technical seminar.

To sum up the subjects were well designed to benefit the poultry farmers of that region, yet few groups between poultry farmers and integrators, groupism between several small associations, few local issues and moreover the auspicious days of Navratra had resulted in the poor attendance of poultry farmers in this technical seminar, well below the expectation. Yet IPJA is committed to continue with their technical seminars in several regions across the country. 



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**Turn To Us,**

If you do not want to get in trap  
of serious economic losses due  
to variety of **Reo infection**



- Viral Arthritis
- Malabsorption Syndrome

- Chicks are more susceptible to Reo infections, hence, protection by maternal antibodies is an effective way to prevent variety of Reo Infections.
- Effective breeder vaccination ensures adequate maternal antibody levels.



## Effectively defined for current indigenous challenges

### VENTRI BIOLOGICALS

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