

हिंद पोल्ट्री

HIND POULTRY

Vol. XXIII May 2025 No. 11



**Birthday of
Dr. Anuradha Desai**
**The voice
of Poultry
Industry
in India**

Pg.
06

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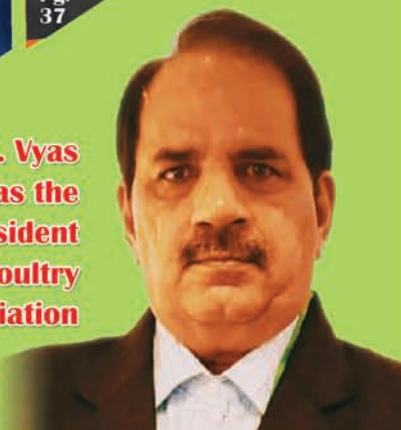
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37

M.K. Vyas
**Elected as the
President
of Indian Poultry
Journalists' Association**

Pg.
13



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53

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YEARLY SUBSCRIPTION :

India Rs. 500/-

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Edited, Printed, Published and owned by

M.K. Vyas and Published from

204, Plot No. 19, Huda Complex,
Saroor Nagar, Hyderabad - 500 035. INDIA.

Design and Typesetting

Akshaya Graphics, Hyderabad.

Printed at

Akruti Offset Printers, Hyderabad.

A Magazine of

HIND PUBLICATIONS

RNI No. 7030/2002

Subject to Hyderabad Jurisdiction

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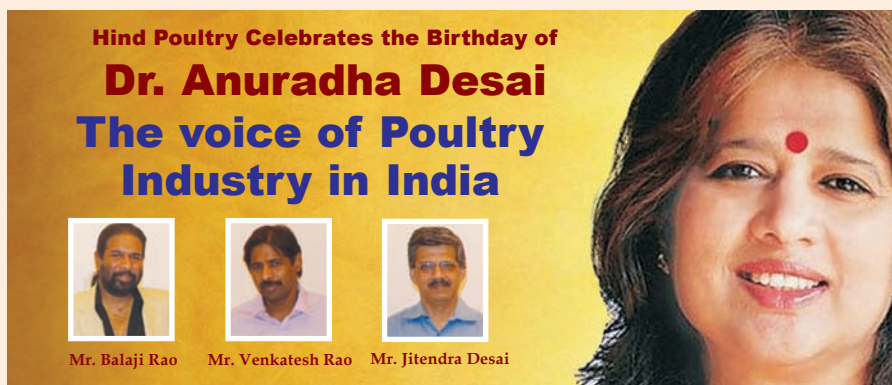
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Contents MAY 2025



Hind Poultry Celebrates the Birthday of Dr. Anuradha Desai	06
Novel Ways to Improve Gut Health and Nutrient Absorption	09
Indian Poultry Journalists' Association Elects M. K Vyas	13
Ventri Biologicals Pvt. Ltd. continues its Series of Technical Seminars on the "VENGEM"	15
Bridging Academia and Industry: IPEMA Proudly Supports IVA-WV Best Thesis Awards	21
Joginder Singh Uppal Represent Nu.ance at PDFA meet	23
Nu.ance Biotechnology participated in VIP's 2nd National Symposium as Bronze Sponsor	23
Summer Stress	25
The Role of Nutrition in Reducing Heat Stress	31
Sustainable Animal Health with Phytogenic Innovations:	35
IPEMA / Poultry India Shines at India's Largest Poultry	37
VIV Select Türkiye 2025:..	43
VIV Select Türkiye Poultry Expo in Istanbul	45
Crowd funded Initiative A Nationwide Maize Survey	47
A Few Tips of Managing Broiler Farming During Heat	48
Envu India Leads Stakeholder Dialogue	51
Strengthening Animal Nutrition: An Insightful Visit to PVS Group, Vijaywada	52
Ecolex Animal Nutrition unveiled its new brand identity in Bangkok	53

Hind Poultry Celebrates the Birthday of Dr. Anuradha Desai

The voice of Poultry Industry in India



Mr. Balaji Rao



Mr. Venkatesh Rao



Mr. Jitendra Desai



Hind Poultry is proud to celebrate the birthday of Dr. Anuradha Desai, the power woman of the Indian Poultry Industry who 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 also known as the father of the modern Indian poultry industry. She not only retains the status of Venkateshwara Hatcheries 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. 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. She excelled in not only living to the expectation of Padmasree Dr. B. V. Rao but also, 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. 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 V.H. group.

In the year 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 21st 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 and Mr. Balaji Rao. She also set about putting into 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.

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 VH Group has grown to become the largest fully integrated group in Asia, with its operations spread across many countries.

Hind Poultry on behalf of its staff, readers, well wishers and the people of our poultry fraternity wish Dr. Anuradha Desai a very happy birthday. 

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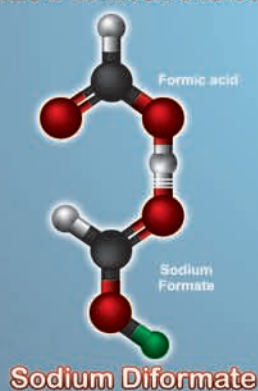


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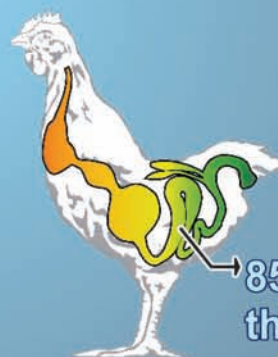
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Novel Ways to Improve Gut Health and Nutrient Absorption

Technical session organized by Venky's India Limited

Venky's India Limited Organized Technical Seminars in second week of April at Kochi (7th April), Raipur (9th April), Varanasi (10th April) and Lucknow (11th April). Dr. Christian Luckstadt (Technical Director Feed ADDCON), expert in animal nutrition from Germany was the guest speaker. The theme of the seminars was "Novel Ways to Improve Gut Health and Nutrient Absorption." Dr. Prasad Kulkarni, Incharge South Asia Feeds ADDCON was technical support in all the Seminars.

Dr. Christian began his talk by emphasizing the importance of gut health in poultry performance. He also demonstrated how the

microbiome develops in the gut and its relevance. AGP's negative consequences on human and animal health have been explained. Furthermore, he discussed the role of acids in poultry, with a focus on sodium diformates.

Dr. Christian subsequently showed other efficacy studies of Acidomix® DF plus on layer and broiler birds conducted in multiple countries, including India. Acidomix DF Plus has an important role in lowering faecal pathogenic microbiota count, resulting in improved performance and reduced antibiotic use. Many investigations have demonstrated that lowering the faecal count of coliform bacteria

reduces the danger of cross-infection and improve flock performance. Other broiler trials have demonstrated significant improvements in gut morphology. Acidomix® DF plus enhances nutrient digestion, resulting in enhanced egg quality and a lower number of damaged eggs. Dr. Christian articulated gut eubiosis and its correlation with intestinal immunity which becomes indispensable need for the bird health today. He closed his session by stating that gut health and high performance can be obtained without AGPs and with gut acidification with perfect gut acidifier like Acidomix® DF plus which can reach the small intestine at maximum concentration.



Following his presentation, Dr. Vishwas Sagajkar (Deputy General Manager sales and marketing) and Dr. Akhil (Technical Manager) translated and explained the concepts in their respective states' native languages, Hindi and Malayalam. Along with this in Raipur, Dr. Sunil Nadgauda (Deputy General Manager-Technical) has described about Biosecurity solution for current disease challenges.

In Kochi, Dr. N. Baburaj (Deputy General Manager-South zone) has stressed upon vaccination in current disease challenges like LPAI. All of the seminars were attended by field veterinarians, broiler breeders, integrators, and layer farmers. Dr. Vishwas Sagajkar gave an introductory session about the novel concept and speaker in Raipur, while in Kochi. Mr. Shaji Huda (Zonal Manager) greeted everyone. In Varanasi and Lucknow, Mr. H.S. Padda (Deputy General Manager, North Zone) introduced and addressed everyone. Mr. Shashi Bhushan Kumar (Assistant General Manager, North Zone), Dr. Rakesh Yadav (Zonal Manager), Dr. Binay Yadav, Mr. Sushil Singh, Mr. Bhupendra Singh, and Mr. Shivam Singh, Mr. Abhishek



Gupte (Zonal Manager Sales Central Zone) and Ashutosh Singh (Raipur), while Mr. G. Chinnaraj (AGM Sales), Mr. Shaji Huda (Zonal Manager), Mr. Sachin P, Mr. Ajay K, and Dr. Akhil R in Kochi made the necessary arrangements. In Kochi, seminar was conducted in Hotel Port Muziris. Mr. Shaji Huda (Zonal Manager) conducted introductory session. All the arrangements were done by Mr. G. Chinnaraj (AGM, Sales), Mr. Sachin P, Mr. Ajay K, and Dr. Akhil R.


In Raipur, Seminar was conducted in Hotel Babylon. Dr. Vishwas Sagajkar (Deputy General Manager, Marketing) gave an introductory session about the concept and speaker. All the arrangements were done by Mr. Abhishek Gupte (Zonal Manager) and Mr. Ashutosh Singh (Regional sales manager). Seminar in Raipur was guided by Mr. H. G. Murade

(Deputy General Manager, Sales West and central zone).

North zone seminars were conducted at the Fern residency, Varanasi and The centrum Hotel, Lucknow. In both the places Mr. Harjit Padda (Deputy General Manager, North zone) has given introductory speech. Arrangements were done by Dr. Rakesh Yadav (Zonal Manager), Mr. Bhoopendra Singh, Dr. Binay Yadav in Varanasi and Mr. Sushil Singh, Mr. Shivam Singh in Lucknow.

In the end, Dr. Vishwas Sagajkar thanked everyone for attending the seminar and concluded with a positive note. The seminars were guided by Dr. Deepak Khosla, General Manager Sales and Marketing, Venky's India Limited.

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

Farmers and veterinarians were happy with the novel concept and significance of gut acidification in improving performance of poultry. 





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Indian Poultry Journalists' Association Elects M. K Vyas as President



The Indian Poultry Journalists' Association (IPJA), the leading organization representing journalists dedicated to the poultry industry, successfully concluded its Annual General Meeting (AGM) and elections at the Hampshire Plaza Hotel in Hyderabad on May 3rd. The event marked a significant milestone in the association's efforts to advance poultry journalism and foster industry collaboration.

During the AGM, members reviewed the association's financial accounts, discussed critical issues related to association's activities, and outlined plans for upcoming initiatives. The meeting also featured the election of a new leadership team, with Mr. M. K Vyas unanimously elected as the President of IPJA. Mr. Vyas, a respected figure in poultry journalism, is expected to lead the association with a focus on enhancing industry awareness and promoting knowledge-sharing through media.

The following persons were elected as Office Bearers :

Mr. M.K. Vyas - President
Mr. M. N. Rao - Vice President, Mr. Amit



Mr. Rex from Namakkal
felicitating Newly elected
president M.K. Vyas

Rana - Secretary, Mr. NSN Murthy - Treasurer, Mr. Shashank Purohit - Joint Secretary, Mr. Vishal Gupta - E.C. Member, Mr. Baljinder Aghi - E.C. Member

IPJA announced an ambitious lineup of three technical seminars aimed


at fostering dialogue and disseminating cutting-edge knowledge within the poultry industry. These seminars are scheduled as follows:

10th June 2025: Tanuku, Andhra Pradesh

02nd August 2025: Hyderabad, Telangana,

26th September 2025: Nashik, Maharashtra

[About IPJA](#)

The Indian Poultry Journalists' Association serves as the apex body for journalists covering the poultry industry in India, since 2007. Committed to promoting accurate reporting and industry growth, IPJA organizes workshops, seminars, and award ceremonies to empower its members and elevate the standard of poultry journalism. 

About M.K. Vyas President IPJA



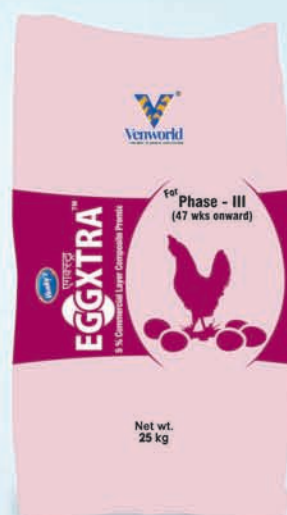
M. K. Vyas is Master of Commerce from the Jodhpur University. He was born on 8th December. He started his carrier with Zenith Steel Pipes and Industries Limited. In 1989 he joined Mohan Fiber Products Limited as a Branch Manager. He also worked as a marketing manager in Netherland based multinational company "HUTAMAKI Van Leers. In the year 1995 he started his own Pulp molded egg tray unit in the name of "Easter Paper Moldings Private Limited" in Andhra Pradesh.

He started HIND POULTRY the monthly magazine in the year 2001 and has published over 70 titles poultry production, Processing, Disease Management, Livestock etc., for which he was also awarded the Life Time Achievement Award from the Government of India and also the International Leadership Award in Paris. M K Vyas has also visited several poultry facilities in Malaysia, Thailand, Nepal, Belgium, Germany, Indonesia, Philippines, Vietnam, Sri Lanka and France.

He had also authored and co authored the books- Glimpses of Indian Poultry Industry, Breeder Management Guide, Handbook of Integration in Poultry, How to Start a Poultry Hatching Business, Management of Parents Stock, An Entrepreneurs Guide to Start a Poultry Business, Vaccination IN Poultry and Murgiyao Ki Bimaria avam Unke Upachar.

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Ventri Biologicals Pvt. Ltd. continues its Series of Technical Seminars on the “VENGEM” LPAI (H9N2) Vaccine in the Month of March 2025

Vengem Ignites Momentum in Yamunanagar & Panchkula



A powerful series of Vengem vaccine (LPAI-H9N2) awareness meetings were successfully conducted on 19th and 20th of March, 2025, in Yamunanagar and Panchkula, respectively. These events drew strong participation from poultry professionals and industry stakeholders, reinforcing the growing importance of effective disease management in layer farming. At both venues, Mr Harjit Padda, Deputy General Manager – Sales & Marketing extended a warm welcome to the attendees and set the tone for the technical session by introducing the distinguished speakers. Dr Namdeo Bulbule, Assistant General Manager, delivered an insightful and scientifically grounded presentation focused on comprehensive disease control strategies. He emphasized the critical role of Vengem in boosting flock immunity and significantly reducing the economic impact of Low Pathogenic Avian Influenza (LPAI) – a persistent threat to poultry health and farm profitability.

The seminars concluded with vote of thanks from Mr Raju Tanna, Assistant General Manager, who acknowledged the valuable presence and engagement of all participants. He also offered special appreciation to the Venworld team for their relentless efforts and

dedication in organizing and executing these impactful events. These meetings served as a testament to Vengem’s growing reputation as a reliable shield against LPAI, and further strengthened the trust between the brand and the poultry industries.

East to West: Vengem Leads the Fight against LPAI:

Building momentum across the nation, the Vengem vaccine awareness campaign continued its impactful journey with technical seminars held in Anand (Gujarat) and Bishnupur (West Bengal) on 19th and 20th of March, 2025, respectively. In Anand, the event commenced with an inspiring address by Mr Deepak Khosla, General Manager, who highlighted Vengem’s transformative role in reshaping poultry health through effective immunization. The session was further elevated by Dr Prakash Reddy, Deputy General Manager, who provided a strategic overview of disease control and emphasized Vengem’s vital role in strengthening flock immunity against Low Pathogenic Avian Influenza (LPAI).

Dr H. G. Murade brought the seminar to a close with sincere words of appreciation, acknowledging the dedicated efforts of the local Venworld team, whose meticulous planning ensured the event’s success.



The seminars concluded with vote of thanks from Mr Ram Ghate, Assistant General Manager, acknowledged the valuable presence and engagement of all participants. Simultaneously, on 20th March, 2025 Poultry farmers from Bishnupur (West Bengal) and surrounding regions. The seminar began with a warm welcome from Mr Chita Sahoo, setting the stage for a highly engaging session.

Dr Shashikant Shiwalkar delivered an in-depth technical presentation, showcasing Vengem's proven efficacy in preventing economic losses caused by LPAI and offering a comprehensive disease control roadmap for modern poultry operations. His session stressed the importance of proactive vaccination in safeguarding both flock health and industry profitability. The Kolkata event concluded with a vote of thanks from Mr Kaustav Chattopadhyay, who recognized the contributions of all participants and applauded the organizing team's dedication.


These seminars have further solidified Vengem's position as a game-changing solution in the battle against LPAI, while reinforcing Venworld's commitment to advancing poultry health across India.

Immunity in Focus: Vengem Leads the Way in Tamil Nadu's Poultry Heartland:

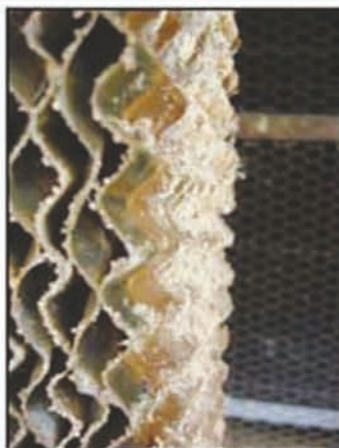
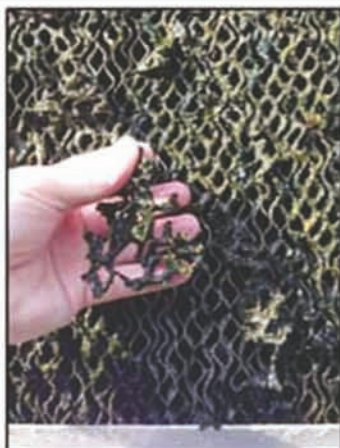
The momentum of the Vengem vaccine launch campaign continued with resounding success in Coimbatore, where technical seminars were held on 25th March, 2025, targeting key poultry farming zones in the

region. The sessions began with insightful opening remarks by Mr Deepak Khosla, General Manager, who highlighted Vengem's potential to transform poultry disease management and improve farm productivity. His introduction set the tone for a highly engaging and informative event.

Dr Prakash Reddy, Deputy General Manager, delivered a powerful and data-driven presentation on Vengem's efficacy in preventing economic losses caused by Low Pathogenic Avian Influenza (LPAI). He offered a strategic, science-based roadmap for disease control and emphasized the critical role of proactive vaccination in protecting poultry health and sustaining profitability. Adding depth to the discussion, Dr N. Baburaj, Deputy General Manager, provided valuable updates on the broader Ventri vaccine portfolio, showcasing complementary solutions available for comprehensive poultry health management.

The seminar concluded on a warm and appreciative note by Mr Chinnaraj, Assistant General Manager, who expressed gratitude to the attendees, speakers, and organizing team for their participation and contributions. The Venworld team once again played a pivotal role in the seamless execution of these events, ensuring high levels of stakeholder engagement and reaffirming their commitment to advancing poultry health across India. The Coimbatore seminars marked another successful milestone in Vengem's expanding presence, further reinforcing its reputation as a trusted shield against LPAI. 

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Improvement in livability vis-à-vis antibiotic control



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

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

Bridging Academia and Industry: IPEMA Proudly Supports IVA-WV Best Thesis Awards Ceremony on World Veterinary Day 2025



The Indian Poultry Equipment Manufacturers Association (IPEMA)

Poultry India proudly partnered with the Women Vet Wing of the Indian Veterinary Association (IVA-WV) and Bihar Animal Sciences University (BASU) to organize the prestigious Best Thesis Award Ceremony on the occasion of World Veterinary Day 2025. The event, held on 26th April 2025 at BAMETI, Patna, Bihar, witnessed a distinguished gathering of academicians, industry leaders, policy makers, and budding scientists, bridging academia and industry on a significant platform for collaborative growth.

In his address, Mr. Uday Singh Bayas, President of IPEMA/ Poultry India, expressed immense pride in supporting an initiative that honors excellence in veterinary and animal sciences. He stated, "Recognizing and celebrating the finest minds in veterinary and animal sciences is not just a ceremonial gesture—it is an investment in India's future."

With over 340+ thesis submissions reviewed by a panel of 40 distinguished experts, and the recognition of 67 PhD theses and 78 MVSc theses, the event showcased the scientific rigor and innovation flourishing



across India's premier institutions, including IVRI, NDRI, TANUVAS, and GADVASU.

The ceremony was graced by Dr. N. Vijaya Lakshmi, IAS, Additional Chief Secretary, Department of Animal and Fish Resources, Government of Bihar, who lauded IPEMA's efforts in uniting the industry through initiatives like the Poultry India Expo. She acknowledged the platform's importance in fostering development and collaboration in the poultry sector and personally accepted the invitation for the 17th Poultry India Expo (26–28 Nov 2025, Hitex, Hyderabad), assuring full support from her department.

Dr. Jeetendra Varma, President of the World Poultry Association, delivered a powerful keynote address emphasizing the immense growth potential within the global poultry sector. He underlined how adopting professional practices not only strengthens the industry but also plays a crucial role in driving economic development and supporting nation-building efforts.

Dr. Inderjeet Singh, Hon'ble Vice-Chancellor, BASU Patna, in his Presidential Address, highlighted the rising achievements of women in various fields and encouraged students by discussing promising career



opportunities in the Animal Sciences sector. His words further set the tone for a day dedicated to celebrating academic excellence and gender empowerment.

The event also saw inspiring speeches by Mr. Ranjit Kumar Singh, President, Bihar Poultry Breeder Association & Oval Agrotech, and Dr. J. K. Prasad, Dean, Bihar Veterinary College (BVC) Patna, whose words motivated the young veterinarians to strive for professional excellence and contribute to national development.

Special appreciation was extended to Dr. Nidhi Rawat, National Convenor, Women Vet Wing, Indian Veterinary Association, for her outstanding efforts in conceptualizing and flawlessly organizing the event, ensuring its success and impact.




Delivering the Overview of the Indian Poultry Industry, Mr. Bayas emphasized the crucial role of veterinary research and innovation in advancing the poultry and livestock sectors. He stated, “Your

work - whether it’s in improving animal health, advancing disease control, innovating feeding systems, or ensuring sustainable production - directly impacts our national food security, rural livelihoods, and economic resilience.”

Adding to the day’s highlights was the unveiling of the book *“Frontiers of Veterinary & Animal Science: A National Compendium of Excellence, Innovation, and Outstanding Research,”* a tribute to the outstanding research contributions from across the nation.

The program concluded with the heartfelt recognition of awardees, felicitation of dignitaries, and a stirring call for continued collaboration between academia, industry, and policy-makers to shape a resilient and progressive future for Indian veterinary sciences and agriculture.

On behalf of IPEMA and Poultry India, Mr. Uday Singh Bayas congratulated all awardees, contributors to *Golden Frontiers*, and the entire organizing committee for their dedication, passion, and commitment to excellence. 

Jai Hind. Jai Kisan. Jai Vigyan.





Joginder Singh Uppal Represent Nu.ance at PDFA meet

On May 3, 2025, the PAI Auditorium at Punjab Agricultural University (PAU) in Ludhiana; PDFA hosted a Dairy Farmers Meet, a gathering poised to redefine dairy farming. At the forefront, team of Nu.ance Biotechnology along with Nuture Organics presented a groundbreaking vision: postbiotics and their power to revolutionize animal health, resilience, and productivity.



Dr. HARRINGTON dived into the science, explaining how postbiotics reduce disease incidence and improve feed efficiency, drawing from global trials. Meanwhile, Mr. Uppal connected with the audience, sharing stories of the farmers, and outlining how Nuance can supports Punjab's dairy community with tailored solutions and training. At the PAI Auditorium, amidst Ludhiana's vibrant academic hub, this presentation sparked a movement. Nuance isn't just about products; it's about building a future where dairy farmers thrive, herds flourish, and sustainability reigns.

The PDFA meet on May 3 witnessed how postbiotics can transform Punjab's dairy landscape, one farm at a time.

Nu.ance Biotechnology participated in VIP's 2nd National Symposium as Bronze Sponsor



On May 7, 2025, the Hotel Hyatt Regency in Chandigarh, India, hosted the Vets in Poultry (VIP) 2nd National Symposium, themed "The Poultry Summit: Innovate, Integrate & Thrive." This landmark event brought together poultry industry leaders, government officials, scientists, and stakeholders to address critical challenges and chart a sustainable future for India's poultry sector. With an ambitious agenda, the symposium tackled genetics, disease management, technology, climate change, and policy, culminating in a robust dialogue on government-industry collaboration. As India's poultry sector navigates disease, climate, and market challenges, the VIP Symposium's insights and partnerships promise to drive progress toward a resilient, tech-enabled, and globally competitive industry by 2047. Nu.ance Biotech successfully shown its various product during the event. The event was supported by Nu.ance biotechnology as Bronze sponsor.



Improve your nutritional strategies. It's ANIMAL RESILIENCE time!

1 IMPROVE FEED QUALITY
Feed quality can reduce productivity, while feedborne pathogens, mycotoxins, and antibiotics can compromise gut health.

2 ENSURE WATER QUALITY
Poor water quality can compromise health and reduce productivity.

3 MANAGE PATHOGEN LOAD
Pathogens can compromise immunity and gut integrity, reducing productivity.

4 BALANCE MICROBIOTA
Imbalanced gut microbiota can lead to poor nutrient absorption and reduced productivity.

5 MAINTAIN OVIDUCT INTEGRITY
The oviduct loses integrity with age, which can lead to reduced egg quality.

6 IMPROVE EGG QUALITY
Age-related changes in the eggshell, yolk, and albumen can affect egg quality.

7 MANAGE INFLAMMATION
Inflammation reduces nutrient absorption and leads to poor feed efficiency of the gut wall.

8 MAINTAIN INTESTINAL INTEGRITY
Poor intestinal wall development, damage, and inflammation impair nutrient absorption.

9 MITIGATE MYCOTOXIN RISKS
Mycotoxins reduce feed intake, impair immunity, and reduce productivity.

10 LAYERS/BREEDERS

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HUVEPHARMA[®]

SUMMER STRESS

Dr. Sachin Patil, DGM - Key Clients, Huvepharma SEA

Heat stress due to summer has several serious and economical effects on poultry. In broilers it can cause reduced growth rate, decreased feed intake and poor feed conversion. Laying birds experience a drop in egg production, poor egg weight and reduced eggshell quality.

THERMOREGULATION IN POULTRY

The poultry rearing is well managed in temperature between 21-25°C which is called as thermo neutral zone; temperature above 35°C will cause heat stress to birds causing physiological changes. Chickens, unlike most other animals, do not possess sweat glands to aid in heat loss. Chicken removes excess body heat by following mechanisms.

Radiation- Heat will radiate from the bird's warmer body to a cooler surface, such as air, without the use of a medium (surface).

Conduction- Heat stressed birds will try to cool their bodies down by touching water pipes or digging into litter to come into contact with a cool floor.

Convection- Moving air over birds is the most effective way to reduce heat stress. If the air is not moving quick enough, heat will begin to build up around the birds, which will increase heat stress.

PHYSIOLOGICAL & BEHAVIORAL CHANGES DURING HEAT STRESS

Under high temperature conditions, birds alter their behavior and physiological homeostasis seeking thermoregulation, thereby decreasing body temperature. Following are the important changes which adversely affects the performance.

REDUCED FEED CONSUMPTION

Water intake increases which leads to loose or watery droppings and increased volume of urine causes wet litter condition. This makes the litter environment favorable for the sporulation of coccidian spores. Decreased blood flow to digestive tract causes immunosuppression, dysbacteriosis results into coccidiosis and necrotic enteritis

HYPERVENTILATION OR PANTING - Evaporation of one gram of water from lungs dissipates 540 calories of maintenance energy due to increased muscle activity, hence it is said that summer feed should have more energy.

Increased panting under heat stress conditions leads to increased carbon dioxide levels and higher blood pH (i.e., alkalosis). It also makes birds more prone to respiratory distress. Because of rapid panting (up to 10 times more than normal) and oxidative stress, degradation of cilia occurs which facilitates lodgment of Mycoplasma. As the heat stress elevates the multiplication of Mycoplasma it further causes respiratory distress, air sacculitis. Though Mycoplasma as own doesn't cause mortality it results into Immunesupppression and occurrence of secondary infection. Some epidemiological studies also suggests that prevalence of viral diseases like IBD, VVND, etc. which causes Immunesupppression. This also leads to occurrence of mycoplasmosis and further respiratory diseases. Increased loss of minerals like sodium, potassium, etc. through panting disturbs the electrolyte balance.

HORMONAL CHANGES DURING HEAT STRESS

High environmental temperatures alter the activity of the neuroendocrine system of poultry and elevate plasma Corticosterone concentrations. Increased Corticosterone concentrations i.e. epinephrine and nor

epinephrine causes increase in blood pressure, muscular tone and blood sugar levels. The combined effect results into increased mentainance energy which ultimately reduces the performance of the bird.

EFFECT OF HEAT STRESS ON IMMUNE -RESPONSE

Increased environmental temperature causes Immunosuppression by reducing growth of bursa, GALT and spleen, Circulating antibodies, lymphocytes, phagocytic activity of macrophages, etc. Immunosuppression jeopardizes the birds into infection by opportunistic pathogens like mycoplasmosis, coccidiosis, necrotic enteritis, E.coli, ND, IBD, etc.



CLINICAL SIGNS

Low feed intake Increased water intake Diarrhea or loose droppings Incidence of ascites increases Panting and rapid respiration Poor FCR and lower body weight Reduction in egg production, egg size, egg weight, and poor shell quality.

POST-MORTEM FINDINGS

Dehydrated carcass Cooked breast appearance Mucous exudates in mouth and nostrils Pale or cyanotic comb Par boiled appearance of breast Increased body temperature Fluid contents in intestine Rapid decomposition of carcass.

HEAT STRESS MANAGEMENT

To overcome the huge economic loss by heat stress, control should be based on following steps-

MANAGEMENT ASPECT

- Hang wet gunny bags on the sides.
- Evaporative cooling- Sprinklers are commonly used for evaporative cooling when temperatures are more than 40-41°C.
- Stocking density- Reducing the bird density in summer will give more floor space per bird and allow more heat to escape from underneath their bodies and from the litter.
- Ventilation- Proper ventilation is crucial for heat stress management. A good ventilation system removes moisture, brings in an equal amount of fresh outside air, directs incoming air to all areas equally, keeps inside air moving to flush hot, humid air from between the birds, etc.

NUTRITIONAL ASPECT

FEEDING PRACTICES

As there is decrease in daily feed intake increase the nutrition density, make the feed more concentrated. If there is enough floor space, extra feeders should be added. Encourage eating at cooler times of the day, i.e., early morning or in the evening. Remove feed 4 to 6 hours prior to an anticipated heat stress period. Birds should not be fed or disturbed during the hottest part of the day. Provide cold water for drinking especially during day times.



ENERGY- In order to provide higher energy levels fat inclusion should be more in feed which increases calorific value, palatability, feed intake by 5% and utilization of nutrients.

PROTEINS- The requirements for protein and amino acids are independent of environmental temperature. Oxidation of protein also elevates the heat stress hence it is good to keep protein level low with balanced amino acids. Hence low protein levels (1-2% lower than usual) with higher critical amino acids i.e. lysine and methionine (5-10% higher than usual) is more helpful in managing heat stress.

MINERALS & VITAMINS

The loss of activity of vitamins during storage at high temperature is prime concern during summer which makes it unavailable for bird. Heat stress also disturbs synthesis of vitamin C and absorption of vitamin A and E. Hence to avoid problems of vitamin deficiency due to above stated reasons 20-30% extra vitamins should be provided to the birds.

Vitamin C-200-500 gm/ton of feed, Vitamin E- 50 gm/ton of feed should be provided.

ELECTROLYTES

0.5-0.6% potassium and 0.5% sodium bicarbonate should be added to neutralize the respiratory alkalosis and its consequences.

MEDICATION

Proper preventive measures to avoid respiratory and gut health problems should be taken during summer as these two systems are getting more involved.

Antimycoplasmal agents (**Pharmasin®** - Tylosin, **Vetmulin®** - Tiamulin & **Tilmovet®** - Tilimicosin) should be provided with proper dose to prevent mycoplasmosis and secondary infection.

Anticoccidial program should be well maintained during the summer. As a managemental practice farmer keeps birds off feed during hot period, this lowers the concentration of anticoccidial and infection may occur. To prevent coccidiosis proper anticoccidial programme with suitable molecule should be adapted.

As heat stress causes dysbacteriosis and increases chances of necrotic enteritis probiotics (**B-Act®** - *B. licheniformis*) and feed additives (**Albac®** - Bacitracin, **Flavomycin®** - Flavophospholipol, etc.) should be given to birds as a preventive measure.

To know more, please contact Huvepharma technical team



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The Role of Nutrition in Reducing Heat Stress for Poultry Production

Dr. Pothanna, Technical Manager, Trouw Nutrition South Asia



Poultry farming, a critical component of global food production, faces significant challenges during the hot summer months. While heat stress can affect all livestock species, poultry are particularly vulnerable due to their unique physiological characteristics. Unlike mammals, poultry lack sweat glands and must rely on panting and evaporation to regulate their body temperature, making them less efficient at dissipating heat. Additionally, poultry have a higher metabolic rate, which results in greater internal heat production, further exacerbating the effects of high temperatures. As a result, poultry experience reduced feed intake, slower growth, decreased egg production, and an increased risk of mortality under heat stress conditions. In contrast, other species such as cattle and pigs possess more efficient thermoregulation mechanisms, like sweating, that allow them to better cope with heat. Given these challenges, poultry farmers must implement targeted summer management strategies, including nutritional adjustments, to help their birds cope with the stresses of elevated temperatures.

Heat stress in poultry can severely impact their health, performance, and overall well-being. Fortunately, proper nutritional management can mitigate its effects. Below are the key nutritional parameters that play a crucial role in managing heat stress in poultry.

Heat Stress and Protein Adjustments

During heat stress, it is essential to adjust protein levels in poultry diets to minimize metabolic heat production. High-protein diets, especially those derived from animal sources, can increase the heat load on poultry, exacerbating the effects of heat stress. Therefore, reducing animal protein intake during hot weather is crucial.

Causes of Heat production

- Hot environment
- High feed intake
- High density feed
- High physical activity
- Overcrowding of birds in a limited space

Heat stress response to maintain normal body temperature.

- Increased panting
- Spreading of wings
- Moves toward shades and cooler surfaces or at the place where airflow is more.
- Blood-swollen wattles and comb
- Divert blood from internal organ to the skin which darken skin color.
- Birds try to move away from each other.
- Less physical activity
- Eats less and drinks more water which will cause loose or watery droppings.

Plant-based proteins, such as soybean meal, are a better option during heat stress. They are easier to digest, produce less metabolic heat, and help poultry cope with high temperatures without additional stress. In addition, plant proteins are rich in essential amino acids, including arginine, which plays a key role in supporting overall metabolic functions.

The requirements for protein and amino acids remain largely consistent, regardless of environmental temperature. However, it's important to avoid increasing the crude protein level in the diet, particularly from animal-based sources, as they tend to have higher heat increment values, meaning they produce more internal heat during digestion.

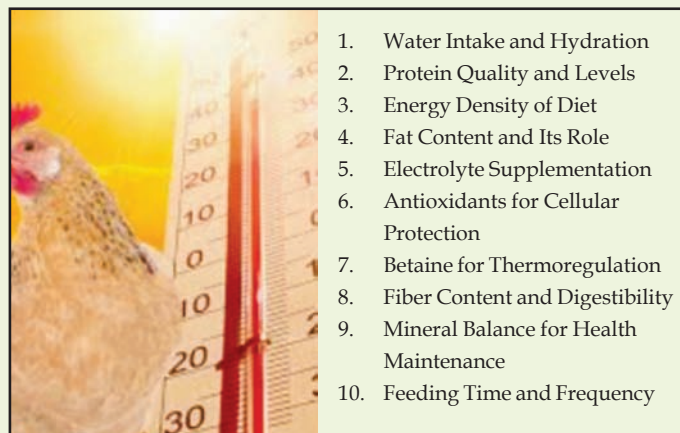
Impact on poultry production

Heat stress production losses depend on: maximum temperature, duration of high temperatures, rate of temperature change, and relative humidity of the air.

↑ Mortality	↓ Feed intake
↓ Gut health	↑ CFCR
↓ Body weight	↓ Meat quality
↓ Immunity	↓ Egg production
↓ Egg weight	↓ Eggshell quality
↓ Albumin height	↓ Hatchability

Impact on a molecular level

- Free radical generation, cell damage
- Intestinal barrier damage (shown in Fig. 3)
- Electrolyte imbalance



Vegetable proteins, such as soy, sesame, and sunflower, are preferred in the summer months, as they not only reduce the heat burden but also provide more arginine. Arginine absorption tends to be lower under heat stress, leading to an imbalance in plasma amino acids, which in turn increases amino acid catabolism and additional body heat. By using vegetable proteins, this issue can be mitigated, helping maintain better thermoregulation and reducing heat stress effects.

Energy Density in Heat Stress

Energy density plays a significant role in managing heat stress in poultry. During hot weather, poultry may reduce their feed intake due to the discomfort caused by high temperatures. In this scenario, ensuring a high energy density in the feed becomes crucial. A higher energy density allows the birds to get the required calories from smaller amounts of feed, helping to maintain their nutritional status without increasing the total feed intake.

Energy Sources: Carbohydrates and fats are the primary sources of energy in poultry diets. During heat stress, fat is a particularly efficient energy source as it provides more calories per unit weight than carbohydrates or proteins, making it an excellent option to maintain energy levels without requiring large quantities of feed. However, it's essential to balance fat inclusion carefully to avoid any negative effects on digestion and gut health.

To maximize energy utilization, feed formulations may include higher proportions of fatty acids and

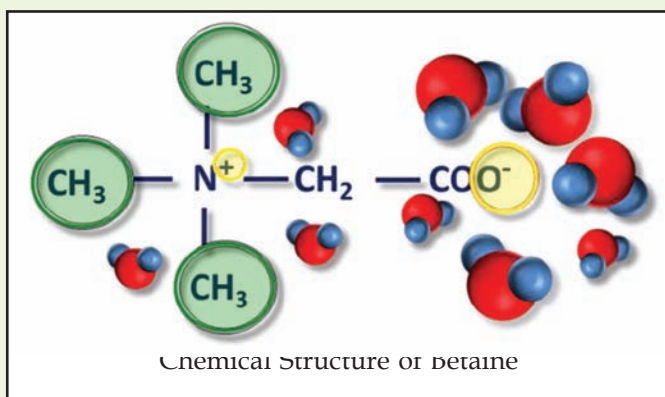
carbohydrates that are easily digestible, such as corn and grains, which can provide readily available energy. Also, supplementing with energy-dense additives like fat sources (vegetable oils or animal fats) ensures that poultry can meet their energy needs during times of heat stress without overeating.

Feeding Strategies and Nutrient Balance During Heat Stress

Effective nutritional strategies during heat stress involve not only what is fed but also how and when it is fed. High-fiber diets are known to increase metabolic heat production and reduce nutrient digestibility, which can exacerbate heat stress in poultry. Therefore, lowering dietary fiber during summer can enhance nutrient absorption and reduce internal heat generation. At the same time, maintaining a proper balance of essential minerals—such as calcium, phosphorus, and magnesium—is critical to support bone health, muscle function, and electrolyte stability, all of which are compromised under thermal stress. Adjusting feeding times to cooler parts of the day, such as early mornings and late evenings, encourages better feed intake. Offering smaller, more frequent meals throughout the day further supports nutrient uptake and reduces the digestive burden, helping poultry manage heat stress more efficiently and maintain performance.

Feed Additives

Vitamin C, or ascorbic acid, plays a pivotal role in supporting poultry health during heat stress. Its powerful antioxidant properties help neutralize free radicals, protecting cells and tissues from oxidative damage and promoting overall resilience. Vitamin C is essential for collagen synthesis, which supports the integrity of connective tissues, bones, and blood vessels—key factors in maintaining physiological



stability under thermal stress. It also enhances immune function by boosting the activity of immune cells and cytokines, improving the bird's ability to fight infections during challenging conditions. Additionally, Vitamin C acts as a cofactor in converting inactive vitamin D to its biologically active form, 1,25-dihydroxyvitamin D, thereby supporting calcium-phosphorus balance, bone health, and immune function. This multifaceted role makes Vitamin C an indispensable nutrient in poultry diets during periods of elevated environmental temperature.

Betaine, a naturally occurring derivative of the amino acid glycine, was first identified in sugar beet juice and functions both as a methyl donor and a cellular osmoregulator. As a methyl donor, betaine contributes three methyl groups crucial for vital metabolic pathways such as DNA methylation, protein synthesis, and the regeneration of methionine and creatine

In poultry, the ability to convert choline into betaine is limited, making dietary supplementation essential. Betaine also supports liver health by preventing fat accumulation in hepatocytes. Importantly, as an osmoregulator, betaine helps cells maintain hydration and structural integrity under stress conditions like high temperatures. Unlike inorganic osmolytes, betaine protects cellular enzymes from osmotic inactivation and sustains nutrient uptake. This dual role makes betaine a valuable nutritional tool for mitigating the adverse effects of heat stress in poultry production systems.

Chromium is an essential trace mineral that plays a significant role in alleviating the effects of heat stress in poultry. Its primary function lies in enhancing insulin sensitivity by supporting the action of chromodulin, a peptide that strengthens insulin-receptor interactions.



This facilitates efficient glucose uptake by cells, ensuring optimal energy utilization during periods of elevated energy demand caused by heat stress. By promoting stable blood glucose levels and reducing metabolic strain, chromium helps maintain performance and energy balance. In addition, chromium contributes to immune resilience by lowering circulating cortisol levels—a stress hormone known to impair growth and immune function. This dual benefit of improved metabolism and stress modulation makes chromium a valuable component in summer feed strategies aimed at safeguarding poultry health and productivity

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 Betaine, 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.



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Sustainable Animal Health with Phytogetic Innovations: Dr. Eckel Leading the Way - Ricky Thaper



One of the main challenges in modern animal farming is sustainably improving animal health and welfare. Animal health directly impacts food quality and animal productivity. Healthy birds/animals lead to better product quality, reduced treatment costs, more consistent yields, improved farm management and greater customer satisfaction. In an era where climate change frequently affects animal productivity, natural resources are limited, and the global trade landscape continues to evolve, Dr. Eckel Animal Nutrition GmbH & Co. KG, based in Niederzissen, Germany, has taken a pioneering step toward supporting sustainable, resilient and successful livestock farming. During my recent visit to Germany, I had the opportunity to explore their state-of-the-art manufacturing facility, witnessing the innovation and commitment behind their global success.

Founded in 1994 by Dr. Antje Eckel, the company was established with a vision to make animal nutrition healthier, more welfare-oriented and sustainable. Over the past three decades, Dr. Eckel has grown from a family business into a globally recognized provider of alternative feeding solutions. Dr. Antje Eckel has also served in various international roles promoting animal health. A key contributor to the company's growth is Mr. Bernhard Eckel, Vice President – Sales, who has been associated with the company since its inception.

Further strengthening the leadership is Mr. Viktor Eckel, Managing Director – Products & Innovation, who combines his passion for life sciences and technology in product development. Also part of the team are Mr. Theo Eckel, Head of Purchasing and Ms. Klara Eckel, who serves as an authorised signatory.

The Importance of Gut Health - The animal gut is a complex ecosystem hosting diverse microorganisms that evolve with their hosts. Each section of the gut houses distinct microbial communities that shift throughout the animal's life. In poultry, microbial colonisation begins at hatching and is influenced by the hen and the environment. Feed composition also plays a significant role in shaping the microbial profile and by extension, long-term health. Managing gut health isn't simply a battle between good and bad bacteria. Some microbes typically seen as harmful may play beneficial roles under specific conditions, while even beneficial ones can cause harm if imbalanced. A stable microbial balance is vital for maintaining animal health and performance. Gut health disturbances caused by poor feed quality or disease can severely impact productivity.

Phytogenics: A Natural Alternative - This growing concern has fuelled demand for natural, effective alternatives – among which phytogenics play a leading role. Derived from herbs, spices and plant extracts, phytogetic feed additives offer a selective, plant-based approach to enhancing gut health, boosting immunity and improving digestion. Unlike AGPs, phytogenics target only harmful microbes while



for farmers. Ms. Jessica Rheindorf, Head of Marketing discussed about Dr. Eckel's products availability in different part of world. Dr. Elisabeth Holl, Senior Technical Manager, updated on Dr.

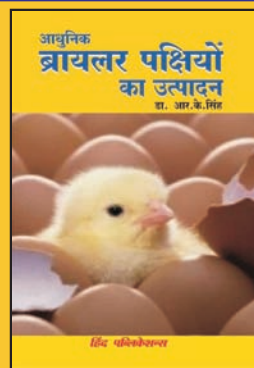
preserving the beneficial ones, ensuring a healthier intestinal environment. They also possess anti-inflammatory, antioxidant and immune-boosting properties, further supporting animal well-being. With three decades of expertise in phytogenic feed additives, Dr. Eckel has become one of the global leaders in sustainable animal nutrition. The company focuses on identifying powerful plant-based compounds that can fully unleash nature's potential to improve animal performance. Their additive solutions cover poultry, swine, ruminants, aquaculture and pets, with more than 10% of annual revenue invested in R&D.

Global Reach with Local Commitment - From its German headquarters, Dr. Eckel supplies products to Europe, CIS countries, and the Middle East. Through its Bangkok office, the company serves customers across Southeast and South Asia. With a skilled marketing team of 70 professionals from over 20 countries, their solutions are now available in more than 40 countries worldwide. Dr. Eckel's products are manufactured to strict German quality standards, with over 75% of raw materials sourced from within the EU, ensuring short supply routes, flexible processes, and reduced environmental impact. This results in better animal welfare, high-quality products, and improved profitability

Eckel products. Dr. Muhammad Umar, Technical Sales Manager- Key Accounts gave a nice presentation on "Profitable Production and Sustainable Success- Your Phytogenic Solutions in Poultry". Ms. Keerthana Giriprasad, Technical Sales, discussed about feed additive market. Ms. Ina Hickmann, Junior Marketing Manager updated us about their activities. These phytogenic products offer a game-changing approach to sustainable animal nutrition. With participation in leading global poultry and livestock exhibitions, Dr. Eckel is expanding its reach and showcasing its innovative solutions to diverse markets. Growing Focus on India - With India's poultry industry growing at 7-8% annually, the company sees immense potential for collaboration. "Our solutions can support the sustainable growth of the Indian poultry sector," said Mr. Bernhard Eckel.

"We are actively looking to partner with Indian distributors and help farmers improve productivity through gut-health-focused, natural solutions," added Dr. Antje Eckel. Dr. Eckel Animal Nutrition GmbH & Co. KG is now seeking distributors and partners in India to expand its presence and promote healthier animal farming practices in poultry, dairy, and aquaculture. Those interested can contact the company directly. 

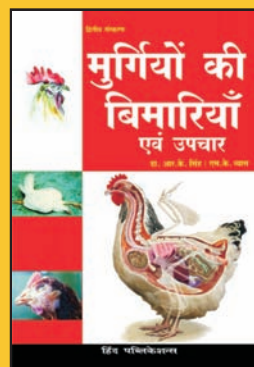
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IPEMA / Poultry India Shines at India's Largest Poultry Conclave Organized by IB Group in Raipur



The Indian poultry industry received a powerful boost as the Indian Poultry Equipment Manufacturers' Association (IPEMA) made a landmark presence at India's Largest Poultry Conclave, organized by IB Group on April 8-9, 2025, at Hotel Omayya Garden, Raipur.

This two-day mega event drew over 6,000 stakeholders from across India - with 3,000 poultry traders on Day One and 3,000 poultry farmers on Day Two - creating a robust platform for knowledge exchange, innovation, and empowerment ahead of the highly anticipated 17th Poultry India Expo 2025, scheduled for November 26-28, 2025, in Hyderabad.

A Conclave of Vision, Innovation & Collaboration

The conclave served as a convergence point for the poultry ecosystem - encompassing trade, technology, farming, and community building. With the theme of "Protein, Purpose, and Progress," IPEMA reaffirmed its mission to build a self-



reliant poultry economy rooted in innovation and inclusivity.

Mr. Uday Singh Bayas, President of IPEMA, honored Shri Bahadur Ali, Founder & Managing Director of IB Group, for his transformative leadership and unwavering vision for India's poultry sector. He acknowledged Shri Bahadur Ali as the guiding force behind the consistent success of the Poultry India Expo since its inception. "This conclave is more than a gathering - it's a movement," said Mr. Uday Singh Bayas, as he extended an enthusiastic invitation to all stakeholders to join the 17th Poultry India Expo, calling it "a celebration of progress, technology, and national nutrition." He also reiterated the

importance of the 'One Nation One Expo' vision - that is, Poultry India Expo - as a one-stop solution for the benefit of all stakeholders in the poultry sector.

IPEMA also honored:

- Shri Sultan Ali, Chairman, IB Group
- Ms. Zoya Afreen Alam, Director, IB Group
- Mr. Zeeshan Ali, Director, ABIS Exports

Day One: Traders Empowered for Modern Poultry Commerce

The opening day welcomed 3,000 poultry traders for training on modern business techniques, scaling strategies, and tech adoption. A key highlight was the felicitation of Shri Bahadur Ali, Founder & Director of IB Group, by IPEMA President Mr. Uday Singh Bayas, acknowledging his dedication to the Poultry India movement. Mr. Uday Singh Bayas also extended an official invitation to the poultry fraternity for Poultry India Expo 2025-a platform celebrating innovation, technology,



and growth. IB Group leaders Ms. Zoya Afreen Alam, Mr. Zeeshan Ali, and Shri Sultan Ali were also honored at the event.

The day saw vibrant participation-pamphlet distribution by IPEMA staff, media coverage, and enthusiastic support from national delegates. In his keynote, Shri Bahadur Ali aligned IB Group's mission with PM Modi's Viksit Bharat, focusing on national protein sufficiency. Ms. Zoya Afreen Alam emphasized adopting global practices and technology to uplift the Indian poultry sector.

Day Two: Farmers United for a Developed Poultry Nation

Day two brought together 3,000 poultry farmers from across India, focusing on sustainable practices and improved nutrition. Expert sessions by Dr. R.K. Jaiswal and Dr. Mubarak Hussain covered farm management, vaccinations, and

profitability. Ms. Zoya Afreen Alam reinforced the group's rural development mission through sustainable farms, hatcheries, and feed infrastructure-underscoring a future-forward vision for India's poultry industry.


Mr. Uday Singh Bayas reflected on IPEMA's growth and highlighted the upcoming 17th Poultry India Expo, again honoring Shri Bahadur Ali for his leadership. The day also launched key support schemes for farmers and women, promoted climate-smart poultry, and showcased industry-driven rural development.

Save the Dates: 17th Poultry India Expo 2025 - Hyderabad, Telangana, India

Knowledge Day: November 25, 2025

Expo Dates: November 26-28, 2025

Location: HITEX Exhibition Center, Hyderabad

Join IPEMA and thousands of poultry stakeholders at South Asia's Biggest Poultry Expo - where India's protein future is imagined, built, and celebrated. Be Part of the Movement that Feeds the Nation - with Protein, Purpose, and Pride. 

Congratulations Team IPJA



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Best wishes from IPEMA / Poultry India



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VIV Select Türkiye 2025: A Resounding Success in Poultry Innovation

The 11th edition of VIV Turkey 2025, held from April 24-26, 2025, at the Istanbul Expo Center, solidified its reputation as the premier international trade fair for poultry technologies in the Middle East, Balkans, and Turkic Republics. Organized by HKF Fuarçılık A.Ş. under the license of VNU Exhibitions and approved by the Union of Chambers and Commodity Exchanges of Turkey (TOBB), this biennial event brought together over 15,000 industry professionals, 352 exhibitors, and key decision-makers from across the globe.

With its “Feed to Meat” concept, VIV Turkey 2025 showcased cutting-edge innovations across the entire animal protein supply chain, from primary production to finished products, fostering knowledge exchange and business opportunities. Spanning Halls 2, 4, and 8 of the Istanbul Expo Center, the event buzzed with activity as exhibitors displayed advancements in poultry breeding, feed processing, veterinary solutions, and meat production technologies. The fair’s global appeal was evident in its diverse attendance, drawing professionals from Central Asia, North Africa, Eastern Europe, and beyond.. The participating companies were from Belgium, China, France, Germany, India, Iran, Israel, Italy, South Korea, Mexico,

Poland, South Africa, the Netherlands, the United States besides Türkiye. VIV Türkiye continue to focus on innovation, bringing together buyers and sellers of the latest technologies and products to ensure the success of trade visitors’ businesses. This international convergence facilitated critical discussions on food safety, animal health, and sustainable production, aligning with VIV Turkey’s theme of *“Poultry Meat and Egg Safety from Feed to Table.”* The event’s UFI-approved status underscored its credibility, attracting high-caliber participants, including representatives from the Turkish Egg Producers Association, World Poultry Science Association (WPSA) Turkish Branch, and the Association of Poultry Meat Producers and Breeders.

The fair featured modern production facilities for white meat, feed additives, biological products, and innovative solutions that enhance quality in the industry. Additionally, laboratory equipment, animal health technologies, packaging systems, turnkey farm projects, hygiene and sanitation systems, books on poultry and livestock stock published by HIND POULTRY and PDF News points.

This edition of VIV Select Turkey 2025 was a key national and international hub for the poultry sector. During the show major attraction was the booth of HIND MEDIA GROUP from India, the



publishers of one of the largest circulating magazines from SEA region, displaying the 70 titles on poultry published by Hind Publications. It also distributed the monthly magazines HIND POULTRY & PDF News point to targeted visitors from across the globe. On 25th April a new publication “Guidelines for Poultry Meat and Egg Processing” The “ international Edition” was released by Mr. Ricky Thaper, Joint Secretary- Poultry Federation of India and Dr. Dinesh Kumar Arora, Managing Director - Ravioza Biotech, in the gracious presence of people from the poultry fraternity.

Educational programs and networking sessions were highlights, with industry leaders sharing insights on trends like automation, genetic advancements, and eco-friendly feed additives. The 2023 edition’s success, which saw over 15,000 visitors and 300 exhibitors, set high expectations, and VIV Turkey 2025 exceeded them with increased attendance and a broader exhibitor base. Feedback emphasized the value of hands-on demonstrations and the opportunity to forge partnerships, with many citing the event as a catalyst for innovation in their operations.

VIV Turkey 2025 not only showcased technological breakthroughs but also reinforced Istanbul’s position as a global poultry industry hub. The event’s strategic location, coupled with the state-of-the-art facilities of the Istanbul Expo Center, ensured seamless accessibility and an engaging experience. As the poultry sector continues to evolve, VIV Turkey 2025 has set a high benchmark, driving progress and collaboration across the animal protein value chain. With anticipation already building for the 2027 edition, this trade fair remains an unmissable platform for industry professionals worldwide.



VIV Select Türkiye Poultry Expo in Istanbul A Grand Success – Ricky Thaper

The 11th edition of VIV Select Türkiye, from April 24 to 26 at the Istanbul Expo Center, Istanbul, Türkiye, was a remarkable success, solidifying its position as the premier international trade fair for poultry technologies in the region. Being organised by HKF Trade Fairs and VNU Exhibitions Europe, VIV Select Türkiye 2025 had brought together over 15,000 plus industry professionals from across the globe, including poultry breeders, feed millers, equipment manufacturers and pharmaceutical companies. The event featured more than 250 exhibitors spanning in three halls, showcasing the latest innovations in poultry breeding, meat processing, feed production, veterinary instruments and poultry farm Equipment's. This time there was significant participation from delegates from South Asia, representing the feed millers, poultry breeders and pharmaceutical firms. The visitors found the exhibition to be highly informative, gaining insights into cutting-edge technologies and logistical advancements.

During the expo, I had the honour to release the book on "Handbook of Poultry Meat and Egg Processing-International Edition" being published by Hind Publications and Archana Publishing House at the joint booth of Hind Poultry and Poultry, Dairy & Feed News Point and Feed News Point at VIV Select Türkiye 2025.

VIV Select Türkiye 2025 had received substantial support from esteemed industry organisations, including BESD-BYR (Association of Poultry Meat Producers and Breeders), WPSA (World's Poultry Science Association), GLADER (Food Laboratories and Food Inspectors Association), and the Republic of Türkiye Ministry of Agriculture and Forestry Poultry Research Institute, among others. The participating companies are from Belgium, China, France, Germany, India, Iran, Israel, Italy, South Korea, Mexico, Poland, South Africa, the Netherlands, the United States besides Türkiye. VIV Select Türkiye continue to focus on innovation, bringing together buyers and sellers of the latest technologies and products to ensure the success of trade visitors' businesses.





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Crowd funded Initiative A Nationwide Maize Survey

Most important raw material for the poultry sector.

- Approximately 68% to 72% is feed cost, with 60% maize, for producing one Kg of live broiler, and
- Approximately 70% of the feed cost is 55% maize, which is used to produce one table egg.

Looks like we are into the grain business & not the poultry. Shortly, factors adding pressure on maize are –

- Use of Maize for Ethanol production.
- Growth of the egg sector by 5%.
- Growth of broilers at 6% & last but not least,
- Slow growth of crop agriculture at 1.7% annually.

So, the poultry sector's dependency on one cereal/grain, "MAIZE," is crucial for its sustainability, survivability, and profitability. From this perspective, a three-year digital maize production exercise is undertaken, using digital technology, analytical tools, machine

learning, algorithms, and scientific survey methodology. The project will give us close to accurate data on the total acreage under maize cultivation, its health during the growth phase, and estimates of maize production and yields.

The data will be available to the sector in real time, covering 95% of India's Maize production area (207 districts in 17 states in Kharif, Rabi, and Zaid seasons) ahead of the harvest.

Why this project?

- We can estimate Indian maize production season-wise & take corrective action for production planning, if needed.
- The poultry sector can inform the Ministry of AH, Dairy, Fisheries & Poultry of maize supply and impact policy changes, if necessary.
- Share this data with the Ministry of Agriculture, its policy/action on a need basis.
- Share this data with the Ministry of Commerce for its attention and action, if needed.

- Share data with the Ministry of Petroleum as they divert maize from time to time for Ethanol production.
- Based on this data, we can suggest solutions for the Government of India's GM and non-GM policies.
- Data will also impact the outlook for Maize DDGS.

For the first time, post-independence, the Karnataka Poultry Farmers & Breeders Association initiated the concept of "crowdfunding" to fund this "National Maize Survey & Production" exercise.

We acknowledge the financial support from –

- CLFMA of India,
- Poultry Federation of India,
- Poultry Breeders Coordination Committee (VenCobb),
- Broiler Coordination Committee,
- Telangana Poultry Breeders Association,
- West Bengal Poultry Federation,
- Maharashtra Breeders Association,

- Central India VenCobb Broiler Breeders & Hatcheries Association &
- Odisha Poultry Association.

To prepare the RFP, select the vendor, and monitor this project's progress at regular intervals (once every 15 days), the "Maize survey working committee" was formed. The committee comprises,

- Mr Ankur Kohli (24 years of experience in GIS, satellite & spatial technologies & Ex VP, Rolta India Ltd).
- Dr Swarna Subba Rao (former Survey General of India),
- Mr Divya Gulati, Chairman, CLFMA of India,
- Mr Vikas Dhull, representing North India & PFI,
- Mr Dinesh Muthuswamy, BCC.
- Mr Naveen Pasupathy, President, KPFBA & Dy Chairman, CLFMA.

India having

- 700 districts of which
- 550 districts are agriculture-based economy &
- 207 of these are maize growing districts.


The survey will meticulously capture the crop's health during its growth phase, temperature, humidity, rainfall, land area under maize cultivation, yield calculations per acre, factors impacting yield, etc., in real time.

Dashboards are set up to monitor the above across the country during all three seasons (Kharif, Rabi, and Zaid). The dashboard is updated once every 15 days, giving the sector visibility into crop conditions. The data generated will also be shared with all associations that have been a part of this journey.

The working committee's first meeting was held on 9 April 2025 at the Novotel, Hyderabad Airport. The project plans to start with a selected vendor from the Kharif 2025 season.

As we conclude this note to the sector, we propose to recall some sayings.

- It's better to try & fail than not to try at all.
- Miles to go before I sleep, miles to go before I sleep.
- Efforts are guaranteed 1000%, results are not.

Once again, we thank all associations for coming together on one platform to fund and support this important exercise for the poultry sector. 

A Few Tips of Managing Broiler Farming During Heat and Humid Conditions

- M.K. Vyas

Broiler farming is a dynamic business, but one of its biggest challenges is managing birds during hot and humid conditions. While broilers are bred for rapid growth, their ability to regulate body temperature is limited, making them vulnerable to heat stress.

Signs of Heat Stress:


1. Increased panting and open-mouth breathing.
2. Increased water intake and reduced feed intake.
3. Lethargy and reduced activity levels.
4. Restlessness and seeking shade.

Causes of Heat Stress:

1. Poultry are particularly vulnerable to heat stress during periods of high temperatures, especially when combined with high humidity and low airflow.
2. Broilers lack sweat glands, making it difficult for them to cool down naturally. Instead, they rely on panting, which increases their energy expenditure and leads to dehydration.
3. The situation worsens when humidity is high, as it reduces the efficiency of evaporative cooling. This creates a dangerous cycle where birds experience distress, reduced feed intake, and lower weight gain.
4. When temperatures rise above the comfort zone broilers eat less to minimize metabolic heat production. This slows down weight gain and results in poor feed conversion efficiency.
5. Prolonged dehydration can lead to organ failure and increased mortality.
6. Under extreme heat, some birds die suddenly due to heatstroke

Summer Management

1. Use glucose and amino acid supplements to boost energy levels and immune function.
2. Offer early morning and late evening feedings to encourage intake during cooler hours.
3. Include antioxidants like Vitamin E and selenium to repair cell damage from heat stress.
4. Observe birds for post-stress infections and administer necessary medications.
5. Implement probiotic supplementation to restore gut health.

Managing heat and humidity in broiler farming is a battle against nature, but it's a winnable one. By implementing preventive measures and having a heat-stress response plan, farmers can minimize production losses, improve bird welfare, and ensure consistent growth performance. 



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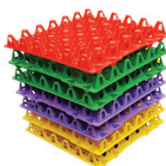
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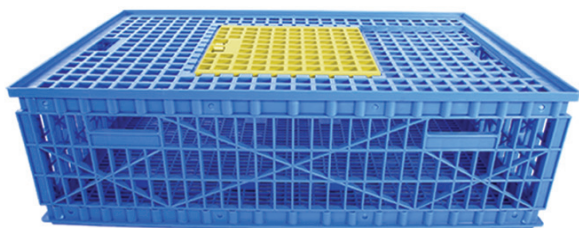
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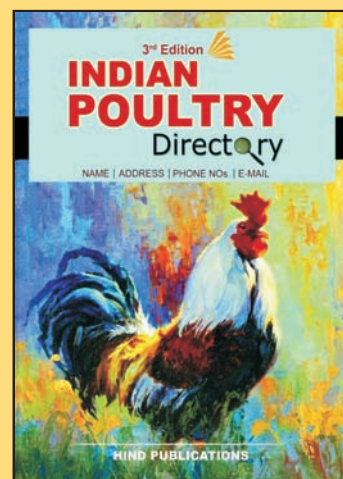
Envu India Leads Stakeholder Dialogue on Poultry Pest Management in Pune

Envu India successfully conducted a technical stakeholder meeting on poultry pest management on 24th January 2025 at Lemon Tree Premier, City Centre, Pune. The meeting saw active participation from around 70 poultry professionals, including farm owners, veterinarians, and technical experts from the region. The event was coordinated by Mr. Hemant Sindhu, Rural Hygiene Manager - India, in collaboration with local ASM Mr. Abhijit Teli. The objective of the meeting was to raise awareness and share solutions around managing pest-related challenges in commercial poultry farming.

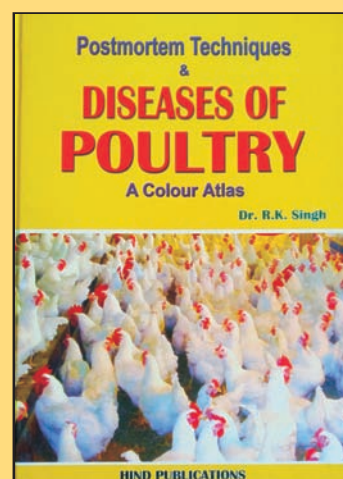
Dr. Ashish Dokras, Head of Market Development and Technical Services at Envu India, delivered an in-depth technical session on insect and non-insect pests impacting poultry operations. His presentation focused particularly on house flies, ticks and rodents, which are major contributors to losses in egg quality and pose serious risks to biosecurity in layer poultry environments. Dr. Dokras also outlined science-driven pest management strategies and introduced effective solutions from Envu's portfolio to help farmers mitigate these risks. The event was conducted in the local language, which ensured clear understanding and meaningful dialogue among participants. Attendees actively engaged in the session, raising farm-level challenges and seeking advice on integrated pest control approaches.

Participants included representatives Dr. Anju Deshpande, Dr. Ajay Deshpande - SPBF & H Pvt Ltd, Dr. Dinesh Kumar Ladani - Venkateshwara Research and Breeding Farm, Dr. Shivaji Bidgar - Baramati Agro Ltd, Dr. Naresh P. Kadu - Indian Poultry Services, Sham Bhagat - Bhairavnath Hi Tech Agro Pvt Ltd., Dr. Pankaj Gandhewar - Premium Hatchery, Dr. Shree Waghole - Bhairavnath Poultry Farm, whose presence added regional depth to the discussions. The response to the meeting was overwhelmingly positive. Participants expressed appreciation for the technical clarity, practical relevance, and interactive approach of the session. Many attendees noted that they gained actionable insights into pest control practices that can directly improve the health, hygiene, and productivity of their poultry operations. The session concluded with a vote of thanks by Dr. Vijay Gadge & Dr. Pankaj S Tuptewar, Avianz Life Science, Pune, who acknowledged the contributions of the Envu India team and emphasized the importance of continued knowledge-sharing initiatives in strengthening poultry biosecurity standards. 

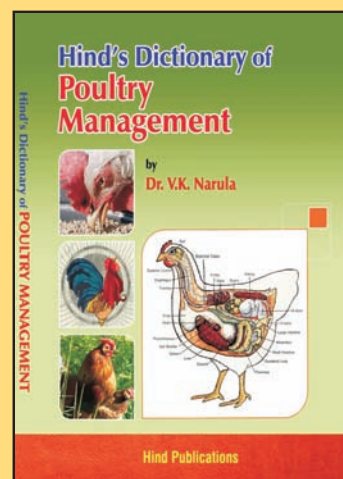
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Strengthening Animal Nutrition: An Insightful Visit to PVS Group, Vijaywada

— Ricky Thaper

During visit to PVS Group of Companies, a delegation of industry leaders explored the company's state-of-the-art manufacturing facility and discussed advancements in animal healthcare, feed additives and nutrition solutions. The delegation - Mr. Ranpal Dhanda, President, Mr. Sanjeev Gupta, Vice-President (HQ), Mr. Ravinder Sandhu, Secretary and Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India, engaged in meaningful discussions with Dr. PV Seshaiiah, Chairman and Managing Director, Dr. Amit Kumar Patra, Business Head- Poultry & Livestock, PVS Group and other members of the PVS leadership team, about innovative feed solutions, sustainable nutrition practices, and quality-driven manufacturing. Mr. Arun Pamulapati, Director, PVS Group was on business trip to Camron, Africa. With a strong global presence in 61 plus countries and over 30 years of experience, PVS Group of Companies continues to play a vital role in enhancing animal nutrition through research, innovation, and high-quality formulations tailored for poultry, dairy, pet and aquaculture industries under the leadership of dynamic Chairman and Managing Director Dr. PV Seshaiiah. The delegation

toured PVS Group's advanced R&D facilities, where they witnessed the company's commitment to scientific advancements, precision formulation and stringent quality control measures. Discussions focused on emerging challenges in the feed industry, regulatory frameworks and the adoption of cutting-edge biotechnological solutions to improve animal health, performance, and sustainability. Dr. PV Seshaiiah, CMD, PVS Group, added that such visits and engagements reinforced their commitment to transparency and excellence in delivering solutions that meets the diverse needs of the animal healthcare industry.

Dr. PV Seshaiiah, told the visiting delegates that their company has good market share in Europe, South America, Africa, Middle East, South Asia and South East Asia and they have been regularly hosting their international clients to their state of the art facility, where they specialize in manufacturing a comprehensive range of advance animal supplements, feed additives, advanced probiotics and GMP-compliant antibiotics. Mr. Arun updated that METABO, their flagship product is in great demand, both in national and international markets. METABO has established its

presence in more than 15 countries, with many more countries in the process of registration. METABO and their other products stands as a testament to PVS Group commitment to enhancing poultry health globally. Dr. Amit Kumar Patra, Business Head, said that the trust and support from their customers around the globe, inspires them to keep innovating and delivering the best in the animal healthcare sector. It was great to interact with Dr. PV Seshaiiah who is master in his subject with MVSC in Pharmacology. On Social front, Dr. PVS is very active as the founder President of Aquaculture Healthcare Products Manufacturers Association (AHMA). Dr. PVS has been nominated as Executive Council Member in Krishna University is also on Advisor Board of Studies Acharya Nagarjuna University. Dr. PVS is Chairman of Krishna District Floor Ball Association and is also Fellow Andhra Pradesh Academy of Sciences. Poultry Federation of India Core Team members deeply appreciated the warm hospitality extended by the PVS Group team, making the visit both insightful and memorable. Their dedication to excellence, sustainability, and innovation further reinforces the importance of industry collaboration in driving the future of animal nutrition. 



Ecolex Animal Nutrition unveiled its new brand identity in Bangkok

Ecolex Animal Nutrition unveiled its new brand identity, commencing with a reception for channel partners and other industry stakeholders, on 11 March 2025 in Bangkok, prior to VIV Asia. Coincidentally, the brand refresh is part of Ecolex’s twentieth anniversary. The new branding creates a more unified visual identity that emphasises our embedded technical expertise – molecular technology and bioscience, commented Edward Manchester, Ecolex’s Global Commercial Director. “It reflects our pillars of competence, functional lipids, performance solutions, health and environment, and alternative ingredients. In the next few weeks, our new mobile-friendly website will be launched, ensuring access across all devices,” he noted.




continues to invest in our manufacturing and R&D capabilities, and as a family-owned business, we are long-term investors.”

About Ecolex

Founded in 2005, Ecolex Animal Nutrition is a global leader in innovative

animal nutrition, with expertise embedded in molecular engineering and bioscience. We are dedicated to developing sustainable solutions that enhance productivity while minimizing environmental impact.

Ecolex has become established as a leading manufacturer and supplier of specialty rumen bypass and rumen inert fats for the global dairy farming business. From our state-of-the-art production facility near Port Klang, Malaysia, we serve an extensive export market, supplying to more than 35 countries across five continents. Today, our core expertise is focused in 3 key areas:

- **Emulsification Technologies:** We lead the industry in advanced emulsification techniques that improve nutrient bioavailability and feed efficiency.
- **Advanced Lipid Nutrition:** Our specialists develop optimized fatty acid balances to enhance animal health and performance.
- **Sustainable Insect Proteins:** We pioneer the production of alternative protein sources that support eco-friendly practices. 

Ecolex is committed to providing differentiated solutions, that harness the power of science and our technological capabilities, to create innovative and ecologically sustainable solutions for agriculture. Ed gave sincere thanks to Ecolex’s channel partners, “together we have built a global brand that exports to around 40 countries.”

Michelle Cheo, Director of the Ecolex Group stated that “although the brand is new, importantly our drivers – people, values and product value propositions remain the same. To better serve our customers, we are expanding our R&D, sales and technical teams. Ecolex



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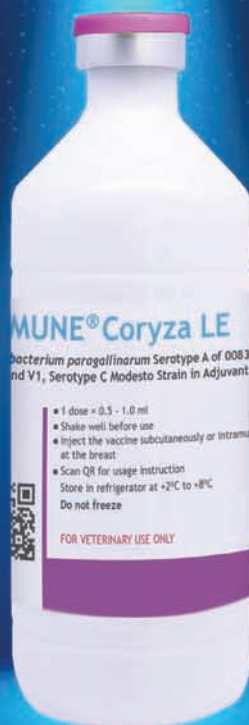
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