

# हिंद पोल्ट्री

# HIND P OULTRY

Vol. XXII April 2024 No. 10



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



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



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



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

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

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

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



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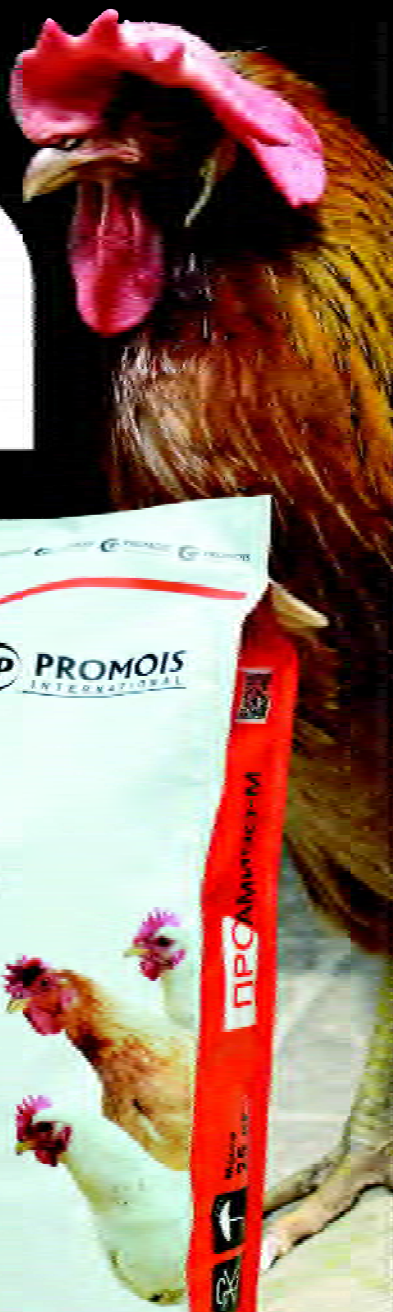
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**VOL. XXII No. 10 April 2024**

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2024



Poultry Federation  
of India



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Dr. Manish Kumar Singh,  
Regional Director, NOVUS  
South Central Asia.



K Mohan Reddy  
President  
Telangana Poultry Federation






## Vets in Poultry (VIP) Inaugurate its New Office Situated at Bibewadi, Pune

The inauguration ceremony was attended by Dr. Santosh Ire, Secretary and Vets In Poultry Committee Members Dr. Chandrakant Pathak, Dr. Jeevan Sonawane,

Dr. Pankaj Tuptewar, Dr. Sujit Kulkarni, Dr. Sanjay Satbhai, Dr. Amol Pawar, Dr. Mangesh Mende and Dr. Anju Deshpande.



Vets In Poultry Association is a leading not for profit Association, dedicated to the advancement of the poultry sector. With a membership exceeding 1200+ veterinarians working in poultry, VIP-Vets In Poultry stands as one of the largest associations of its kind globally uniting professionals from diverse fields across India and the globe. Members encompass a wide spectrum of expertise, including academia, production, research and development, sales and marketing, field veterinarians, technical services, processing, and entrepreneurship. 

This significant milestone represents a pivotal step forward in the association's ongoing efforts to align with its vision and mission. The new office will serve as a hub for collaboration, advocacy, and knowledge exchange, furthering the association's commitment to advancing the interests of the poultry sector.

new office in Pune signifies our dedication to advancing our mission and serving our members and stakeholders. We are grateful for the support and participation of our esteemed guests and members. Together, we will continue to bridge the gap between industry and academia, driving innovation and progress in the poultry sector.

The inauguration ceremony, led by Dr. Ajit Ranade, Technical Advisor and Dr. Ajay Deshpande, President, included a ribbon-cutting ceremony and cake cutting, symbolizing a new chapter in the association's journey. Speaking on the occasion, Dr. Ajay Deshpande said, "At Vets In Poultry (VIP) we are committed to promoting the welfare and growth of the poultry farming community. The inauguration of our



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## We help Reformulate Diets with Our CIBENZA® Enzyme Feed Additive for Customers to Reduce the use of Costly Feed Ingredients

- Dr. Manish Kumar Singh, Regional Director, NOVUS South Central Asia.

NOVUS recently named Dr. Manish Kumar Singh its new regional director for South Central Asia. Novus International, Inc. is a leader in scientifically developing, manufacturing, and commercializing animal health and nutrition solutions for the agriculture industry. Novus's portfolio includes ALIMET® and MHA® feed supplements, MINTREX® chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other specialty ingredients. Novus is privately owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd. Headquartered in Saint Charles, Missouri, U.S.A., Novus serves customers around the world.

Dr. Singh is responsible for developing and executing the Novus business strategy in the South Central Asia region. "Recently M. K. Vyas interacted with Dr. Manish Kumar Singh on various aspects of the Novus and its approach for the cultivation and maintenance of relationships with critical stakeholders. "The excerpt of the interview is given here under."

**Question :** We are eager to learn more about your background and the innovative strategies Novus is implementing in the region.

**Dr. Manish Kumar :** I have more than 15 years of industry experience in strategic marketing and corporate strategy including various leadership positions. In my previous role, I was leading the strategic marketing function for the Asia Pacific region for NOVUS.

Novus has been known in the industry for innovation through its HMTBa-based products. In the region, we are among the top players in the organic trace mineral and enzyme segment. India is one of our primary growth markets and we'll continue enhancing our presence and offerings in the region. Our biggest strategic focus in the region is dominating organic trace mineral, enzyme, and gut health spaces in the



poultry segment and strengthening our presence in dairy segment. Novus recently acquired BRI (BioResource International), a company specializing in enzymes. With its strong enzyme solutions, BRI can help us find ways to reduce feed costs for animal agriculture producers.

In addition, there's an increasing awareness about anti-microbial resistance (AMRs) and a lot of consumer and regulatory pressure to limit the use of antibiotic growth promoters (AGPs) in animal production worldwide. In India as well, we are seeing increased focus on supporting gut health and immunity. Leveraging our strong product range that is backed by

research and technical capabilities, we are well-positioned to support our customers in this area, which is a focus for future growth for NOVUS in India.

**Question :** Could you elaborate on the significant hurdles confronting the poultry industry in South Central Asia, and what strategic initiatives you have devised to overcome them?

**Dr. Manish Kumar :** Rising feed costs, disease challenges and mortality have been significant hurdles for growth in the poultry industry. NOVUS has been proactively working with customers to help affect these pain points. We help reformulate diets with our CIBENZA® Enzyme Feed Additive which allows customers to reduce the use of costly feed ingredients, thereby reducing feed costs while supporting nutrient availability. The

experts on our technical services team provide expertise on feed and farm management and help farmers improve the quality and quantity of their end product. NOVUS is also working to provide solutions to our customers that support gut health and immune function.

We also have developed a near InfraRed spectroscopy-based method to detect anti-nutritional factors like trypsin inhibitors in diets, which, in excess levels, can significantly hamper a bird's performance.

**Question :** Could you please provide a comprehensive overview of Intelligent Nutrition for Poultry Performance, a key differentiator for Novus, and its impact on the industry?

**Dr. Manish Kumar :** Intelligent nutrition is the combination of experienced people, insightful perspectives and smarter solutions that allow us to put more into everything we do. As an international company, NOVUS has customers around the world who face similar challenges but may address them differently. We can take those experiences and share them with our customers. Our products are also Made of More™ meaning customers can expect something beyond what is typical from feed additives. For instance, our MINTREX® Bis-Chelated Trace Minerals contain methionine, our AVIMATRIX® Feed Solution is embedded in a fat matrix that allows targeted and gradual release in the entire intestinal tract to better support gut health.

**Question :** How do you approach the cultivation and maintenance of relationships with critical stakeholders, including regulatory authorities, suppliers, and customers?

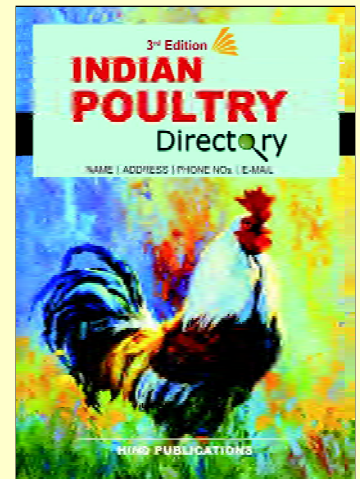
**Dr. Manish Kumar :** NOVUS has been part of various industry bodies like the Compound Feed Manufacturers Association (CLFMA), the Indian Federation of Animal Health Companies (INFAH), and Poultry Federation of India (PFI), to name a few, allowing us to communicate to critical stakeholders and decision-makers through these forums. We remain in constant touch with our customers through regular visits, organizing knowledge-sharing opportunities, technical forums, and connecting through social media. We always believe in long-term partnerships with our customers, business partners and stakeholders by creating win-win situations.

**Question :** What is your message to the Indian Poultry Industry, given your extensive experience and expertise in the field?

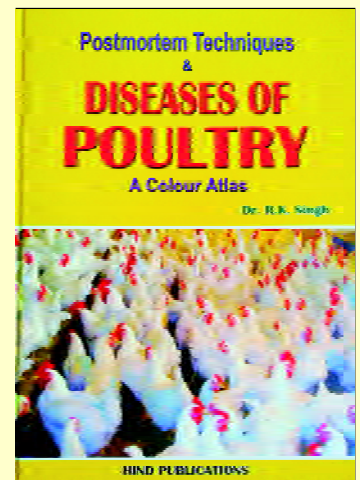
**Dr. Manish Kumar :** The growth rate in the poultry industry has beaten the growth in critical feed commodities like maize and soyabean, so the cost of feeding animals is going to be a constant challenge. Poultry companies controlling their supply chain is one factor that will determine profitability. Producers also need to focus on more value-added products like ready-to-cook and ready-to-eat products and export markets to improve their profitability.



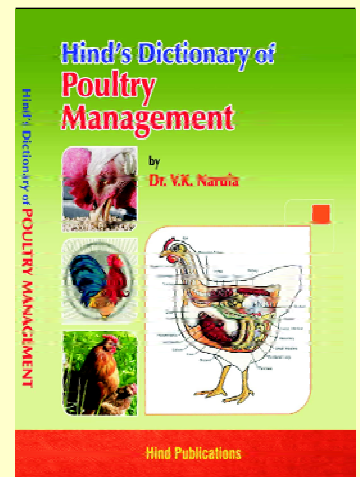
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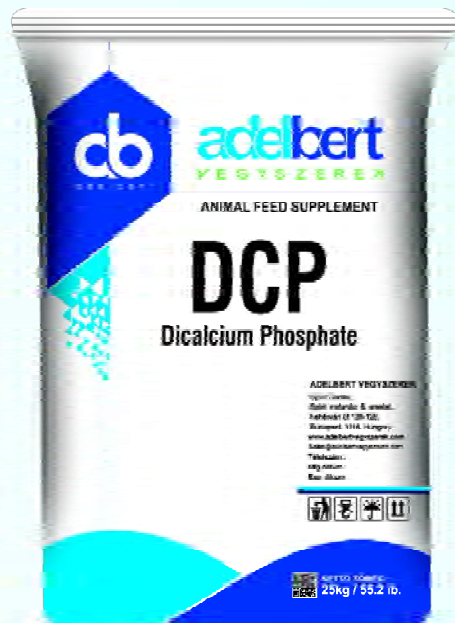
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## Poultry Federation of India and USA Poultry and Eggs Export Council Sign MOU to Address Protein Deficiency

In a historic moment, the Poultry Federation of India (PFI) and the USA Poultry and Eggs Export Council (USAPEEC) signed a Memorandum of Understanding (MOU) to collectively combat protein deficiency and promote the consumption of poultry and poultry products in India. The signing ceremony at Hotel The Oberoi, New Delhi on March 20, 2024, brought together esteemed representatives from both organizations, including Mr. Greg Tyler, President & CEO USA Poultry & Egg Export Council, Mr. Clay M. Hamilton, Agricultural Minister Counsellor for Agricultural Affairs, USDA, and Mr. Ramesh Khatri, Chairman, Mr. Sanjeev Gupta, Vice President (HQ), Mr. Ricky Thaper, Treasurer, Mr. Parveen Kumar, Vice-President-North Zone and Mr. Jagdish from Poultry Federation of India. This partnership symbolizes a shared dedication to enhancing the nutritional landscape and fostering a healthier, protein-rich future.

Mr. Ricky Thaper, Treasurer, Poultry Federation of India highlighted the significance of this partnership in addressing critical nutritional needs and fostering international cooperation in the poultry industry. Mr. Thaper said that this occasion marked the beginning of what promises to be a fruitful collaboration aimed at



# Telangana Poultry Federation Celebrated National Poultry Day



enhancing nutritional standards and promoting economic growth in the poultry sector.


While addressing the gathering, Mr. Greg Tyler, President & CEO USA Poultry & Egg Export Council added that this collaborative approach encompasses a range of initiatives, including educational, research and development, expansion of market opportunities and campaigns to raise nutritional awareness. By combining their expertise, both organizations aspire to raise awareness about the nutritional advantages of poultry products.

Poultry Federation of India Team presented mementoes to Mr. Greg Tyler, Mr. Clay M. Hamilton and Ms. Devna Khanna. Later Ms. Devna Khanna, India Representative of USA Poultry & Egg Export Council, expressed gratitude to all attendees for their support and participation in this milestone event. This was followed by Trade Reception which provided an opportunity for networking among the invitees including USA Soybean and Corn Grower Farmers, Star Chefs from elite Hotels, Commodity Members, PFI Team and USAPEEC Team. 



The executive members of the Telangana Poultry Federation (Hyderabad Regional) convened in celebration of National Poultry Day on March 19th, at the newly erected Federation Building in Peda Amberpet, Hyderabad. The evening event drew over 150 poultry professionals, among whom were notable figures such as Mr. Narayan Reddy, K Mohan Reddy, Vuppala Narasimha Reddy, Vuduthala Bhaskar Rao, Pathuri Venkat Rao, Vangeti Abhishek Reddy, Siddenki Jagan Mohan Reddy, Momula Sudhakar Reddy, Jakka Ravinder Reddy, Akula Shekar Reddy, Yeruva Vinay Kumar Reddy, Gude Vasant Rao, Kesireddy Satyasheela Reddy, Mr. Chakdhar Rao & Mr. Uday Singh. Additionally, managing directors from several pharmaceutical companies

graced the occasion with their presence.

This gathering provided the association with an opportunity to unveil their new Telangana Poultry Federation building (Hyderabad Regional) and to solicit invaluable feedback from industry stalwarts regarding future activities related to Poultry Pharmaceutical Companies. "On this auspicious occasion of National Poultry Day, it was indeed an honor to receive recognition from luminaries within the Poultry Industry, as Poultry, Dairy & Feed News Point and Hind Poultry magazines are felicitated by the Telangana Poultry Federation" remarked Mr. Shashank Purohit, Editor-in-Chief of Poultry, Dairy & Feed News Point. 





## Union Cabinet Minister inaugurates IB Group's Fish Feed Plant Sukhri, Chhattisgarh

**IB Group** announced its successful inauguration of ABIS Fish Feed Plant in Sukhri, Chhattisgarh today. This is India's first fully automated fish feed plant manufacturing climate-resilient floating fish feed. The event was graced by the presence of Shri Parshottam Rupala, Union Cabinet Minister of Fisheries, Animal Husbandry and Dairying and other notable state and district level dignitaries.

IB Group is a forward-looking agri biz company and a leading name in the Poultry, Livestock Feed such as fish, shrimp, poultry and Solvent, Edible oil and Processed Chicken in India with a turnover of INR 11000 crores. With technology at the core, IB Group is committed to building protein-rich nation and transforming the lives of millions of farmers, traders, dealers, and communities associated with us. Through relentless innovation and strategic partnerships, IB Group is not only catalysing rural development but also driving economic growth and prosperity across the nation. As we continue to pioneer ground-breaking initiatives, we are shaping more sustainable future for generations to come. At the inaugural event, Shri Parshottam Rupala, Union Cabinet Minister of Fisheries, Animal husbandry and Dairying said: "Establishment of the Ministry of Fisheries in Hon'ble

Prime Minister Shri Narendra Modi government's regime, underscores the country's commitment to bolster the rural sector, empowering grass root level communities. Thus benefiting 3 crore fishermen in India. With focussed initiatives in the sector, Indian aquaculture industry has secured second ranking in the global aqua culture industry. Leveraging IB's technology prowess in livestock feed for more than 4 decades, the group is making great strides in reaching out high quality protein to every household in the country. IB group's fully automated fish feed plant in a non-coastal area like Chhattisgarh sets an example for this sector and emphasizes the importance of fisheries sector in Indian economy."

Bahadur Ali, Managing Director, IB Group said- "IB Group continues to focus on contributing to the growth of rural economy in India, empowering farmers, both agriculture and livestock with technology and knowledge to boost their income. Through strategic initiatives like commissioning of 10 feed plants with annual production capacity of 25 lakhs MT, 20 breeder farms, 27 hatcheries and more than 30000 commercial broiler farms, the group is committed to combating the nation's protein deficiency and promoting rural prosperity. Our poultry integration program has

positively impacted over 50,000 farmers till date. IB Group's focus on zero waste fish feed and catering to the need of extruded fish feed underscores our commitment to empowering fish farmers across India. Through partnerships with NGOs and with support of government initiatives, we aim to catalyse rural development and bolster the nation's economy while doubling the income of farmers. Our holistic approach to development, from grassroots initiatives to large-scale infrastructure investments, is shaping a brighter tomorrow for all."

Zoya Afreen Alam, Director, IB Group said: "On the occasion of the inauguration of ABIS Fish Feed plant in Sukhri, Chhattisgarh today, I am thrilled to announce the launch of India's first fully automated fish feed plant," said Zoya Afreen Alam, Director IB Group. "With production of oil coated, micro pellet fish feed, IB Group has significantly contributed towards modernization of fish farming in India, thus empowering farmers to enhance their income. IB Group's fish feed range currently accounts for 20 percent of the nation's cumulative fish feed production. The group will continue to provide high-protein fish feed at an optimum cost and innovate along the way towards its mission to build a healthier, more prosperous rural India." 



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# Andhra Pradesh Reigns Supreme India's top Egg Producers Crack Open 2023-24 Numbers

India's poultry sector continues to soar, with egg production hitting new heights in 2023-24. While official figures are yet to be released, industry experts predict a rise from the previous year's impressive 138.38 billion eggs. India's poultry sector continues to soar, with egg production hitting new heights in 2023-24. While official figures are yet to be released, industry experts predict a rise from the previous year's impressive 138.38 billion eggs. This surge reflects growing demand for protein and the increasing popularity of commercial poultry farms. Let's delve into the top egg-producing states in India and explore the factors driving this clucking good trend.

## Andhra Pradesh: The Undisputed Champion

Andhra Pradesh continues its reign as the undisputed champion of egg production in India. The state's well-developed poultry infrastructure, coupled with a favorable climate, has enabled it to consistently contribute around 20% of the national egg output. Experts estimate this figure to be around 27.6 billion eggs in 2023-24, a testament to the state's dominance in the sector.

## Tamil Nadu: A Strong Contender

Following closely behind is Tamil Nadu, another major player in the egg production arena. The state boasts a robust poultry industry with a strong focus on technological advancements. In 2023-24, Tamil Nadu is expected to contribute approximately 23.3 billion eggs, solidifying its position as the second-largest egg producer in the country.



## Telangana: Rising Star in the South

Emerging as a strong contender in recent years is Telangana. With a focus on biosecurity measures and improved breeder farms, the state has witnessed a significant rise in egg production. Estimates suggest Telangana's contribution to be around 19.1 billion eggs in 2023-24, showcasing its impressive growth trajectory.

## West Bengal and Karnataka: Maintaining Steady Production

West Bengal and Karnataka remain prominent contributors to India's egg basket. West Bengal, with its established poultry network, is expected to produce around 14.9 billion eggs in 2023-24. Karnataka, known for its focus on quality control, is anticipated to contribute approximately 9.8 billion eggs during the same period.

## Factors Driving the Rise

Several factors contribute to India's burgeoning egg production industry:

- **Growing Demand for Protein:** With rising health awareness, consumers are increasingly opting for protein-rich diets. Eggs, being a readily available and affordable source

of protein, have witnessed a surge in demand.

- **Government Initiatives:** The Indian government has implemented various schemes to promote poultry farming, including subsidies for setting up poultry units and providing access to quality breeding stock. These initiatives have significantly boosted production capacities.
- **Improved Breeds and Technology:** The introduction of high-yielding breeds and adoption of modern farming technologies have led to increased egg production per hen.
- **Organized Poultry Sector:** The growth of organized poultry farms with stringent biosecurity measures has ensured consistent production and improved quality.

## Challenges and the Road Ahead

Despite the positive outlook, the Indian egg industry faces some challenges:

- **Price Fluctuations:** Fluctuations in feed prices can impact production costs and profitability for farmers.
- **Disease Outbreaks:** The risk of avian influenza outbreaks necessitates robust biosecurity measures to ensure animal health and prevent disruptions in production.
- **Competition:** The increasing demand for eggs has attracted new players to the market, leading to increased competition and the need for efficient marketing strategies.



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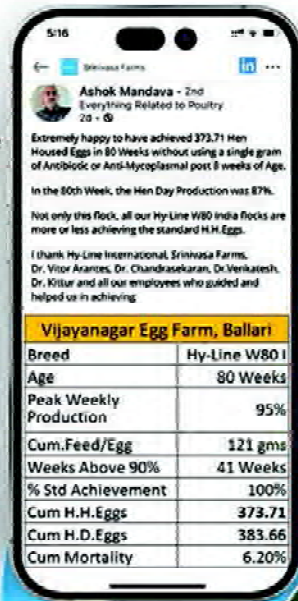
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Cum Mortality	6.20%

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% Achievement	91%
Feed Cost / Egg @ Rs. 25/KG	Rs. 3.13

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Appearance	White granules
Loss on drying %	Max 0.5
Assay %	9 - 11
Heavy Metals %	Max 0.001
<b>Microbiology</b>	
Total Plate Count (28um <sup>2</sup> )	Max 1000
Fungal and mold (28um <sup>2</sup> )	Max 100
Salmonella	Negative
E.Coli	Negative
S.Aureus	Negative

#### Dosage

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

Packling : 25 kg bag

Self Life : 2 years

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



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## Revolutionizing Feed Formulations for Indian Poultry: Enhancing Productivity with Synthetic Emulsifier Blends

In the dynamic and ever-evolving landscape of India's poultry industry, the pursuit of heightened productivity while maintaining feed integrity has paved the way for innovative solutions. One such breakthrough comes in the form of emulsifier applications. This article explores the transformative impact that synthetic emulsifiers can have on nutrient digestibility, emphasizing their significance in optimizing animal health and productivity, with a special focus on Ecolex Animal Nutrition's pioneering advancements in emulsification technology.

Traditionally, the digestibility of nutrients has posed a challenge in achieving optimal feed efficiency within the poultry sector. Livestock often struggle to fully utilize the nutrients present in their feed, leading to wastage and increased feed requirements. This not only escalates production costs but also exerts pressure on the environment through heightened demand for feed crops. However, the incorporation of synthetic emulsifiers into feed formulations is reshaping this narrative. Synthetic emulsifiers, acting as surfactants, effectively reduce the surface tension between various substances like fat and water, starch and fat, and protein and fat. This facilitates a more efficient breakdown and absorption of nutrients in the digestive system. By enhancing the emulsification of fats, synthetic emulsifiers elevate the overall digestibility of lipids, crucial for energy, growth, and the absorption of fat-soluble vitamins. Yet, their benefits extend beyond lipids; studies demonstrate that specific synthetic emulsifiers can also enhance the digestibility of starch and proteins, pivotal for energy and growth, respectively, resulting in improved feed conversion ratios (FCR). The application of synthetic emulsifiers epitomizes the principle of

effecting small yet strategic alterations to achieve substantial benefits. By boosting nutrient absorption, these emulsifiers not only diminish feed requirements but also promote better health and accelerated growth rates in poultry. Consequently, this translates into heightened productivity and profitability for farmers. Furthermore, by curbing the need for feed crops and reducing waste, the environmental impact of poultry farming is mitigated. Moreover, the adoption of synthetic emulsifiers aligns seamlessly with the broader objectives of sustainable agriculture. By enhancing feed utilization efficiency, we take strides toward fostering more sustainable poultry farming practices, crucial amidst global challenges such as climate change and food security. In essence, the integration of synthetic emulsifiers into feed formulations heralds a forward-looking approach to enhancing agricultural productivity in India's poultry industry. This minor tweak in feed composition yields significant dividends in terms of nutrient digestibility, animal welfare, and environmental sustainability. As research continues to unravel the full potential of these compounds, the horizon of poultry production appears promising, characterized by efficiency, sustainability, and heightened productivity.

With a pioneering focus on advanced applications of emulsification technology, Ecolex Animal Nutrition is at the forefront of driving these transformative changes within the Indian poultry industry. Through their innovative solutions, Ecolex is not only revolutionizing feed formulations but also contributing to the sector's sustainable growth and development. As India's poultry industry navigates towards a future marked by progress and prosperity, the role of synthetic emulsifiers cannot be overstated, and Ecolex Animal Nutrition stands poised to lead the way. 


## ILDEX Vietnam – The Only National Flagship Show of the VIV Worldwide Portfolio

**ILDEX** Vietnam is the ONLY flagship show in the VIV world wide calendar, organized by VNU Asia Pacific and our official partner International Technology Exhibitor and Events Company (ITEC).




ILDEX Vietnam 2024, the 9th International Livestock, Dairy, Meat, Processing, and Aquaculture Exposition held from May 29-31, 2024, at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City, is the perfect platform to establish brands and increase awareness for companies who would like to enter the Vietnam market and expand their business network.

This edition of the show will be back to its full scale, featuring over 200+ leading companies from around the world and we are expecting more than 10,000+ trade participants. Recognizing the significant growth in the meat processing business in Vietnam and Southeast Asia, the organizers are introducing a new highlight zone called the 'Meat Pro Pavilion' This pavilion will showcase various meat processing and packaging brands, along with product demonstrations and insightful conference programs in 2024. "Vietnam's thriving livestock economy offers abundant opportunities for overseas investors, who recognize its high growth potential. ILDEX Vietnam serves as a powerful platform for all brands to showcase their products and innovations in the Vietnamese market. With our strong connections with local partners, government, associations, and livestock stakeholders, alongside our new partner ITEC and powered by VIV Worldwide, we are confident that ILDEX Vietnam 2024 will be an exceptional trade fair, further reinforcing our commitment to the Vietnam market." – Ms. PanaddaKongma, Director of Agribusiness and Operations, VNU Asia Pacific.

ILDEX Vietnam 2024 will continue to receive strong support from the Vietnamese Government and related ministries, and many professional organizations and associations, such as the Animal Husbandry Association of Vietnam, the Vietnam Poultry Association and the Vietnam Ruminant Husbandry Association to promote the show and organize conferences and seminars. These will give attendees an excellent insight into the Vietnamese livestock market, such as Carbon control technology in Livestock, Livestock Biosecurity and the Circular economy in Animal Husbandry, and the Vietnam Livestock Industry: Opportunities and Challenges – Importance of ILDEX Vietnam 2024 for Poultry businesses etc. 

## India, US resolve WTO Dispute on Poultry

India and the US Thursday informed the World Trade Organization (WTO) that they have reached a mutually agreed solution on the outstanding dispute on poultry imports from Washington, thereby resolving all of their seven disputes at the global trade watchdog. In 2015, India lost a long-pending dispute over poultry imports from the US at the WTO. India had prohibited the import of various agricultural pro. New Delhi lost the case at the WTO at both the panel level and at the appellate level and though it lifted the ban, Washington remained unconvinced about the mechanism for poultry shipments and import duties and did not withdraw the case at the WTO.

As India was not able to implement the decision within the stipulated time frame, the US had demanded compensation. The two countries were discussing ways to resolve the case mutually. Last year, the two sides settled six disputes-counterbalancing measures on certain hot-rolled carbon steel flat products from India, certain measures relating to solar cells and modules, measures relating to the renewable energy sector, India's export-related measures, certain measures on steel and aluminium products, and additional duties on some products from the US. After Prime Minister Narendra Modi and US President Joe Biden's meeting last year, India also agreed to reduce tariffs on. 





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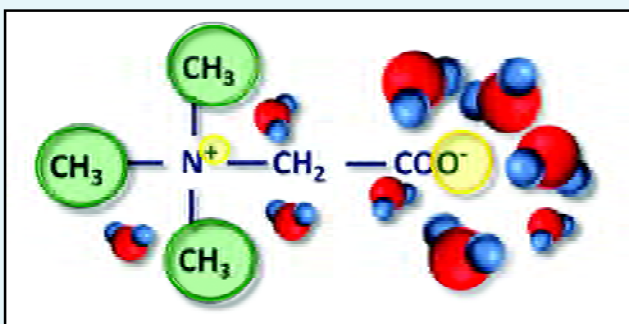
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# Betaine: Optimizing Poultry Health in Heat Stress Condition

By **Dr. Sanket Wakchaure**,  
Nutritionist – Poultry, Trouw Nutrition South Asia

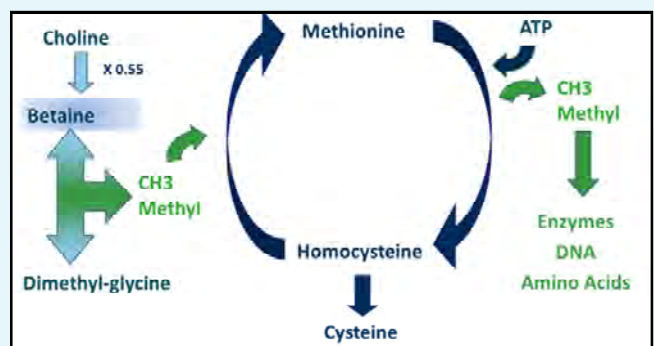
**1. What is betaine ?** It was first discovered in the juice of sugar beets. Naturally accumulated in plants as osmolyte to protect against salt and temperature stress. Derivative of glycine (amino acid). Neutral molecule with bipolar structure (zwitterion) as shown in Fig. 1 contains three methyl groups.



**Fig.1:**Chemical Structure of Betaine

## 2. Betaine functions as (mode of action) :

**A. Methyl donor**– methyl groups used for protein synthesis and other metabolic processes. Methyl groups play a pivotal role in several cellular processes, including DNA methylation, synthesis of phosphatidylcholine, and protein synthesis. Choline and betaine are both capable of donating methyl groups. However, for choline to do so, it must first be converted into betaine as shown in Fig. 2. In poultry, the capacity to synthesize betaine from choline is limited, thus making dietary supplementation the primary source.



**Fig. 2 :** Role of betaine in the methionine cycle in liver

Betaine can substitute for choline in performing the following functions:

- 1) Regulating fat metabolism in the liver to prevent abnormal fat accumulation in hepatocytes.
- 2) Serving as a methyl donor for the formation of methionine and creatine, through its involvement in the transmethylation pathway.

Betaine cannot replace choline in the function of maintaining cell membrane and structure as an emulsifier to transport lipids, since choline is a constituent of phospholipids. Similarly, betaine cannot replace choline as a precursor of acetylcholine in the transmission of nerve impulses.

**B. Osmo-regulator:** -ability to bind and retain water in a reversible manner.

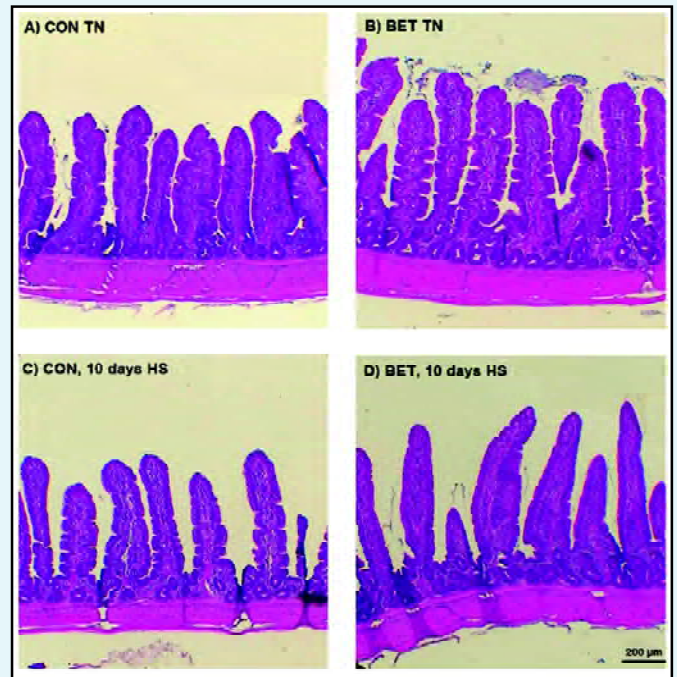
Osmolytes are compounds that aid in the regulation of osmotic pressure within cells and tissues, playing a crucial role in preserving cellular integrity. Dehydration, disease, heat stress, and other factors can cause alterations in the water content of cells. Osmolytes can be either inorganic ions such as Na<sup>+</sup>, K<sup>+</sup>, Cl<sup>-</sup>, or organic compounds such as amino acids, certain sugars, and betaine. Betaine plays a crucial role in stabilizing cellular metabolic function during periods of stress, preserving the cell's capacity to uptake nutrients, unlike osmolytes such as Na<sup>+</sup>, K<sup>+</sup>, and Cl<sup>-</sup>. Moreover, it offers protection to intracellular enzymes against osmotic inactivation.

### 3. Heat stress

Heat stress is a major challenge in poultry production, especially during the hot summer months. It occurs when birds face difficulty in achieving a balance between body heat produced and heat loss. This imbalance can lead to several health issues and production losses.

### 4. The Role of Betaine in Enhancing Poultry Health During Heat Stress.

a) Betaine aids in preserving intestinal integrity by facilitating water retention, increasing cell volume, promoting anabolic activity, and maintaining cellular integrity as shown in fig. 4. which are Representative photomicrographs of the ileum after 10 days of the experiment from broilers fed a control diet (CON, A and C) and betaine (BET, B and D) on villous height under thermoneutral (TN, A and B) or after 10 days being exposed to heat stress (HS, C and D).



**Fig. 4 - Impact of betaine on intestinal integrity of broiler birds in Heat stress conditions (Shakeri et al, Animals 2020)**

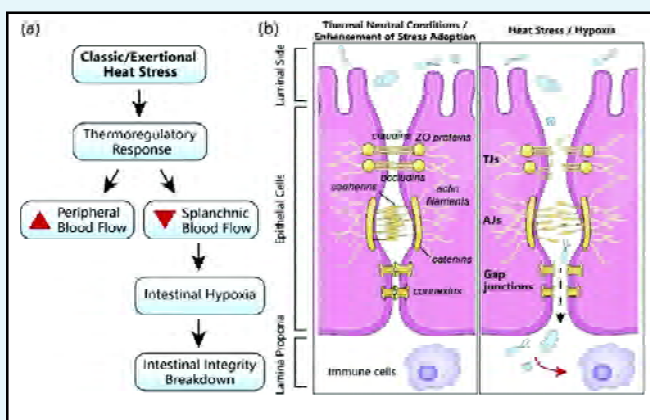
b) Betaine has three methyl groups in its structure and donates them in various metabolic reactions, which can spare compounds like methionine, choline, and folic acid. Therefore, supplementing with betaine may reduce the need for these nutrients.

c) The growth rate of poultry birds is enhanced by betaine, which conserves energy that would otherwise be expended on the Na<sup>+</sup>/K<sup>+</sup> pump and Calcium pump in high temperatures. This conserved energy can then be directed towards growth.

d) Betaine enhances the concentration of beneficial short-chain fatty acids, such as acetic and propionic acid, which are vital to host bacteria like Lactobacillus and Bifidobacterium in poultry. This improvement enables these bacteria to effectively inhabit the caecum and inhibit the colonization of harmful bacteria in the intestinal tract.

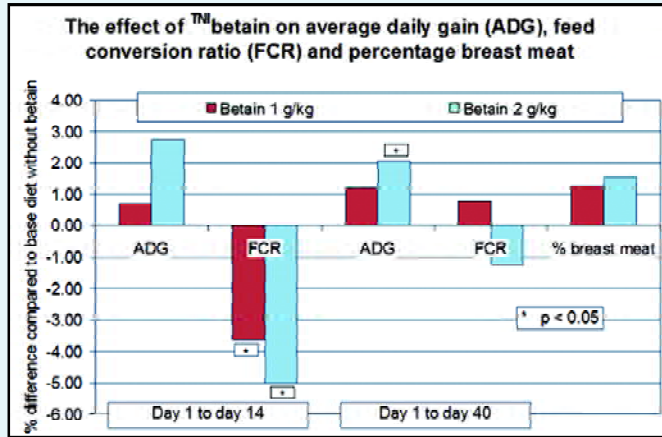
e) Betaine supplementation in laying hens leads to an increase in daily egg mass production, reduces thin eggshell issues which are related to heat stress, and helps to enhance serum concentrations of estradiol and melatonin.

f) Trow Nutrition's Betaine is proven to elevate production performance even under heat stress conditions, notably increasing breast meat percentage through the provision of essential methyl groups, as depicted in Fig. 5. Recognizing that high-performing



**Fig. 3 - Intestinal barrier damage in HS (Soheil Varasteh, et al. Nutrients, 2020)**

animals demand superior nutrition for sustained health and optimal growth, Selko Feed Additives introduces TNiBetain. This meticulously tested supplement supports animal performance across multiple metabolic pathways. TNiBetain adheres strictly to the stringent quality standards upheld by Trouw Nutrition Feed Additives.



**Fig. 5 :** Effect of Trouw Nutrition betaine on broiler performance

Contrasting the Attributes of Trouw Nutrition's Natural Betaine with Synthetic Betaine

#### Recommended Dosage:

For broiler, layer, and breeder birds: 0.5 to 1 kg per ton of feed. However, in challenging conditions such as heat stress, the Betaine dosage can be increased to up to 2 kg per ton of feed.

**g)** Betaine has been found to significantly enhance hematological parameters, including RBC and platelet count, while reducing the number of heterophils and increasing the number of lymphocytes. The reduction in lymphocyte count during heat stress is attributed to the rise in inflammatory cytokines, which stimulate hypothalamic production of corticotrophin releasing hormones.

**h)** Betaine aids in the expansion of intestinal mucosa, thereby enhancing the absorption and utilization of nutrients, which results in improved digestibility of crude protein, crude fiber, ether extract.

**i)** Studies have demonstrated that betaine interacts with lipid metabolism by promoting the oxidative catabolism of fatty acids through its involvement in carnitine synthesis. Therefore, betaine can be utilized to increase the proportion of lean meat and reduce fat in poultry carcasses.

**j)** Betaine acts as an osmoregulatory in the intestine, optimizing water and salt balance within cells for efficient nutrient absorption and reducing litter moisture. It increases villus height, protecting enterocytes during challenges like coccidiosis, and strengthens the gut, reducing damage during infections as shown in Fig. A, B and C.

TNiBetain96	Betaine HCL
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pH = 7 (neutral)	pH= 1- 1,5 (very acid)
Non- corrosive	Highly corrosive
Highly soluble in Water (approximately 99%)	Low solubility in water, around 50%
Proven product, strong technical dossier	Availability of technical data limited
Easy to process, no risks for equipment & workers	Specific precautions for equipment & workers required
Molecular weight 117.15 g/mol	Molecular weight 63.81g/mol.
Without residues TMA (trimethylamine)	Residues of TMA (trimethylamine) that can cause irritation and damage at the level of membranes.
Very low levels of Cl <sup>-</sup> ion (less than 0.1%) which means that there is no interference with its osmolyte function	Cl <sup>-</sup> ion concentration is never less than 20%
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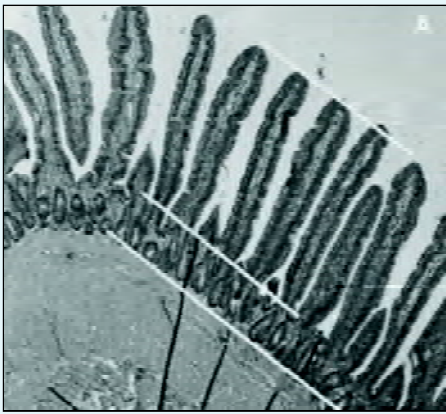


Fig. - A. non-challenged

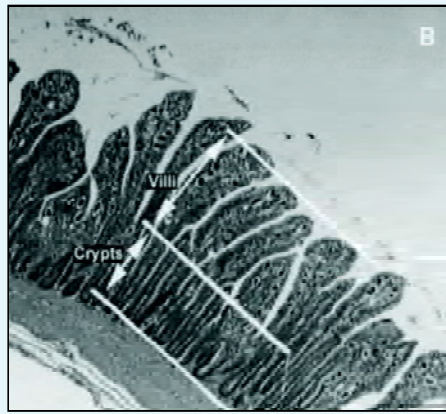


Fig. - B. Coccidia-challenged.

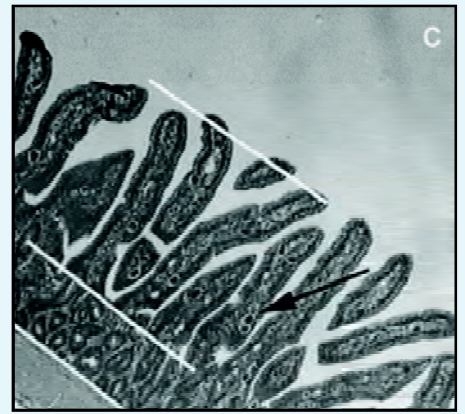



Fig. - C. Coccidia-challenged + Betaine supplementation.

(Kettunen *et al.*, 2001)

The various effects described above are either directly or indirectly linked to betaine's osmoregulatory function and its role in methionine biosynthesis.

### 5. Conclusion

Betaine emerges as a pivotal component in poultry health management, particularly in the face of heat stress challenges. Originating from sugar beets, its molecular structure rich in methyl groups facilitates its dual function as a methyl donor and osmoregulator, essential for maintaining cellular integrity and supporting metabolic processes. Amidst heat stress

conditions, Betaine supplementation showcases remarkable efficacy, preserving intestinal integrity, conserving energy expenditure, and enhancing production performance. Its multifaceted benefits extend to improvements in hematological parameters, nutrient absorption, and lipid metabolism. With its proven effectiveness and adherence to stringent quality standards, Betaine stands as a crucial asset in optimizing poultry health and performance under challenging environmental conditions, exemplifying the potential of innovative nutritional strategies in safeguarding livestock welfare and productivity. 


## Aviagen Latin America forges closer connections with Customers in Panama

**A**viagen® Latin America enthusiastically greeted valued clients and members of the Panamanian poultry sector at its booth during the XXXIV National Poultry Congress. Hosted by the Panama Poultry Association ANAVIP, the event occurred on February 29 and March 1 at the Megalópolis Convention Center in Panama City. At the congress, Aviagen's Central America, Mexico, and Caribbean (CAME) team shared the latest industry insights to support the Panamanian market and aid local poultry



producers in optimizing the performance, welfare, and efficiency of their Ross® 308 AP birds. Esteemed Aviagen experts led discussions to equip poultry producers with vital knowledge and tools for success. Juan Carlos Velez, Aviagen CAME's Technical Services Manager, shared insights on "Maximizing Potential through

Reproductive Female Management," while Marcus Briganó, Aviagen's Technical Services Manager for CAME and South America excluding Brazil (SAEB), discussed "Broiler Chicken Management up to 14 Days of Age."

Panama holds strategic importance for Aviagen's global expansion, given its burgeoning poultry industry. Aviagen's CAME team has collaborated with key stakeholders to introduce advanced management practices to poultry producers through various events across Panama and Central America in recent years. 



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**DR. Sachin Patil**

DGM - Key Clients, HUVEPHARMA SEA

# EFFECTIVE MYCOPLASMA MANAGEMENT IN POULTRY BY PROVEN ANTIMYCOPLASMAL DRUGS

## INTRODUCTION

Avian mycoplasmosis was primarily described in turkeys in 1905 and in chickens in 1930. There are 23 named species of mycoplasma recovered from avian sources but only two of them are established pathogens for domestic poultry as *Mycoplasma gallisepticum* (MG), *Mycoplasma synoviae* (MS) causes 'Chronic Respiratory Disease'. Mycoplasma pathogens cause upper respiratory and locomotory illness in chickens and other avian species. They are responsible not only for clinical diseases but also for decreased weight gain, lowered feed conversion efficiency, reduced hatchability, and downgrading at slaughter (Bradbury, 2001).

*Mycoplasma gallisepticum* (MG) infection in the commercial poultry industry is common in many areas. Despite the great efforts by poultry breeding companies made towards eradication of pathogenic mycoplasmas from poultry flocks, still *Mycoplasma gallisepticum* infection is of continuing economic concern in commercial broiler breeder chicken flocks. Failure in eliminating the disease in grand parent (GP) stock, it persists in broiler breeders and broilers through vertical transmission. The continued presence of MG in commercial broiler breeder flocks suggests that efforts at eradication were not highly successful. This organism is smaller than common bacteria and larger than viruses, but lacks a cell wall. This characteristic makes MG extremely fragile (no cell wall) and difficult to culture (specialised growth requirement) and host adapted (avian only).

Respiratory tract infections are of great importance in poultry industry, causing heavy economic losses. *Mycoplasma gallisepticum* and *Mycoplasma synoviae* are the most pathogenic organisms of the respiratory tract.

Other respiratory tract infections include both viral pathogens (Newcastle disease virus, Infectious bronchitis virus, avian influenza virus) and bacterial pathogens (*Salmonella pullorum*, *Escherichia coli*, *Avibacterium paragallinarum*, etc) cause disease independently and in association with each other and causes Complex Chronic Respiratory Disease (CCRD).

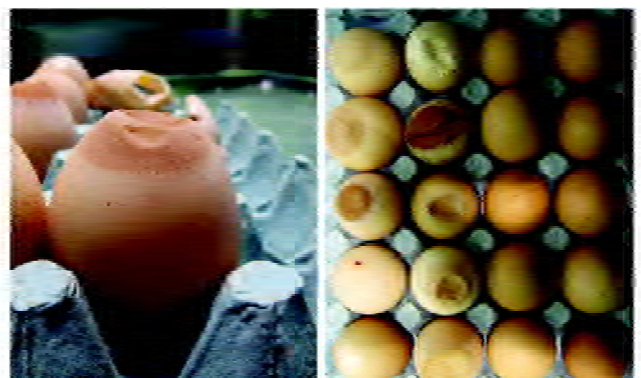
Mycoplasma control for any companies requires integrated approach involving diligent biosecurity, animal husbandry & disease surveillance. The consequences of wide spread infection in breeder operation can be devastating result of both as direct and indirect losses occurring throughout the production cycle (Ley, 2003).

## TRANSMISSION

MG and MS can spread through horizontally and vertically route of susceptible birds with infected chickens; spread may also occur by contaminated airborne dust, droplets, or feathers (Ley and Yoder, 1997). It can be transmitted through the chicken hatching egg to the offspring. MG has been isolated from the oviduct of infected chickens and semen of infected roosters (Yoder and Hofstad, 1964).

## CLINICAL SIGN

Both diseases are economically important, egg transmitted and hatchery disseminated diseases. They lead to tremendous economic losses in poultry production as a result of decreased hatchability and egg production, reduced quality of day-old chicks, reduced growth rate. Chicken showed swelling of the facial skin, and the eyelids, increased lacrimation, congestion of conjunctival vessels, and respiratory rales.





*Mycoplasma synoviae* (MS) infection is usually known as infectious synovitis, an acute-to-chronic infectious disease for chickens involving primarily the synovial membranes of joints and tendons sheaths. However, during recent years, MS has less frequently been associated with synovitis but more frequently associated with airsacculitis in chicken.

### PATHOGENESIS

It is presumed that MG enters the respiratory tract by inhalation of aerosols or via the conjunctiva and attaches to mucosal cells by its well-organized terminal organelles, which remains and spread in respiratory system.

As MG & MS are exhibiting with no cell wall, it is readily killed by most of the disinfectants, heat, and sunlight, and does not survive for prolonged periods outside the host. MG can remain viable

1. Chicken faeces for 1-3 days at 20°C,
2. Muslin cloth 3 days at 20°C or 1 day at 37°C,
3. in egg yolk 18 week at 37°C or 6 week at 20°C.

It only remains viable in the environment, outside the chicken, for typically up to 3 days. For this reason, MG is fairly easy to eliminate on single age, all-in all-out poultry farms. Since MG can be transmitted vertically. Establishing the MG-clean status of breeder flocks and maintaining that status can be accomplished by participation in control programmes. An MG eradication programme may be initiated by treatment of breeders and their hatching eggs to reduce egg transmission. Attempts to eliminate egg transmission of MG by medication of breeder flocks or their progeny with antimycoplasmal prevention drug have generally been able to produce considerable reduction in rate of MG infection but generally were not adequate to obtain entirely infection-free flocks. Previously successful methods were the treatment of hatching eggs with heat and/or antimycoplasmal. For heat treatment eggs were gradually heated in a forced-air incubator to reach an internal temperature of 46.10C over 12-14 hour and then allowed to return to room temperature (Yoder, 1970). Hatchability was sometimes reduced 8-12%, but MG and MS appeared to be inactivated. Egg dipping with a temperature or pressure differential has been used by several researchers as a means of getting antibiotics into hatching eggs to eliminate egg transmitted MG (Alls et al., 1963; Hall et al., 1963; Stuart and Bruins, 1963).

### LOSSES CAN OCCURS AS RESULT OF

1. Decreased egg production
2. Decreases egg hatchability
3. Decreased day old chick quality and chick viability
4. Increase chick mortality
5. Higher FCR and low weight gain
6. Costly control measures involving biosecurity, vaccination & medication.

Control of pathogenic avian mycoplasma can consist of one of three general approaches, according to Kleven (2008): The mycoplasma infection are transmitted both horizontally and vertically and it's remained in the flock constantly as sub clinical form. To control MG infection in broiler breeder, laying hens and commercial broilers chicken the major specific focus is given on vaccination and medication.

### 1. MAINTENANCE OF FLOCKS, WHICH ARE FREE OF INFECTION.

To keep a flock free of infection is difficult, especially in areas where large populations of chickens have grown up, as the industry has expanded. To maintain freedom from mycoplasma requires a mycoplasma free source, on a single age, 'all in all out' site, with good biosecurity and an effective monitoring system.

### 2. CONTROL BY VACCINES.

The use of mycoplasma vaccines in breeding & laying hens has grown over recent years to reduce the impact of infections, but these can confuse the usual serological monitoring systems. They may control an infection in the chicken clinically but there is still a potential risk of vertical transmission to the egg and chick. Vaccination could not completely prevent the occurrence of EAA, although a significant reduction of EAA egg production (approximately 50%) was recorded. Moreover, a delay in the onset of egg production was observed in the vaccinated birds (Feberwee et.al. 2009).

### 1. KILLED/INACTIVATED VACCINES

- These are *M. gallisepticum* killed organisms with oil emulsion adjuvants to protect the birds from infection with virulent *M. gallisepticum*.
- Several adjuvant enhanced bacterin vaccines but they are expensive and administration is difficult because they need to be injected twice with a 4-6 week interval (Ley, 2003).
- Killed vaccines have been shown to reduce, but not eliminate the *M. gallisepticum* infection and are not effective in long term control of infection in multiple age farms.
- Killed vaccination did not reduce horizontal spread of *M. gallisepticum* (Levisohn et. al., 2000).
- These are more stable and safer than live vaccine.



## 2. LIVE/ATTENUATED VACCINE

➤ There is three type of live vaccines is available for *M. gallisepticum* viz.

### A. CONNECTICUT F-STRAIN

### B. MG 6/85 STRAIN

### C. TS-11 STRAIN (TEMPERATURE SENSITIVE MUTANTS)

#### A. CONNECTICUT F-STRAIN

- Live F-strain *M. gallisepticum* vaccine is a relatively mild strain that originate from the Connecticut F strain of United States. Despite the advantages of the f-strain vaccine it has many of the disadvantages of the inactivated vaccines.
- MG free chickens tend to lay better than F-strain immunised ones.
- F-strain is too virulent for young chicks.
- F-strain is capable of lateral spread in the flock.
- F-strain does not completely block trans ovarian transmission when birds are challenged with virulent MG.

#### B. MG 6/85 STRAIN

- The 6/85 strain of MG is in lyophilised form and originate from United States.
- It has low virulence in chicken.
- Vaccinates were protected against airsacculitis and colonisation of the trachea was detectable from 4 to 8 weeks after vaccination (Ley, et. al., 1997).

#### C. TS-11 STRAIN

- ts-11 is a live chemically induced mutant strain of MG is in frozen form and developed from Australian MG field isolate (Whithear et. al., 1990a).

## 3. CONTROL BY SPECIAL ANTIBIOTICS

Medication of a flock but can prevent subsequent losses in breeders & laying hens. MS Infections could be treated with antimicrobial use in breeders, layers flock and eggs to prevent vertical transmission.

Control of MG and MS infection in broiler chicken by medication is the most practical way to minimize the transmission of disease and economic losses.

- The most important macrolide agent used for treatment and control of mycoplasma infection is Tilmicosin Phosphate.
- Tilmicosin is a broad-spectrum bacteriostatic synthesized from tylosin molecule which is having 75 percent more intra alveolar concentration in the lungs tissue to work efficiently against mycoplasma as organism remain intracellular in the cell and tissue.

### IN BROILER BREEDER & COMMERCIAL LAYERS

- It is very important to treat chicks from day first of life to combat against mycoplasma, Tilmicosin Phosphate-25% @ dose rate of 15-20mg/kg body weight through drinking water for 3 successive days every 5 weeks up to for 16th to 20th weeks.
- After 20th or 24th week incorporate Tiamulin through feed as per recommendation of veterinarian.
- It is emphasized to follow best antimycoplasmal drug prevention programme through feed.

### IN COMMERCIAL BROILERS

- It is suggested to use Tylosin Tartarate 100% through drinking water for first 3 days @ dose rate of 65 mg/kg of BW.
- In high risk or known source of infected breeders it is suggested to use Tilmicosin Phosphate-25% through drinking water for first 3 days @ dose rate of 15mg/kg of BW.

The medication can be repeated on a monthly, three weekly or two weekly basis depending on the mycoplasma status of the flock or the 'risk' of breakdown from the proximity of infected neighbours.

### Macrolide & Pleromutilin group of antibiotics is drug of choice

SL. NO.	Active Ingredients	Dosage	Mode of Administration
1	<b>Pharmasin</b> (Tylosin Tartarate-100%A)	75-110 mg/kg of body wt.	Water
2	<b>Tylovet Premix</b> (Tylosin Phosphate 10%)	500-1000 ppm/Ton of feed	Feed
3	<b>Inj Tylovet B</b> (Tylosin Base-20% Injection)	10-15mg/kg of BW	Intramuscular
4	<b>Vetmulin-10 %</b> (Tiamulin hydrogen Fumarate-10%)	15-30 mg/kg of body wt.	Feed
5	<b>Vetmulin-80 %</b> (Tiamulin Hydrogen Fumarate-80%)	15-30 mg/kg of body wt.	Feed & Water
6	<b>Rodotet</b> (Tiamulin HF 3.3 % + CTC 10%)	1-1.5/ Ton of feed	Feed
7	<b>Tilmovet liquid</b> (Tilmicosin Phosphate-25%)	15-20 mg/kg of body wt.	Water

To know more, please contact Huvepharma technical team

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# India's Poultry Exports set for a New Record this Fiscal

Exports of poultry products such as eggs and egg products, which crossed the Rs. 1,000 crore mark in the first nine months, are set to scale to hit a new record of Rs. 1,200 crore to Rs. 1,400 crore in the current financial year 2023-24 on strong demand from countries such as Oman and Sri Lanka



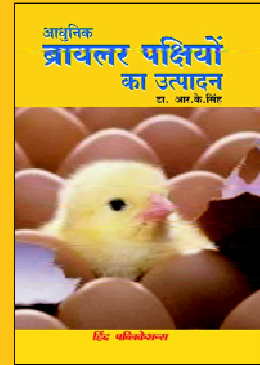
among others. India's poultry exports had touched a high of Rs. 1,081 crore (\$134.04 million) during 2022-23, doubling over the previous year's Rs. 529.8 crore (\$71 million) on rising demand for eggs and egg products among others. In the first nine months of the current fiscal, the poultry exports stood at Rs. 1,074 crore (\$134.02 million). Shipment volumes till end of December stood at 8.56 lakh tonnes over previous financial year's 6.64 lakh tonnes.

Exports of eggs to Sri Lanka have witnessed more than a 100 fold increase in value terms in the first nine months with the neighbouring nation emerging as the second largest buyer of Indian poultry products. Value of poultry products exported to Sri Lanka stood at Rs. 117.19 crore till December end in the current fiscal as compared to Rs. 98 lakh during 2022-23. In volume terms, the shipments to Sri Lanka stood at 1.69 lakh tonnes till December end in current fiscal over previous year's 1,416 tonnes.

Exports to Oman, the largest buyer of Indian poultry products stood at Rs. 293.90 crore in the current fiscal till December as compared to Rs. 277 crore in 2022-23. Other countries that saw an increase in poultry shipments till end-December include Japan at Rs. 82.91 crore (Rs. 57.77 crore in 2022-23) and Qatar at Rs. 63.38 crore (Rs. 51.60 crore) among others. Valsan Parameswaran, Secretary, All India Poultry Exporters Association, said robust demand from countries such as Sri Lanka and Oman among others is driving the exports. "We expect the overall exports this year to be between Rs. 1,200 crore to Rs. 1,400 crore," Parameswaran said. Besides robust demand, the growing quality awareness among the farmers and the trade is also contributing to the growing trend, Parameswaran said, while stressing upon the need for creating additional infrastructure such as a dedicated quality laboratory in the main producing region of Namakkal in Tamil Nadu. Mahesh P S, Joint Commissioner and Director, Centre of Excellence for Animal Husbandary, Bengaluru, said going forward, the poultry exports will increase both in chicken meat and eggs. "The focus on quality poultry products at competitive prices will increase the pie. New states joining the bandwagon of South India's poultry hub are West Bengal, Odisha, Chhattisgarh, Punjab etc. India being driven by primary choice in the global arena in this millennium, finds partners for poultry too and next year's target may be Rs. 2,000 crore," Mahesh said.



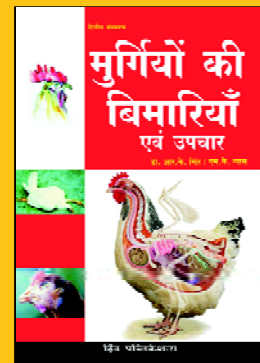
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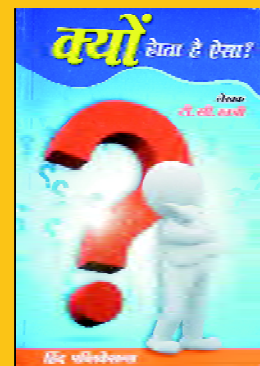
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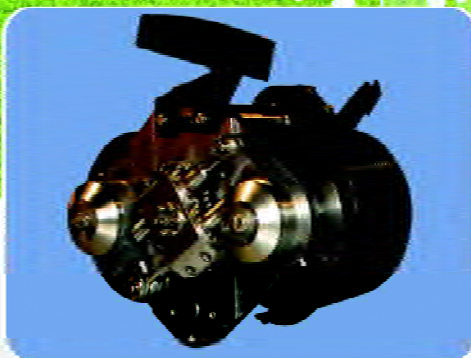


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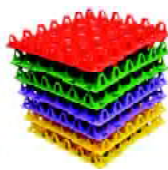
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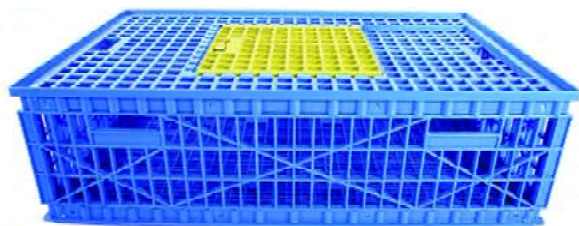
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# Health and Nutrition Asia 2024 Brought the Industry Together and Exceeded Expectations

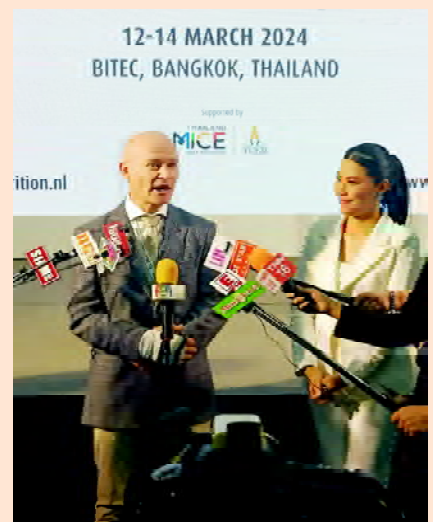
**“Health and Nutrition Asia 2024**, held in co-location with VICTAM Asia, has drawn to a close, marking the second edition of the show taking place in the heart of Asia, in Bangkok, Thailand. The event witnessed unprecedented success, setting new benchmarks with 8722 professional visitors from 73 countries. 252 exhibitors representing the Animal Health and Nutrition industry, as well as the Feed Processing industry, from around the world, had the chance to network over three full business days with professionals seeking to reinforce their business operations in those fields.”

“The show experienced a remarkable surge in attendance, surpassing the previous edition by 42.5% with a notable increase both during the pre-registration period and on onsite visitor numbers from the last edition, indicating the growing interest and importance of the event in the sector.”

The 2024 edition welcomed a professional group of over 200 buyers, manufacturing representatives, and farm owners from Thailand and international markets such as India and Korea, demonstrating the event’s significance on a global scale. Additionally, the presence of more than 200 C-level executives and embassy dignitaries further highlighted the event’s positioning as an important gathering for industry leaders. 141 speakers from 14 countries provided content for more than 45 sessions onsite on subjects ranging from fish-farming nutrition and technology, feed innovation and precision animal farming to challenges and opportunities in genetic improvement of species.”

A highlight of the event was the Networking Night, attended by over 250 guests, providing a platform to celebrate the success of the show and honor the recipients of the prestigious 2nd Asian Animal Health Award. The award ceremony recognized outstanding contributions in veterinary academia and practice.

Another notable feature of this year’s event was the inaugural H&N Start-up Pitching session, made possible through collaboration with Kasetsart



University Veterinary Alumni Association and Kasetsart University, demonstrating a commitment to nurturing and supporting emerging talent in the field. Health and Nutrition Asia 2024 also attracted significant media attention, with over 50 local and international media outlets exploring the latest technological advancements and innovations showcased by top brands. “EW Nutrition and Andritz seized the opportunity to unveil their latest products and innovations, further enriching the event with cutting-edge offerings, among other top industry players present.” In a historic move, UOB Bank joined a VIV Worldwide event for the first time, pointing to a new era of collaboration and opportunities within the livestock industry. “As part of the onsite events, the press conference launch of Horti Agri Next (HAN) Asia 2025, co-located with VIV Asia 2025, provided insights into agricultural and horticultural trends, attracting over 50 guests and media representatives that engaged in discussions and knowledge-sharing sessions led by industry experts.”

### Feed Events

“Several conferences and seminars during the event focused on varying aspects of the feed industry. The Petfood & Aquafeed Extrusion Conference on March 11 focused on the extrusion and related equipment for pet and aquafeeds. “It featured a variety of industry experts offering presentations on how users can make the best use of their extrusion machinery and aquafeed systems. “Aquatic Asia Conference, also on March 11, focused on key areas of the biosciences in relation to fish, shrimp, nutrition, health and more. “GMP+ International and the Feed Ingredient and Premix Association of Asia (FIPPA) presents Feed Safety First: Antibiotics & Medicines and Impact on Animals & Consumers on March 12. Topics covered global antibiotic consumption and usage in the production of animal feed; how antimicrobial resistance shapes and drives regulatory changes; initiatives, safeguarding feed production including strategies to prevent cross contamination and unintended use of substances; and the GMP+ No-Antibiotic Feed Standard. “

The conference examined how Asia is doing in cutting back on medicines and antibiotics in the production of feed. “It also clarified existing rules so industry members understand what’s expected and how they meet industry standards.



## GRAPAS Asia

GRAPAS Asia highlighted the latest trends, technologies and developments within the rice, grain and flour milling industries. The Asian rice milling sector has been experiencing significant growth and transformation, according to recent market analysis by Mordor Intelligence. Similarly, the global flour market is experiencing growth, with its value expected to increase from \$102.99 billion now to \$125.33 billion by 2027. GRAPAS Asia provided a platform for industry stakeholders to explore the expanding markets. It brings together leading experts, manufacturers and innovators from across the region and the world.

“The presence of GRAPAS alongside VICTAM Asia enriches the exhibition by covering a broader spectrum of grain, rice, and flour milling technology,” said Sebas van den Ende, general manager of Victam Corp. It offers attendees a comprehensive view of the entire feed and grain processing chain, enhancing the overall value and experience.

## PDF News Point & Hind Poultry at Nutrition Asia 2024

Hind Poultry and Poultry Dairy & Feed News Point had yet another successful participation in the 2nd edition of Nutrition Asia 2024. They were India's only Publication exhibited in the prestigious show. “We have catered to audiences from Thailand, India, Malaysia, Singapore, Bangladesh, China, Japan, USA, Bulgaria, Philippines, Vietnam, Romania, Azerbaijan, Indonesia, Sri Lanka, and many more. It has been a wonderful experience over the last 7 years to see people overseas taking interest in Books on Poultry. Hind Publications boasts a collection of over 75 books covering various topics in Poultry, and we are proud to hold the distinction of being the largest publisher of such books.” Said Mr. Shashank Purohit; Editor in Chief – PDF News Point.

“Health and Nutrition Asia 2024, Bangkok concluded on a high note. This event has been a testament to the vibrant livestock industry in the region, showcasing cutting-edge advancements in health and nutrition. We extend our heartfelt gratitude to all participants, exhibitors and attendees for their valuable contributions in making our participation, a resounding success.” Shashank Concluded.

“A very satisfying visit to Heath and Nutrition Asia 2024 as an exhibitor. Day one was Excellent visitors turnout, whereas Day 2 and 3, we had expected a little better movement




of visitors. We Thanks to all the visitors who visited our booth. The highlight of the exhibition was that the exhibition was attended by the second largest contingent of visitors from India after Thailand. We are ready to welcome you all at our Next destination -ILDEX VIETNAM at Ho Chi Minh City VIETNAM in May 2024.” Said Mr. M. K Vyas; Editor in Chief – Hind Poultry. 

## Tripura to assist 50,000 Women in Poultry Farming



The state government is working with a definite target of making the state self-sufficient in the production of Milk, egg, fish, and meat. As part of this endeavor, the government has decided to assist 50,000 women in setting up poultry farms.

Sudhangshu Das, Minister for Animal Resource Development said the new project will serve the dual purpose of increasing meat and egg production and at the same time empowering women which is also a target of the state government.

The minister was inaugurating the new double-storied building of the Veterinary Hospital at Kalyanpur. The new building was constructed for Rs 81 lakh and 80 thousand. He said the government has taken a special program to keep the domestic animals free from various diseases. As per the program special vaccination programs are being implemented two or three times a year. 



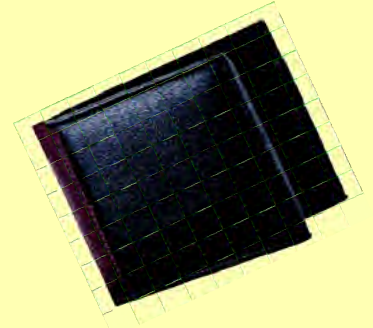
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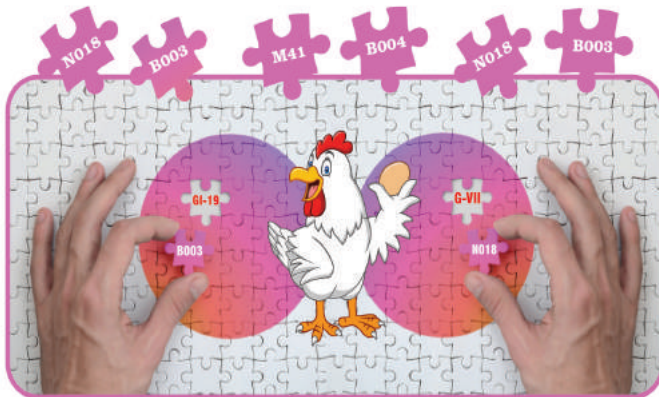
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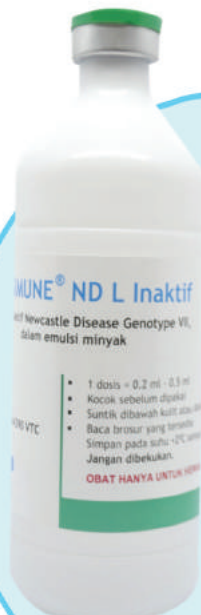
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