



KEMZYME[®] Protease



Patented
multiprotease



Effective on vegetable
and animal proteins



Active throughout
gastrointestinal tract (GIT)

KEMIN
ENZYMES

© Kemin Industries, Inc. and its group of companies 2022. All rights reserved. ®™ Trademarks of Kemin Industries, Inc., U.S.A.

Poultry India a Unique Platform to Display, Develop and Think for the Improvement of Our Poultry Industry




Poultry India Exhibition, an international standard exhibition for the poultry industry is going to conduct the 14th Edition at Hitex Exhibition Centre, Hyderabad, Telangana, India & Knowledge Day Technical Seminal at Novotel, Hitech City, Hyderabad in association with IPEMA. This event is a wide forum with valuable information about poultry industry; feed equipment's, technology, breeders, Egg farming, poultry nutrition, animal health and international poultry production. It also offers latest advances in poultry research, science and technology like cages and feed milling importance. It also offers advanced knowledge and understanding of poultry industry via scientific forums, trainings and career opportunities in the Poultry Industry. The main aim of this Exhibition is to help you to keep abreast of the latest developments and practice in the poultry management, poultry health & nutrition, poultry breeding and new techniques in feed manufacturing and poultry production. Poultry farming in India is a culmination of many years of innovation and ingenuity, in the face of tough circumstances. Moreover, today, the industry as a whole, with its enabling of low cost model with increased productivity, is a showcase of success like few, across the world. In the event, Poultry farmers, breeding companies, integrators and animal health nutritionist can see the progress of their peers and review the usefulness of such procedures and practices for their national and international poultry productions.

This Exhibition, in association with IPEMA will take place at HITEX Exhibition Centre, Izzat Nagar, Hyderabad, India in 2022, 23rd to 25th November

Poultry India is a unique platform to display, developments and thinking for the improvement of the industry and also attracts ample trading and investment opportunities.

The emerging challenges in the production has created new pressures on the national industry, the fraternity fights everyday against, the irregularities in supply & pricing of raw materials and farm produce, the environmental challenges of manure disposal, the hardship of finding competent & regular farm help and the emergence of newer disease profiles. At the exhibition, visitors will find that Indian resourcefulness has taken up the cudgels and on display you will find a treasure trove of knowledge & techniques of international distinctiveness. Leading regional and international poultry industry experts will come together on single platform on "Knowledge Day" on 22nd of Nov. 2022 to share their Intelligence and experience to provide insights for those working in the many sectors of this vast industry. This Exhibition, in association with IPEMA will take place at HITEX Exhibition Centre, Izzat Nagar, Hyderabad, India in 2022, 23rd to 25th November.

Spread over 70 Acres HITEX is India's most modern Exhibition facility. HITEX provides world-class infrastructure to all exhibitors. A one-stop resource for exhibition's, conferences, trade shows and corporate events. HITEX today has emerged as India's top destination for Exhibitions. HITEX is a world-class venue with state-of-the-art facilities for exhibitions, conferences, trade shows and corporate events in India. 



MONTHLY POULTRY MAGAZINE

VOL. XXI No. 1 July 2022

EDITORIAL BOARD

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

Publisher :
SUGANDHA VYAS

Editorial & Regd. Office
HIND PUBLICATIONS

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

E-mail : hindpoultry@hotmail.com

Website : www.hindpoultry.com

YEARLY SUBSCRIPTION :
India Rs. 500/-

OTHER COUNTRY : \$ 60 or Equivalent

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

Design and Typesetting
Akshaya Graphics, Hyderabad.

Printed at
Akruti Offset Printers, Hyderabad.

A Magazine of
HIND PUBLICATIONS

RNI No. 7030/2002

Subject to Hyderabad Jurisdiction

ADVERTISEMENT INTERACTION SECTION



9650559095



9391058963



9986957173



9391378805



8600185552



9487701805



7228846450



8939568828



022-66950323



040-23633500



8600762228



020-25448834



7300303154



9490612032



020-25448834



7898801916



9849059508



020-25448834



020-25448834



9881133755



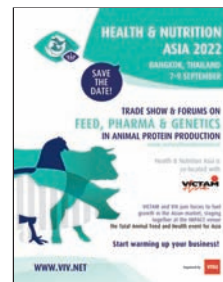
WWW.VIV.NET

CONTENTS

HIND POULTRY JULY 2022



33



41



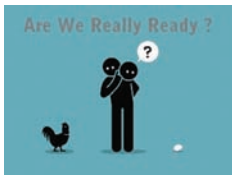
09

PLUS

Poultry India a Unique Platform to Display.....	03	EU demand for compound feed	29
Malaysian ban on Chicken Exports	06	The Lack of Proper Data	33
Global Ingredient Company KEMIN Celebrates	09	ILDEX Vietnam 2022	41
SPACE 2022	13	Water Quality Management Strategy.....	43
Novus Knowledge Forum on Gut Health	17	Multiple Mycotoxins	46
Biofilms... The Bacterial Fortress	21	Need of Awareness Programme	48
Poultry farmers demand increase	24	Workshop on women empowerment	49
Opening Ceremony of GLOCREST	29	Belgium allows 5% conventional.....	49

Technical Articles





Malaysian ban on Chicken Exports and why the Indian Poultry Industry is split on it?

Recently Malaysia banned chicken exports to cool domestic prices. According to trade analysts, Kuala Lumpur's move could present an opportunity, while there could be a loss too. But here in India Malaysian ban on chicken export is a good opportunity for chicken producers in India to develop Singapore as an export market since it imports over 40 Million live birds a year. Over 30 percent of its chicken supply is imported from Malaysia.

Now the ban leaves Singapore without fresh supplies of Malaysian birds. It will now be left with only the supply of frozen birds from Brazil. Frozen chicken from the South American nation accounts for over 40 per cent of the total imports by Singapore. The US is next supplying close to 8 per cent, while a group of countries make up the rest 15 per cent. A section in India feels markets such as Singapore can be developed, but others point to high input costs as dampener. The question is, Can the Indian poultry industry take advantage of the gap in the market arising from a ban on chicken exports by Malaysia? The poultry sector is split in its views over the prospects of tapping the opportunity particularly Singapore.

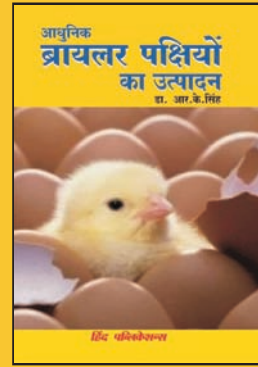
Mr. Bahadur Ali, Managing Director of IB Group, said it would be difficult for India to cash in on the situation as Indian chicken is expensive compared with the chicken produced in Indonesia, the Philippines, China and Bangladesh. He also cited the demand-and-supply gap and high feed costs as another reason. Only a few slaughter plants in India will comply with very stringent Singapore food norms for chicken," he said.

Vasantkumar Shetty, President of the Poultry Farmers and Breeders Association of Maharashtra, said establishing immediate export links with Singapore would be difficult as Indian chicken is not accepted in the international market because there is no low pathogenic avian influenza (LPA) vaccination. Indian chicken producers (processors) will never miss an opportunity, provided they fulfill the importing nation's formalities, said Mr. Sushant Rai, President, Karnataka Poultry Farmers Breeders Association. But as of now "There is not much opportunity for us to tap the Singapore market in particular.

The ban is temporary and we have not invested much in processing chicken meat," said B Soundararajan, Chairman of Suguna Holdings. "The capacities are very low 10-15 per cent. There won't be much benefits in creating new capacities in processing," he said.

Ricky Thaper, Treasurer, Poultry Federation of India, said: "There is a good scope of export of dressed chicken to Singapore from India and a few companies from South India, having poultry processing plants, are already in the process of export." Value-wise, current chicken exports are lower in value compared with Brazil and the US, he said.

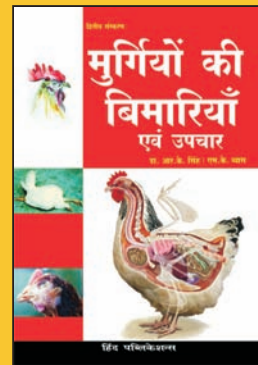
BOOKS FOR SALE



Rs. 260/-



Rs. 325/-



Rs. 325/-



Rs. 185/-

HIND PUBLICATIONS

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

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

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



SUCCESS BREEDS SUCCESS

ROSS 308 AP DELIVERS FOR PERFECT POULTRY

"The Ross® 308 AP consistently provides the efficiency, performance and hardiness we need to maintain our edge in an increasingly competitive market."

MR. JATINDAR SINGH MADAAN
Director, Perfect Poultry

PERFECT POULTRY is one of the largest meat producers in North India with a mission to produce and offer good quality meat in the market.

**SUCCESSFUL
FARMERS** in India
CHOOSE the Ross 308 AP for:

- 1.5 to 2 points of FCR improvement annually
- Average 10 - 15 more chicks per hen than the competition
- High meat yield and excellent meat quality

To learn more, visit our website at <https://ap.aviagen.com> or follow the QR Code below.



Aviagen India Poultry
Breeding Company
Private Limited
+91 4252 233 650
info@aviagen.com
www.aviagen.com



Selko[®]-pH

Poultry Gut Health Programme

Selacid[®] Selko[®]-pH



Integrated approach
to support gut health

- Boosts gut barrier integrity
- Improves microbial balance
- Improves overall animal performance
- Promotes antibiotic free production

Trouw Nutrition India Pvt. Ltd.,
Unit No. L4 04, SLN Terminus, Survey No. 133, Besides Botanical
Gardens, Gachibowli, Hyderabad - 500 032, Telangana
T: +91 40 2988 0258 E: customer-care-india@trouwnutrition.com
W: www.trouwnutrition.in

 **trouw nutrition**
a Nutreco company



Global Ingredient Company KEMIN Celebrates 61 Years of Transforming Lives



Dr. Chris Nelson
President and CEO
of Kemin Industries

Besides a day long program powered by thought provoking presentation by renowned speakers Kemin also held a press conference on 9th July at Hotel Leela Palace in Chennai.



Mr. Ramesh G.S
Group President, Animal
Nutrition & Health - Kemin



Michelle Lim
President, Kemin Food
Technologies - Asia



Mr. Suresh Kumar
President, Kemin
Industries SAPL



Dr. C. Sukumar
Commercial Director,
Kemin AquaScience



Dr. Tanweer Alam
Director - Marketing,
Kemin Industries SAPL

Question. A future-focused company must be committed to conserving our planet to give future generations access to healthy food. How can Kemin products assure the sustainable solutions for conserving this planet and at the same time meet the ever-growing demand of healthy food.

Dr. Chris Nelson: Kemin is looking at sustainability in 3 different ways. First, our own carbon

Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services, is celebrating six decades in business with its “61 Since ‘61-Celebrating Partnership”-themed anniversary, to acknowledge the essence of partnerships, innovations, and care for communities Kemin has been practicing for the past 61 years. Celebrations of milestones took place on the 9th of July 2022 at The Leela Palace, Chennai, Tamil Nadu. Initially formed to provide feed flavors, crop preservatives, and antioxidants to farmers in the Midwestern United States, Kemin’s portfolio and reach have grown immensely over 61 years. Kemin founders, R.W. and Mary Nelson, started the business in an old wool barn in Des Moines, Iowa, U.S., where the multinational, family-owned-and-operated company remains headquartered. The company’s scientific expertise and ability to react quickly to market needs and trends have been attributed to its ongoing success and growth. Today, Kemin operates in more than 90 countries and applies its technologies and skills in molecular science across a variety of industries to offer products with functional benefits that enhance the health and safety of people, pets, production animals, plants, and the planet. Six decades later, Kemin remains focused on transforming the quality of life. Kemin believes in ongoing innovation for solutions—both products and services—to ensure sustainability, feed a global population, and assist customers. Embracing digital transformation with an increased focus on superior services, Kemin is expanding its offering to deliver data-driven insights to customers. Using technology to achieve its vision and help make customers more profitable and sustainable is Kemin’s key focus in upcoming years.

footprint, as we have a target to be net carbon zero by 2050. Second method, I can say when we look into the extraction of active ingredients and more and more sources we are looking for, should be the natural origin. When I joined Kemin, we were 100% dependent on petrochemicals as far as active ingredients are concerned. Now more than 43% of active ingredients were coming from natural resources. The 3rd method is the very nature of the product, i. e - A good example is bypass amino acids. we all know that cattle are overfed with crude protein and by use of the By- pass amino acid, the amount of crude protein in the body can be decreased drastically in cows, which saves a large number of resources around the world. So, our target is to be a specific nutrition solution provider, which automatically helps to become a sustainable company. So I would like to add a category called targeted feeding system to the animals, which will be the future. But I want to add that it will be a long journey to become fully sustainable.

Question. How would you ensure Kemin's growth & expansion in such a competitive time and what would be your views on industry trends changing in the last 2 decades?

Dr. Chris Nelson: First I want to say that one who is coming with innovation, according to the changing needs of a customer is the key driving force for an innovation driven company. We, in Kemin, have wonderful coordination with our customers to understand their changing needs with time. I assure you that the market is very different from 3 years ago, and will be very different in the coming 10 years. The

needs of our customers change and that is a call for us to Innovate. So, innovation is always driven by customer demand.

Question: As COVID's cases and risks are fading away in this part of the globe and the market is opening, slowly but gradually, what is your take on the Poultry trades?

Dr. Chris Nelson : If we talk about COVID-19, it is fading out, but as we are people of the animal industry, it was a deja vu event for us. Time and again our industry is facing these types of pandemics with our animals. Secondly, many companies like Kemin, which provide nutrition to an animal has changed their methodology and imbibed new idea and technology to communicate with the partners, farmers, and customers. I think that this change will be forever constant for us.

Question. We have witnessed the transformation of Kemin regarding innovation, community building, and making new initiatives. What is the most exciting part of the journey?

Mr. Ramesh GS : I see 3 elements, which make it the most exciting, as the journey. The culture of the organization, the values we practice in the company, and third is the "PEOPLE". If we talk about a culture, I mentioned, how will we do our business and value our customers. The value is how we want to do the business, and how do our customers see Kemin as their partner. That's become the fabric of the organization and we evolve ourself better as an entrepreneur.

Question. Kemin is working rigorously towards its biological

units to enhance its footprint in the health care section of poultry, globally. Indian Government and related authorities also become little progressive towards biological import and domestic manufacturing of vaccines for the Poultry sector. How do Kemin Biologicals look into it, as an opportunity?

Mr. Ramesh G. S. : Yes, for us, Kemin Biologicals is the growth driver for future prospective. If we look at disease management, Vaccines are the first line of defence. So, we have already initiated the steps to register our vaccines in the Indian Market. Once we get all the approvals from the Indian Government, we would be ready to import the vaccines from our Egypt facility, which is currently going under different EU & Russian GMP accreditations. As the feed and animal production industries continue to evolve, customers are searching more aggressively for innovation that adds real value. Afterward, we have a plan to set up the necessary laboratory for customer support. We are very progressive for our future and long-term perspective and will definitely have thought about setting up a manufacturing unit (here), once we would be supported by the volume in this part of the globe. We already had a good facility in Egypt which is supplying to the South-East Asia region. Here, in India, registration process is going on.

Question. The market for Birds and eggs is very volatile, for quite a few years, in price and demand. Sometimes, farmers are even not able to recover their input cost. Your suggestion of offsetting or minimizing farmers' losses?

Mr. Suresh : Today, in morning, our team was discussing the same issue. From Kemin's point of view, we have already controlled the parameters, which can be responsible for inflation. Where we do not have any control or what we can see is that the supplier for the end-user is determining the prices, not producers, but of laid, the trade which we are looking that the eggs and birds which are processed or marketed well with proper packaging; the consumer in India, too, are ready to pay premium prices. So, today I cannot say that we are at par with this problem, but I can assure you that this can be the way to be remunerative, specifically for farmers, at any kind of volatility.

Question. What is your advice for risk management in today's business?

Michelle : Yes, there are multiple risks in the environment. Right from the supply chain to the geopolitical issues. First, we should look into the customer focus solutions, like how your action is going to impact your customers' journey. You can use that as your guiding principle, which definitely minimizes the risk factor. Secondly, talent retention, i.e - You need a highly engaged and thoughtful team to point out the risk factors, sustain the pressure of this volatile market, and propel with the management.


Q6. Shrimp farming is a booming part for Indian agriculture industry. initially much research were happening on the shrimp feed, but now what can we observe that, now, it is not done as much as previously. Is Kemin conducting any research on the feed ingredient and nutrition for shrimp farming or are you coming with a functional feed for shrimps ?

Dr. C. Sukumar : You rightly said that shrimp production is really surging up. If you talk about the functional feed, it is given importance, as feed itself is the health indicator for the aqua farms. For example, if one has a large aqua farm (Pond), one cannot broadcast different medicines to the different section of the pond. So now, a lot of research is happening in Kemin to help the feed manufacturers to launch their own functional feed and Kemin will be their partner to help them to produce specific functional feed which could manage the disease challenges.

Mr. Ramesh : If you look into Kemin's aquaculture research Priorities, disease management is the biggest issue in the shrimp farming industry. It is not an issue for India only, China, and Thailand are also facing the same challenges. we have collaborated with a few universities abroad, for research and development purposes. The second part is sustainability. When we shift into the managed production system, in aquaculture, the biggest challenge is how to make it most sustainable. So Kemin's focus area is to provide alternative feed which should be from the most sustainable source. The much more digestible protein, and also provide the much-needed immune health. But it is to mention that we are leader in the segment, that operates for aquaculture in India and south east Asia. So, we are constantly conducting research in India and China for alternative proteins, which owns the future possibilities in the aquaculture. So these are the area, where Kemin is working on.

Question: Kemin has grown immensely in these 61 years. What would Indian livestock farmers can expect from Kemin in the coming 10 years?

Michelle : I think we will continue to innovate and look into the areas like food security, and sustainability, which means how much your food is safe when it comes from the farm to your folk. Sustainability means how natural ingredients are we using to improve health and also improve the productivity of our customers without any hindrance.

Dr. Chris Nelson: The area where we are strong is the molecules, and when we have particular expertise in molecules, for example, products like kemzyme and cellulase, which are running for the last 30 years. We use the same cellulose in animal Feed which is being used in the textile industry, for the coloration and tearing of your Jeans. So, the molecules are the thing we understand very well and use it, according to the market requirements. The second thing I want to mention here that still agriculture has not seen the revolution of technology involvement that it is going to be in next 10 years. We at Kemin, are committed to revolutionizing the livestock & feed industry experiences with our digital services, embedded with our classic molecules. There are 8 billion people on the earth, by 2045, as we are going to add 2 billion more people but we can't add one hector of a new farms for production. But the fact is thousands of hectares of land is been taken out of farming in the name of development. So, that means the overall efficiency of our protein-producing factors, i.e egg meat, and milk will grow up in a significant way and this cannot happen without the help of technology, and we are gonna part of this revolution. 

Srinivasa



Hy-Line

International Bird Now Customized for **INDIA**

W-80i

- ₹ **Local Breeding Program**
- ₹ **Maximum No. of Saleable Eggs**
- ₹ **Maximum Livability**
- ₹ **Lowest Feed Per Egg**



📍 **Registered Office** : Plot No. 82,
Kavuri Hills, Phase II, Madhapur,
Hyderabad - 500081, Telangana, India.

✉ **E-mail** : contact@srinivasa.co

☎ **Phone** : +91 40 23633500 / 501, +91 91000 21340

🌐 www.srinivasa.co | Follow us on     

Srinivasa Farms

Srinivasa Farms Private Limited

(CIN : U01222TG1983PTC003979)

SPACE 2022 will be held from Tuesday 13 September to Thursday 15 September at the Rennes Exhibition Centre

SPACE 2022 will be held from Tuesday 13 September to Thursday 15 September at the Rennes Exhibition Centre. Hit by the Covid 19 pandemic for the past two years, in-person visits to the Expo were canceled in 2020, only to return in 2021 under conditions adapted to health safety measures. For this reason, for its 35th anniversary, SPACE has ambitions to make its next edition stronger than ever. It looks to engage in the challenges of livestock farmers, bring together all the different animal production sectors in a forward-looking approach, and, thanks to state-of-the-art developments and innovations presented by the exhibitors, show visitors what the livestock industry is really about today.

It's an industry that undergoes continual shifts as it pays close attention to citizens and consumers, one that does what it takes to meet societal demands both in terms of rearing practices and their impact on global climate. These changes occur in a context rendered even more complex by the conflict in Ukraine, alarming climate conditions due to drought, the avian influenza crisis, the soaring costs of raw materials and the amount of expenses required for energy, fertilizers and feed. In such an unstable overall climate, food sovereignty has become a major concern. During the Covid crisis, players in the agricultural sector



demonstrated their strength by making sure the food supply chain continued to function for citizens. Currently, farmers are again faced with numerous challenges as certain areas of the world are confronted with the risk of famine and shortages. The FARM initiatives supported by the European Union and France is a response to the food security challenge at hand. Its goal is to encourage the agricultural sector to produce enough to sustain trade relations and emergency food assistance in the coming weeks, without losing sight as local food production as a priority. The compelling nature of this challenge is part of a larger picture, one in which climate issues require immediate action. The

Climate Law includes a legally binding obligation upon which the European Union has to reach climate neutrality by 2050. The objective calls for an at least 55% reduction in greenhouse gas emissions by 2030. Keep in mind that the agricultural sector is responsible for 19% of today's emissions. That's what the "Espace for the Future", located in Hall 4, will demonstrate with its illustration of the topic: Livestock farming and climate: reducing the impact. Presentations of technical solutions, daily round tables, breeder testimonials and on-farm videos will inform SPACE Expo goers and help them develop ideas on these topics.

Nearly 1,100 exhibitors are registered to participate in this next edition, of which 185 are new and 318 are from countries outside France. This year, the poultry farming industry will occupy halls 10A and 10B, while that of animal nutrition will be well-represented in halls 9 and 5. Despite the climate of a global health crisis, international visitors made their way back to the trade show for its 2021 edition. For this 36th edition, everyone hopes to find that same dynamic of earlier years, but with an even greater international attendance.


SPACE is one of the world's most noteworthy trade shows for the livestock industry and a key event for the professionals that are a part of

it. Despite complicated travel conditions due to the Covid 19 pandemic, which continued to rage well into September 2021, nearly 5,000 international visitors from 96 countries showed up for the last edition. In a global context still shaken from the unpredictable health crisis we have all experienced, combined with an unsettling geopolitical climate due to the conflict in Ukraine and its resulting economic consequences, it is quite difficult to measure what the foreign attendance will be this September. The Innov'Space competition is what makes SPACE the leading event for innovation across all the livestock sectors. For over the past 25 years, these awards have been a real quality seal for the industry. They demonstrate the extent to which our sectors are efficient, innovative, and always thinking ahead.

Each year, exhibitors show great interest in these awards, recognising them as a major commercial advantage that highlights the expertise they invest in the name of breeders. 83 % of exhibitors say that SPACE is the ideal place to showcase their innovations. In 2021, 35 products, services, and equipment were awarded prizes from the panel of experts. Two of the winners took the microphone to talk about the impact of Innov'Space at the Expo's Podcast Space. The list of the 2022 prize-winners will be published in July. As of last year, the program of livestock animal presentations and competitions takes place over three days. Tuesday is mainly dedicated to beef breeds, notably with the Blond d'Aquitaine National Challenge. On Wednesday,

the Jersey dairy breed will be in the spotlight with its national competition. In addition to the competitions, breed officials are planning an international event by hosting the European Jersey Forum and members from the World Jersey Cattle Bureau.

On Thursday, most of the day will be devoted to the Prim'Holstein Atlantique competition. The event will also feature 10 interregional competitions, breed presentations and the Genomic Elite Multi-breed Auction. 550 cattle of 13 different breeds will provide a continuous spectacle in the main ring during the three days of the Expo. Visitors will also have the opportunity to see 200 animals of 11 sheep and goat breeds, with the Ile de France breed presented in a national competition on Tuesday. On the Friday of the 2021 edition, SPACE went fully virtual to account for the switch to a shorter three-day event. This strategy was mainly designed to

keep ties strong between exhibitors and the trade show's international audience thanks to digital tools specially developed for the occasion. And, now SPACE can continually offer information and services all year long without having to dedicate a specific day to them. These tools offer extensive content and features: a platform for scheduling BtoB meetings, a marketplace, webinars, podcasts, web TV programs, the Innov'Space prize-winner list, product descriptions, an interactive map, the conference schedule and animal presentations, etc. The web portal digital.space.fr and the mobile application app.space.fr will soon be available to help users prepare for their visit to the Expo. These interfaces will be further enhanced with new features to make them even easier to use. The SPACE podcasts The Voice of Farming and SPACE TV by Web-agri video reports will also be available all year round from these digital tools. 

Hind Poultry Goes Global

Plan your visit with us at following Exhibitions and explore the business opportunities. "Hind Poultry is all set to showcase their products to all of these exhibitions on their exclusive booths." Travel Restrictions are gone at Bangkok, France and Indonesia but Issuance of VISA is taking a little longer time.

Plan your visit now. For any assistance contact our Fully dedicated Travel Team at "info@hindpoultry.com" Visit our booths at following exhibitions:

- **HEALTH and NUTRITION Asia at Bangkok - 6 to 9 September 2022**
- **SPACE Exhibition at Rennes - France - 13 to 15 September 2022**
- **ILDEX Indonesia - 9 to 11 November 2022**
- **Poultry India at Hyderabad - 23 to 25 November 2022**
- **VIV Asia at Bangkok March - 8 to 10- 2023**

M. K. Vyas, HIND POULTRY

93913788085, 9502159098

hindpoultry.com mkvyas@hindpoultry.com

PARIVARTAN **NEXT** GEN

Building the Future of Poultry with Technology



200 CRORE INVESTMENT BY IB GROUP

- START-UP BUSINESS OPPORTUNITY FOR YOUNG INDIA
- FIRST EVER SUCH INVESTMENT SCHEME IN INDIA
- GLOBALLY ACCLAIMED NEXT GENERATION POULTRY HOUSING TECHNOLOGY

25% INVESTMENT BY IB GROUP *

3 BEST PLANS TO SUIT YOUR INVESTMENT NEED

SR.NO.	EC HOUSE TYPES	EC HOUSE SIZE	BIRD CAPACITY	PER BIRD COST (₹)*	TOTAL COST	ABW/BIRD (KG)**	MIN GC/KG (INR)***	COMMITTED MIN BATCHES PER YR	ANNUAL EARNINGS	APPROX PAY BACK IN YEARS
1	HOUSE TYPE-1	45'x330'	21,808	475/-	1,03,58,800	2	13	6	34,02,048	3.0 yrs
2	HOUSE TYPE-2	45'x270'	17,654	528/-	93,21,312	2	13	6	27,54,024	3.4 yrs
3	HOUSE TYPE-3	45'x220'	14,192	576/-	81,74,592	2	13	6	22,13,952	3.7 yrs

- * Prices are valid until 30th of September 2022 and exclusive of taxes, erection, installation, transportation charges, subject to any revision from the company.
- ** ABW- (Average Body Weight) as per industry average norms .
- *** GC- (Growing Charges) will be revised post completion of every 8 batch based on the electricity charges and labour charges.

BENEFITS FOR INVESTORS

- 25% investment by IB Group .
- 100% interest subvention and Moratorium for 3 years by IB Group.
- Next Generation Globally tested best in class Environment Controlled Broiler House farming technology ROI in first 3 Years.
- Technical Training and hand holding for new startup farmers and all-round the year support with 25years plus IB technical expertise
- Safe Investment with IB Group for business assurance



ABIS EXPORTS (INDIA) PVT. LTD., IB Group Corporate House, Indamara, Rajnandgaon (CG) - 491 441.

Contact : 91 91091 12121 Email : parivartannxtgen@ibgroup.co.in





Trust Forms The Core Of Our 'BONDS'...

When it comes to setting higher benchmark of performance as compared to other chelated mineral sources; producers across the world spread over 100 countries, trust MINTREX®.

MINTREX® is the only globally available bis-chelate where one molecule of metal is attached to two molecules of HMTBa (2 hydroxy-4-methylthio-butanoic acid) by strong bonds. The unique, stable and neutrally charged structure of MINTREX® minerals lead to higher absorption, bioavailability and production performance as compared to other mineral sources. The uniqueness of MINTREX® minerals has been recognized by various international bodies like EU and AAFCO by classifying them as a distinguished class of minerals.

Zn
80% Methionine Value

CU
78% Methionine Value

Mn
76% Methionine Value

Building 'BONDS' Stronger

www.novusint.com



***TMO Plus**
(For 'Trace Mineral Optimization' in Poultry)

TMO Plus standard premix from Novus contains MINTREX® minerals as source of Zn, Cu and Mn
Novus and MINTREX® trademarks of Novus International and are registered in the United States and other countries. 2022 Novus International, Inc. All rights reserved





Novus Knowledge Forum on Gut Health Optimization in Poultry



As a way to share knowledge on how gut health can impact poultry production, Novus International, Inc., hosted the first in a series of informational forums titled Gut Health Optimization in Poultry in the cities of Kolkata (West Bengal) and Pune (Maharashtra) on 15 and 17 June 2022 respectively. Kolkata and Pune are prominent poultry-producing areas in India. Both the markets consist of strongly integrated farming, commercial feed operations, and a mix of layer farms. With increases in demand for broiler meat and eggs, the challenge of getting good quality raw feed materials at a competitive price is increasing. At the same time, maintaining good gut health is an ongoing challenge for poultry producers. There are certain organic acids and essential oil complexes that have become an important tool to improve/optimize bird gut health. Novus hosted these events with an aim to provide insight on how to use these feed additives and other options to positively impact poultry gut health.

The Novus Forums received an over whelming response with over 70 attendees that included integrators, feed millers, and layer farmers, along with eminent thought leaders from the poultry industry. The keynote speaker was Dr. D. Chandrasekaran, a retired professor of animal nutrition at TANUVAS (Tamil Nadu Veterinary and Animal Sciences University). Having published more than 75 scientific articles in national and international journals, Chandrasekaran is a renowned poultry expert, nutritionist, and researcher in India and the subcontinent.

Chandrasekaran spoke on how maintaining gut health is the first priority for every nutritionist in the poultry industry. Linked to better immunity, nutrient utilization, improve digestibility and overall performance, the bird's gut health is the most important factor. He said it's possible to impact gut health through the usage of nonantibiotic additives, acidifiers, enzymes, and protected organic acid to control many gut pathogens and improve beneficial microbes.



During the event, AnnafePerino, Novus poultry solution manager in Asia, explained how Novus gut health solutions are unique and help poultry producers to maximize their profit by reducing the pathogen load in the intestine. She talked about various research trials conducted to




show how Novus products they work in controlling pathogens in the gut and increase beneficial bacteria, highlighting Novus eubiotic solutions AVIMATRIX® feed supplement and NEXT ENHANCE® 150 feed additive. “Novus believes in providing our customers solutions with demonstrable value,” Perino said. “With our unique eubiotic solutions for optimizing gut health and farm profitability, we are strategically well-positioned to serve our customers and increase their profits.”

Perino explained how AVIMATRIX®, Novus’s premium blend of high benzoic acid concentration in embedded matrix technology helps create homogeneous dispersion and the slow and continuous release of active ingredients along the entire intestinal tract. AVIMATRIX® also ensures a dustless free-flowing and non-corrosive product, which allows the active antibacterial ingredients to be delivered to the lower part of the intestinal tract. For NEXT ENHANCE® 150, Perino explained how the high level of essential oil compounds are thermostable through a patented micro-encapsulation technology that ensures the release of active ingredients at the right site in the gut. “This allows NEXT ENHANCE® 150 to reduce pathogenic bacteria and improve gut morphology, controlling Eimeria species pathogenic bacteria and increasing beneficial bacteria in the gut. These changes help to

improve the overall performance of the bird,” she said.

The sessions were moderated by Reena Rani L C, Novus senior marketing communication specialist for South Central Asia. Dr. Manish Kumar Singh, Novus director of strategic marketing

in Asia, led the event with details about Novus; sharing details about the company’s foundation in feed additive products based on science and research, as well as its strong presence in India. The event was supported by the Novus India team including, Dr. Krishnamurthy Dasappa- sales director, Dr. Koushik De -technical service director, Sukanta Nandy- national sales manager, Santu Nandy - sales manager, Dr. Milind Rainchwar - technical service manager, Dr. Rajesh Kharvi -product category manager for Asia/Pacific, Vikram Tambewagh -sales manager, Nilesh Sen - sales manager, and Anand Srivastava - key account manager.

Novus International, Inc. is a leader in scientifically developing, manufacturing, and commercializing nutrition and health solutions for the animal agriculture industry. Novus’s portfolio includes ALIMET®, MFP®, and MHA® feed supplements, MINTREX® bis-chelated trace minerals, CIBENZA® enzyme feed additives, NEXT ENHANCE® feed additive, ACTIVATE® nutritional feed acid, and other feed additives. 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. For more information, visit www.novusint.com. ©2022 Novus International, Inc. All rights reserved. 

GalliPro[®] MS

GalliPro[®]

For more than 40 years we've designed probiotics to support:

- ✓ Your **profitability**
- ✓ Microbiome **agility**
- ✓ Food **safety**

From hatch to harvest, **GALLIPRO[®]** brand portfolio is created to fit your needs. It is a natural, safe, sustainable part of your solution.

Visit www.chr-hansen.com to find the product best suited to your needs.

CHR. HANSEN (INDIA)
PRIVATE LIMITED

Visit us at: www.chr-hansen.com

605 & 606, Everest Grande
6th Floor Mahakali Caves Road
Andheri East Mumbai MH 400093 IN
Phone: +91 94426 17178 | +91 77009 11196

CHR HANSEN

Improving food & health

Bio Challenges Need Strategic Bio Responses

Exclusive Range of Hygiene & Disinfectant Products



MOST EFFECTIVE AGAINST COCCIDIAL OOCYSTS
EFFECTIVE IN PRESENCE OF BIRDS
MOST SUITABLE FOR VEHICLE DIP & FOOT DIP

SAFE FOR THE USER
EASY TO USE
PROVEN EFFECTIVENESS
ULTRA VERSATILE



ULTIMATE SOLUTION FOR DEGREASING DIRT
IDEAL TO BREAK BIOFILM IN WATER PIPELINE
EFFECTIVE IN HARD WATER ALSO

ULTRA BROAD SPECTRUM
ECO FRIENDLY & SAFE
ULTRA FAST ACTING
UNIQUE FORMULATION



Redefining the animal Health & Hygiene



Huvepharma SEA (Pune) Pvt. Ltd.
42, 'Haridwar', Road 2 A/B, Kalyani Nagar, Pune 411006
Customer Care Contact: +91 20 2665 4193
Fax: +91 20 2665 5973 Email: salesindia@huvepharma.com

Follow us at: huvepharma SEA



Biofilms... The Bacterial Fortress

Franck Foulon,

Global Product Manager Hygiene, Huvepharma

One common survival strategy used by bacteria is to form biofilms. These communities and their inherent resistance to antimicrobial agents are at the root of recurrent bacterial infections in livestock rearing.

Bacteria have adapted to a “biofilmed” state to survive unfavourable environmental conditions such as those which are poorly oxygenated, have extremes in temperature or are lacking in nutrients. In the natural environment, biofilms act as a reservoir for microbial species, constitute a major component of the bacterial bio-mass and guarantee ecological balance. But in livestock buildings, they are a source of permanent contamination that is particularly difficult to eliminate.

A livestock rearing house is a closed space with a dynamic micro-bial ecosystem due to the high concentrations of organic matter, high temperatures and high humidity levels. The characteristics of this microbial ecosystem are determined by the microbiota of each animal and that of the herd. Animal excrement regularly enriches the microbiota of the building,

especially with strains of enterococcus, coliforms, tract of the animals. The presence of animals in the barn causes warm air to rise to the top of the building, carrying with it many micro-organisms in the form of bioaerosols. Thus, all surfaces of the building become contaminated and biofilms are formed (see Figure 1).

Biofilms are complex structures, constituting a considerable bacterial reserve in livestock buildings. They are formed on surfaces through the accumulation of stacked bacteria which secrete a protective polysaccharide or extracellular polymeric substances (EPS) during the maturation phase. This mucous matrix is excreted through a network of channels in which the medium can circulate.

The thickness of the biofilm does not increase indefinitely. Large aggregates or single cells may detach from mature bio-film and can directly seed other surfaces. The detachment of parts of the biofilm is partly due to variations in temperature and humidity inside the buildings. This contributes to air-borne bacterial spread, causing increased infectious pressure and new animal contaminations.

The structures forming biofilms contain channels in which nutrients can circulate, and cells in different regions of a biofilm exhibit different gene expressions. The biofilm is therefore a mosaic of micro-niches containing different species but also different phenotypes of the same bacterial species. The cohesion of this microbial community relies on synergistic interactions and homeostatic mechanisms. The complexity of biofilm structure and metabolism has led to the analogy of biofilms to tissues of higher organisms (eukaryotes),

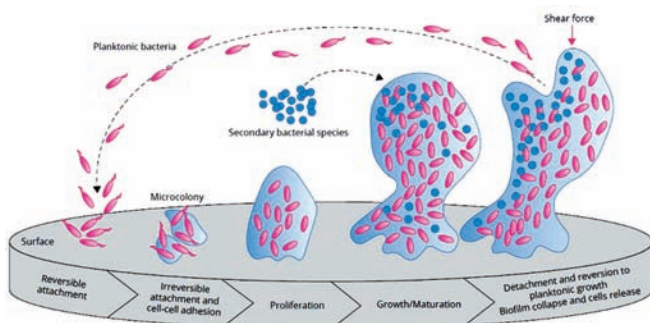


Figure 1 : Steps leading to bacterial biofilm formation

highlighting their remarkable evolutionary importance. Bacteria in a biofilm can be 1,000 times more resistant than individual bacteria. They acquire increased resistance to antimicrobial agents in two main ways:

1) Physico-chemical resistance

is the failure of an agent to penetrate the full depth of the biofilm. Polymeric substances like those that make up the matrix of a biofilm are well known to retard the diffusion of antibiotics or disinfectants.

2) Extra-chromosomal resistance

Bacterial resistance to disinfectants is higher when bacteria are in biofilms, due to the acquisition of specific resistance genes carried by plasmids (circular periplasmic chromo-somes). In a biofilm, the plasmids are transferable between bacteria by intercellular bridges. Thus, the acquired resistance can be quickly spread to all bacterial species via horizontal transfer.

Numerous bacterial species and genera that cause infections in animals, and which may or may not have zoonotic potential, can form biofilms. Some examples are:

- Salmonella
- Campylobacter
- Escherichia coli
- Pseudomonas
- Staphylococcus
- Streptococcus


Biofilms increase infectious pressure and bacterial resistance to

antibiotics, disinfectants and the immune response of the host. In animal husbandry, contamination of surfaces, air conditioning, ventilation and water distribution system with bio-films is a huge problem. But several of these bacterial species also have an impact downstream in food industries because of their ability to cause infections or food poisoning in humans.

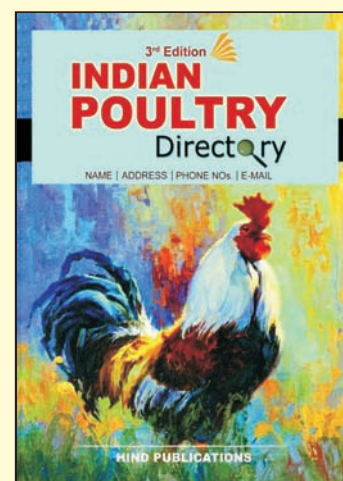
Biofilms are therefore a constant threat to biosecurity because of their ability to diffuse into the environment and colonise all kinds of media. Their resistance to extreme conditions, including disinfection procedures, only makes matters worse.

Trying to disinfect without breaking biofilms is useless, and the best and most economical way to break the biofilm is to use detergents. Before the disinfection step, it is imperative to carry out a cleaning step with a detergent to dissolve and eliminate both the visible organic deposits and most of the EPS of the biofilm.

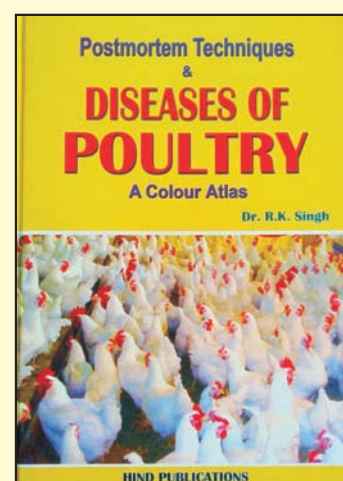
Adherence to this procedure and to general biosecurity management rules guarantees increased effectiveness of the disinfectant and suitable decreasing contamination of the surfaces before placing a new flock or herd in the building.

Huvepharma, through its expertise in biosecurity and animal health, provides a range of detergents and disinfectants to eliminate biofilms. 

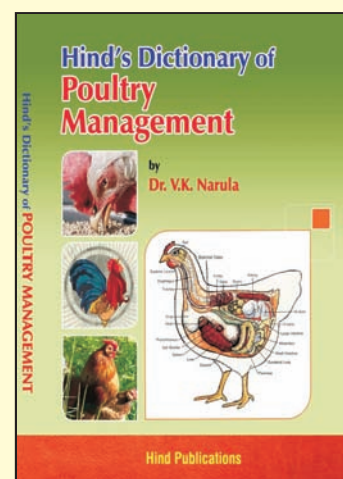
BOOKS FOR SALE



Rs. 750/-



Rs. 1800/-



Rs. 550/-

HIND PUBLICATIONS

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

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

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



HEALTH & NUTRITION ASIA 2022

BANGKOK, THAILAND
7-9 SEPTEMBER

SAVE
THE
DATE!

TRADE SHOW & FORUMS ON FEED, PHARMA & GENETICS IN ANIMAL PROTEIN PRODUCTION

www.vivhealthandnutrition.nl



Health & Nutrition Asia is
co-located with



VICTAM and VIV join forces to fuel
growth in the Asian market, staging
together at the IMPACT venue
the Total Animal Feed and Health event for Asia

Start warming up your business!

WWW.VIV.NET

Organized by

VNU

Subscribe Today



**Subscribe
for
One year
and Get
Leather
Purse Free**



**Yes I would like to Subscribe
Hind Poultry Magazine**

PRICING

- Rs. 900/- for One Year for Printed Copies through Register Post
- Rs. 500/- for One Year for Digital Copies at your Registered Mail and Whatsapp

PAYMENT

- Cheque in favor of Hind Publications Hyderabad



9391378805




9391378805

Send the Subscription Detail at :

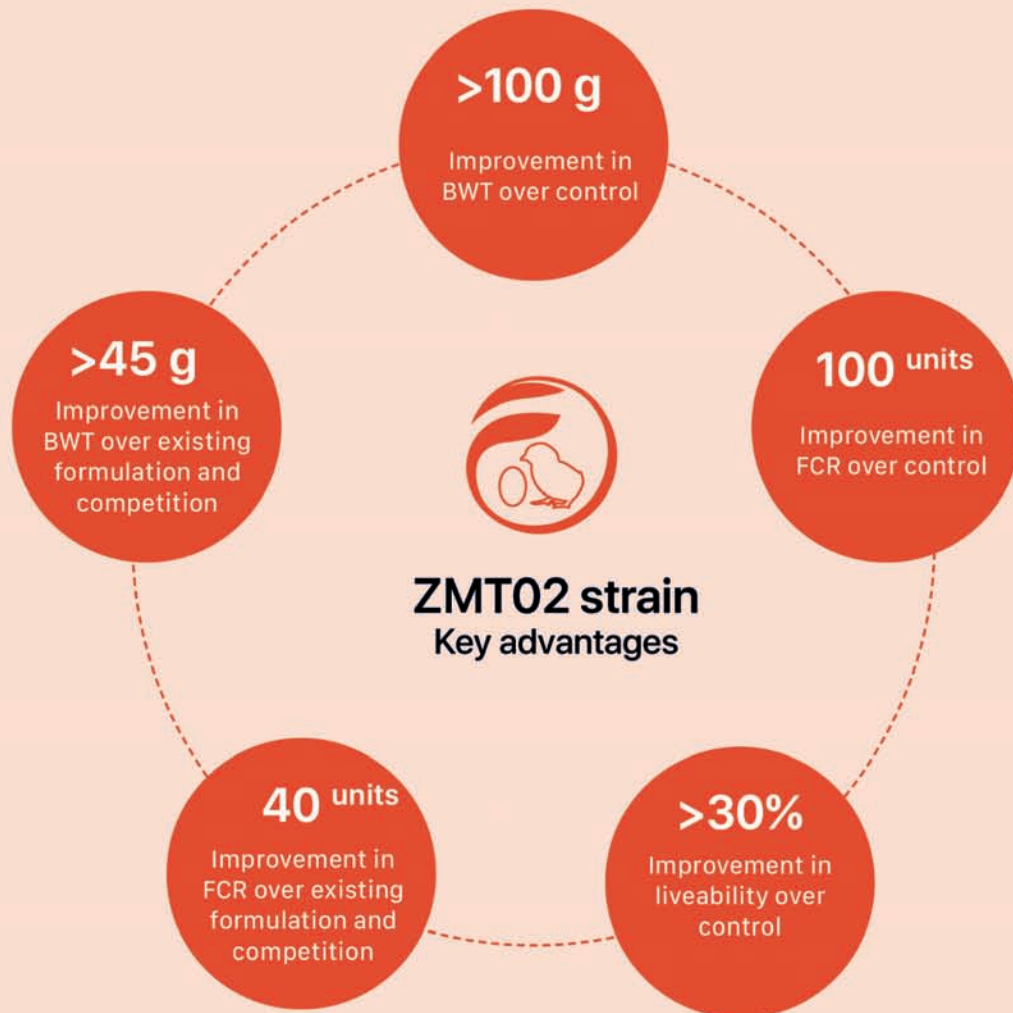
HIND PUBLICATIONS

204, Plot No. 19, Huda Complex, Saroor Nagar,
Hyderabad - 500 035. Telangana. INDIA
Cell : 93913 78805 Whatsapp : 95021 59098
E-mail : hindpoultry@hotmail.com
Website : www.hindpoultry.com

Poultry farmers demand increase in rearing cost

To discuss the future course of action to resolve the problems of poultry farmers under integration, their leaders from different districts of the State met at Kompally and discussed several issues and prepared a charter of demands to to put before the representatives of hatcheries to intervene and resolve the issues which are affecting the poultry farmers of the region for long period. It is said to have been attended by large number of poultry farmers from 15 districts of the State to discuss various issues and get details from the reports of problems the farmers are facing while propagating the poultry. The farmers also put forth the few demands for the development of families involved in poultry farming. Demands raised during the meeting to include price increase of rearing by Rs 15 per kg, revision of of Feed Consumption Charges , relaxation in using Agriculture bore wells for poultry rearing and free power supply for poultry industry. A delegation of poultry farmers under integration called on the representatives of leading hatcheries. The poultry farmers made a representation to them and urged them to discuss the demands with the higher authorities taking the poultry leaders into consideration. As per the Representatives of poultry farmers they are planning to raise the issue faced by the poultry farmers with the State government also by calling on Minister K T Rama Rao where we can put forth the demands as well for the overall welfare of the farmers involved in poultry farming. 

The powerful probiotic strain screened and isolated from the chicken gut



— THE KEY TO TOTAL GUT INTEGRITY —
Improval BFS

Improval MS

The key to total gut integrity

Zenex AH was formerly Zydus AH



NATURAL PROTECTION

The gut and its resident bacterial flora play an important role in the development of the immune system and resistance to disease

Under natural brooding conditions chicks obtain their gut flora from their mother & the environment

WHAT ABOUT
ARTIFICIAL
INCUBATION



AVIFLORA

Unique natural microflora for avian species



VENKATESHWARA B. V. BIOCORP PRIVATE LIMITED

(An ISO 9001:22000, HACCP, FAMI QS & GMP Certified Company)
Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077
Website: www.venkateshwarabvbiocorp.com

In technical collaboration with





Best performer water sanitizer



Be assured of pure water
as safe as nature's!



'FOURTH GENERATION QUATS' with

- ◆ Superior germicidal action
- ◆ Increased tolerance to hard water
- ◆ Better performance in high pH



VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)

Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030

Tel.: (020) 24251803, Fax: +91-20-24251060/24251077, Website: www.venkateshwarabvbiocorp.com

Team Agrotech

YOUR STEPPING STONES IN SUCCESS!!



Country Representative
CPM ASIA

Your Single Stop Source for

Complete Project management of Turnkey Solutions in the following areas:

1. Integrated Feed plants for Poultry, Floating Fish, Sinking Fish, Shrimps, Cattle etc.
2. Balance of plant equipments for Pre/Post processing
3. Complete Plant Automation Solution, on GATE In to GATE Out concept.
4. In-house design and manufacturing of Pre Fabricated steel structures for Plants, Warehouses.



CPM Lineator Technology: Remotely Control the distance between roll and die surface, even when the pellet mill is on. This technology provides swift, accurate and safe roll adjustment, with no downtime, so no production loss.

For Queries Contact



CONTACT TODAY

Plot No. 1161, Hudkeshwar Road,
Aashirwad Nagar, Nagpur-440 024.
(Maharashtra)
Email : teamagrotech@yahoo.com
Web : www.teamagrotech.com
Call Us - +91-9650559095

Opening Ceremony of GLOCREST Pharmaceutical Pvt Ltd corporate office @ Mumbai

GLOCREST Pharmaceutical Pvt Ltd announced its new corporate office opening in Thane - Mumbai on 22 June 2022. Big thanks to all our valued customers/ consultants/ business partners from all India for spending their valuable time to grace this event. We look forward to much more of such events & support from our valued guests.



Inauguration of Glocrest Pharmaceutical Pvt. Ltd. - Corporate office. Dr. Ajit Ranade, Mr. Rajesh Babu Kaparthy and Dr. Ramdas Kambale.



Dr. Ranade with GLOCREST BOARD MEMBERS At time of lightening of Lamp for Inauguration




GLOCREST Team: T. Mathusoothanan, Dr. Ramdas Kambale, Hemendra Sengar, Dr. Mahesh Rajurkar, Rajesh Babu, Nishank Kaparthy, Mrs. Seema Kaparthy, Vaibhav Kadam



Group Photo

EU demand for compound feed expected to lower in 2022

According to a news report from FEFAC, the European Feed Manufacturers' Federation, EU compound feed production (EU27) for farmed animals in 2021 is estimated at 150.2 million tonnes, an increase of 0.03 % compared to 2020. Except for the pig feed sector, all other sectors managed to stabilise or slightly increase their production despite the continuing COVID-19 pandemic, global grain market rally, supply chain disruptions and spread of animal diseases in 2021. Following the 2021 EU critical pig meat situation, facing challenges of reduced meat demand in key export markets (sanitary import ban and Asia-Pacific's recovery from ASF), high costs for feed grains, the impact of African swine fever (ASF) and significantly increased 2020 production, the pig feed production decreased by -1.5% in 2021. The countries most affected were Germany, France, Portugal, Spain, Austria, Slovenia and Hungary. The Netherlands and Belgium have continued depopulation of their pig herds in order to lower agricultural environmental emissions. The EU poultry feed sector managed to increase its production by 1.1% compared to the previous year, recovering partially from losses linked to COVID lockdown measures in 2020. Ireland, Spain, Italy Portugal, Austria, Finland and Romania enjoyed growth of more than 5% while a decrease was reported in Germany, France, Belgium, Sweden, Poland and Lithuania mainly due to high costs of raw materials (farmers not starting a new cycle/rotation), avian influenza and flat or reduced retail prices for eggs impacting the poultry sector. 



Poultry Waste Rendering Plants



Different capacity Plants
Eliminates waste, makes profit

For Farm mortality
Layer/Breeder Manure
Hatchery Waste
Slaughter Waste



DHOPESHWAR ENGINEERING PVT LTD

An ISO 9001:2015 COMPANY

A-16, CIE, Balanagar, Hyderabad - 500 037, India.

Mobile : +91 93910 58963

Website : www.dhopeshwar.in Email: sales@dhopeshwar.in





Dhopeshwar
Engineering Process Plants
Exported to 21 countries

Poultry Dressing Plants

Different capacity Plants
For Best Quality Meat

Fully Conveyorisised
Hybrid Conveyor
Dressing Equipment
Retail dressing Eq.



DHOPESHWAR ENGINEERING PVT LTD

An ISO 9001:2015 COMPANY

A-16, CIE, Balanagar, Hyderabad - 500 037, India.

Mobile : +91 93910 58963

Website : www.dhopeshwar.in Email: sales@dhopeshwar.in

Fortibac®

RESPONSIBLE APPROACH TO GUT HEALTH

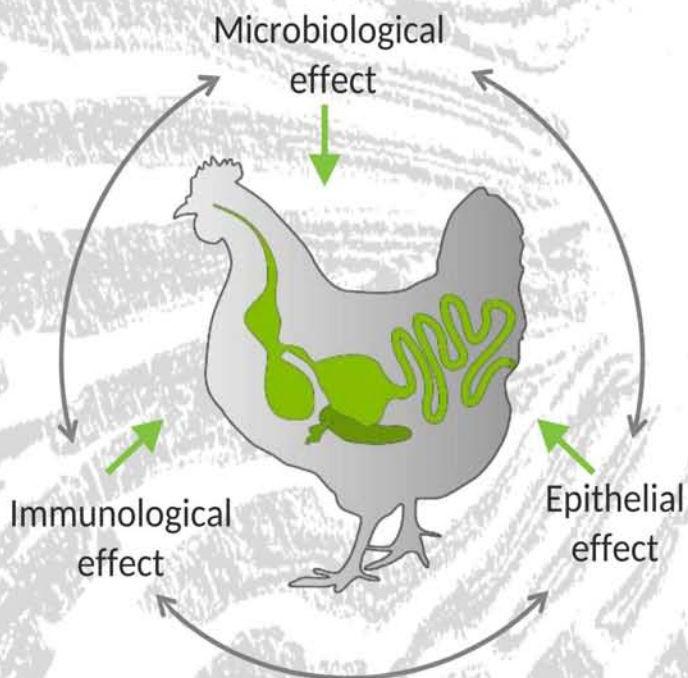


Antimicrobial effect throughout the digestive tract

Improves animal performance and farm economy

Supports intestinal integrity

Reduces medication costs



Produced by
ADDICOO GROUP s.r.o.
Bohdíkovská 2438/7, 787 01 Šumperk,
Czech Republic
www.addicoo.com

Marketed in India by
RAVIOZA Biotech
Enriching Animal Wealth

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

The Lack of Proper Data is One of the Biggest Issue Indian Poultry Industry is Facing for Last Several Years



Amiya Dharmapada Nath

Vice President - JAPFA Animal Feed, India

Mr. Amiya Nath has been working with Japfa since last 14 years. He is a renowned feed professional. He carries vast experience of 20+ years across edible oil, poultry and animal feed industry. M.K. Vyas and Shashank Purohit got an opportunity to discuss several issues about the poultry industry, its Future and also about the JAPFA. Excerpt of the interview is given here under.

Que. Can you please tell us something about you and your Journey into Animal Feed Industry?

A.D.Nath : I completed my degree in Chemistry, M.B.A in General Management and pursued PGDMA in Corporate Law. After working in the edible oil industry, for a few years, I joined JAPFA in 2005. Initially as a quality control in charge, then I was given the charge for sales in East Indian Region. At that time, JAPFA was more keenly involved in Poultry Integration. From 2005 to 2009, I took over the responsibility of Poultry Feed sales for JAPFA. Till 2009, JAPFA's presence all over India was more known for Broiler Integration, whereas in the Eastern part of India; JAPFA was all about the Feed. Then I started establishing JAPFA as a leading Feed Company starting from Southern part of India (Hyderabad). We have expanded well into West and North India too.

After 2009 I have been promoted as National Sales Manager and slowly JAPFA becomes Pan India Player in Feed sales. After that, I and JAPFA had no reason to look back. Afterward, we have already penetrated more than 22 states in India. The concept of JAPFA has initially from Indonesia. JAPFA is known as an agri-food company in Asian countries having its corporate office in Singapore. In Indonesia, we are more into Poultry, integration, and processed chicken. In China, we are one of the best Quality Milk producers. In Vietnam, we have expertise in swine production. We have also started Poultry and processed Poultry meat production, in that region. In Myanmar, we are a leading player in poultry production. I was happy to contribute and strategize JAPFA's entry into Bangladesh business, 4 years back. With the continuous success of Japfa in Feed business, my management offered me the

position Vice President for Animal Feed Business in 2016. We have expanded our feed business to more geographical boundaries. Now, we are entering into Cattle Feed in Maharashtra and Aqua feed for both Fish and Shrimp by establishing feed mill in Kharagpur, West Bengal. Hope by 2023 Japfa will offer all sorts of Animal feeds including Goat and Sheep feeds too. That is all about my journey with JAPFA.

Que. Can you please tell us about your overview on the Integration in Poultry in India?

A.D.Nath : If I take you 10-15 years back, there were more individual farmers (Open Farmer) than integration in India, which was merely 15-20%, but slowly and gradually, due to technology intervention and financially sound companies, integration increased by 2-3% every year. Now, the condition is totally reversed. The Indian broiler industry is now 80%



SAI KRISHNA POULTRY EQUIPMENTS



Deluxe Drinker
(Standard & Large)



Chick Feeder



Chick Drinker



Turbo
Feeder



Deluxe
Jumbo Drinker



Feeder



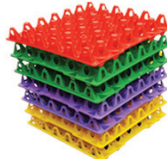
Jumbo
Drinker



Gas Brooder



Parent Feeder
Male & Female



Egg Tray



Chick Feed Tray



Nipple Drinking System

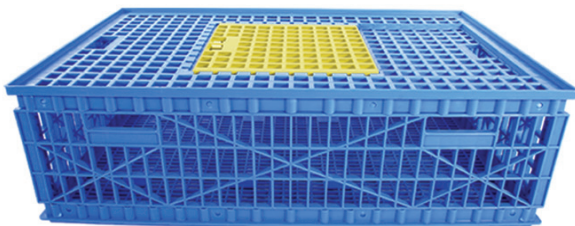
SAI KRISHNA PLASTIC INDUSTRIES

Manufacturers of Innovative Poultry Equipments

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

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

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



Bird Transportation Crate



Chick Transportation Crate

Balaji Polymers

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

email : balajipolymers.hyd@gmail.com

integrated. Recently, in a meeting of CII, where I was invited as a speaker and had a chance to have a conversation with the Animal Husbandry Minister. He wondered why the broiler and layer industry is growing by double digits whereas Individual farmers are not able to get remunerative prices for their products and are forced to close their farms. Second, pricing remains the biggest issue for our Indian Poultry Industry. In India, Cobb is dominating but if we talk at the global stage, Aviagen's Ross is the most acceptable breed. So, lack of coordination between multiple associations and no price control by producers has ultimately made a hole in the pocket of open farmers. Due to these consequences, if we leave the last 3-4 months, farmers are not making money from the last 3-4 years.

The lack of proper data is one of the biggest issues we are facing for the last several years. No one is showing its original production & supply data, and due to this lacuna, we cannot predict the volume of the products that came into the market and reaction for the same. The market needs clarity on supply and demand. So, the need to improve statistics and capturing of data must be transparent. In other countries, like Indonesia; Government decides how many GP, breeder or an entity can keep. So, arrangement or intervention is needed to control the supply and demand. Even integrators can make a pact here in India, which can cap on Bird weight and above some certain limit weight of the bird, should attract penalty on over body weight. I just want to quote an example here.

For the last 3-4 months, why the chicken cost has crossed 100 rupees, despite diseases & soured feed cost issues were hanging around. It may not be because of increased demand, as no statistics support increased demand for chicken and eggs. The reason behind this is the farmer was producing 1700 -1750 gm. of bird, instead of 2 Kg. so we can assume if the farmer is producing 20% lesser of its capacity, finally soured prices have to be paid by consumers. So, our industry should work on two things. 1st Price control, and 2nd Increase in consumption. The reason behind the decrease in consumption is body weight too, which we never discuss. In many places in India, farmers are producing birds of more than 2.5 kg to 3.0 kg. When the weight of a bird surpasses more than 2 kg, the elasticity of muscles increases, and taste & tenderness decrease, ultimately causing customers to prefer another meat over chicken.

There was a cry in the industry that feed prices are soured and we need a solution for this, but I think India is self-sufficient in terms of crop production (any). A few days back, India banned wheat export and if the government, suddenly decides to ban maize export yesterday, I could assure you the prices will come down to 20 Rs. the next day. So, the point is supplies are the torch bearer of the speculations and rumours which are created by them only. India is self-sufficient in producing maize, where we produce 24 million tons and we



required around 15 million tons of the production. I am not saying that price of crops should not increase. The farmers must get rates according to MSP, but subsequently, our industry also thinks about increasing live bird prices and if the consumer can pay Rs. 700 for mutton, will pay 250 Rs. for Chicken too. So, the ecosystem must be met where the consumers must make understand the real equations and facts about the production of chicken.

Que. JAPFA was the first to introduce the pre-starter concept in India and started its offerings based on stage-wise nutrition with Breed-specific Feed solutions. What made JAPFA gauging for the quality of the Feed?

A.D.Nath : If I talk about JAPFA, what factors do we consider while opening a feed mill? We keep enough space for warehouses and inventories. At the time of harvest (May-June), our policy is to have enough space for inventories, as the fresh raw material required to produce quality feed. We have the concept to procure 3 months of raw material in advance. The second thing we focused on, is the laboratory facility for raw material as well as for the finished feed

THE INTERNATIONAL EXHIBITION FOR ANIMAL BREEDING



SPACE

AT THE HEART
OF FARMING

35
YEARS



13.14.15
SEPT. 2022
RENNES - FRANCE



space.fr
#SPACE2022
@SPACERennes

products. The difference between JAPFA and other feed Miller is that we are spending around 4 to 5 cr. (INR) on lab infrastructure only, whereas this amount is more than enough to construct entire feed mill, here in India. So, in this lab, we do every kind of proximate analysis required to assure the quality of feed in the form of raw material or the final product.

In our facility, each bag of feed is checked and sampling from every bag must go to the lab for quality check. sampling check from every bag must be done 3 times. First, the sample is checked at the time of unloading, then it goes to the inventory, and from inventory, we check sample quality every week whether it is physical or chemical components of the feed. At 3rd time, we check its quality, when we take it out for production.

If we talk about our feed mill, every equipment we are using there is from highly precise imported feed equipment manufacturers. I am not saying that our domestic market is lacking behind. Nowadays, in India, we are having many feed mill equipment producers which are providing a nice quality equipment but if we talk about the finishing in the texture of Feed, we are getting from the European feed mill machine manufacturers it is still lacking in Indian Machinery producers. European machine manufacturers guaranteed particle size of the feed (which is vital for pre-starters ~ 1.0 mm particle size)



Amiya Nath with Mr. Prasad Wagh, Managing Director - Japfa India & Mr. Tan Yong Nang, Executive Director and Chief Executive Officer - Japfa Group Global

texture, the granulation property, and standard coefficient of viscosity in mixing. They have proved it several times in the past which makes them ahead in the market. So we have a structural team to check the quality of the feed and production QC. right from the take to the bagging part. Lastly the automatization. you be surprised if you visit our plant, you'll see one man can operate the whole plant and observe everything from the control room. So, this micro management is the strength of JAPFA. We have 10-time lesser process loss during the manufacturing.

We have also observed that India is producing feed for a specific breed, but JAPFA has facility & testing farms, where we run the test on the specific breed of our feed. In Indonesia, we have the most specialized test farm in Asia. If we have doubt about some ingredient or medicine potency, we send the sample to Indonesia for testing. JAPFA Feed labs is going to be the first private NABL-certified laboratory once our application get approved by the NABL authority.

Que. Other than selling your products, what value-added services JAPFA is providing to its customers in India?

A.D.Nath : We have a 24*7 available team of certified veterinarians in most of the poultry-producing states for our instant reaction on trouble shooting. Our team is there to constantly support farmers right from the arrival of chicks to the vaccination schedule. We already digitally connected our associate way before covid arrived. Even during COVID -19, we were in constant touch with our farmers along with our veterinarians. Even sometimes, we did regional farmers' meetings; as recently we did it in Kolkata. Second, our farmers can reach anyone, i.e., from sales executives to M.D. of the company, as we provide the facility to farmers to connect with everyone at any time. We make an integrated complaint system, in which if any complaint has come, the team must solve it in a stipulated time. Most of our customers are giving online orders and complaints through our integrated app but at fewer places, we are facing difficulty. I believe, slowly and gradually we will educate our farmers and make them understand the brighter side for use of technology.

Secondly, Japfa is very much employees and customers centred. Japfa Chairman/Owner of the company always concern on employee's happiness and its stake holder's profitability. This continuous effort encourages us to contribute as much as we can for the organization.

Que. Can there be an alternative to Soya and Maize in the

Poultry Feed Industry? Any Potential Future substitutes.

A.D.Nath : There are several alternatives, but the biggest question is availability. If you observed that, pre-crisis soybean use in the diet was approx. 25%; but we observed that during the crisis, Soyabean use in bird's diet is less than 15%. So almost 40% decrease in total soybean content in birds' diet during the crisis; In layers, people started using around 5% of soya, the usual 15%, it is self-exclaiming the success of alternatives. Yes, but on the other side, I must say that Soya has no direct alternative available due to its rich nutritious property and wide availability. In past, fish meal was the potential alternative due to its abundantly nutritious richness, but industry move towards sophistication, these alternatives lagged.

Que. Can you tell us how much impact COVID 19 had made on the poultry industry and what step it should take to revive, especially for poultry producers getting the remunerative price for their product?

A.D.Nath : We can divide covid into time zones:

1. **Feb 2020 to June 2020** - Time of Rumours against the Poultry Industry and has impacted us a lot. Industry makes losses more than had during 2004 & 2008 Bird flu.
2. **July 2020 to December 2020** - After July 2020; prices boomed and those who sustained, earned money. It would be surprising for you

that what they lost in the first half, 70% of their losses were recovered in this time.

3. **January 2021 to May 2021** - Entire 2021; everyone made losses due to raw material costs increased by 60-65%.
4. **May 2021 to till now**-Those who sustained in the industry, have recovered their 80% losses in 5 months of 2022. The remaining 20% will be recovered in the coming 6 months.

Que. How do you evaluate JAPFA in comparison to its competitor in terms of Volume and Quality of Poultry Feed?


A.D.Nath : Frankly speaking, when live bird prices are good, farmers started concentrating on their business. Then he always is in search of good quality products. if you ask me about the Indian scenario of 2021-22 of Japfa feed sales, we did the highest business ever in the history of Japfa India and doubled our profits. Our infrastructure quality of feed and automated feed manufacturing units in India help us double our profit. That is the scenario of our feed business but as far as our integration business is concerned, It is same situation we faced like our competitors faced. As the complete Indian poultry integration industry is making losses and we are a part of this.

Que. Can you please elaborate on JAPFANEETI? How did this concept encapsulate?

A.D.Nath : Japfaneeti is nothing but customer service or constant improvement in the

interaction with customers and build relationship between company and customers. JAPFA Neeti is whatever we predict and technology we can afford for our customers, we are sharing the information with them. We are not exposing all the Japfa Neeti in the market, as it's specifically designed and customized for our customers only. In one line it is a value-added service to the customers. But Yes, sometimes we are sharing knowledge with all our stakeholders through Japfa Neeti via our experts .

Que. My final question to you, What is your Message to the Indian Poultry Industry and Farmer

A.D.Nath : Indian poultry industry must be united. If the industry cannot take a single decision in the favour of our farmers, they (farmers) and we will struggle throughout our life. We must be united and must learn to take positive criticism. This is the priority for our poultry industry. If we talk about farmers, they should be quality conscious and know what they're doing. what practically they're doing is that when the prices are good, they go for chicks placements, but we don't know the prices of the live bird after 45 days. It may nosedive from Rs. 120 to Rs. 75, and farmers are out of the market. So, they should place regular flocks either from 5 to 6 cycles per year, if they are not making a profit in 3 cycles, they could recover in another 3 and can make money. Stick into the farming and be conscious about your product, you will make money. 



14th
EDITION

Largest Poultry exhibition in South Asia @ Hitex, Hyderabad.

Poultry Knowledge Day

22nd NOVEMBER 2022

HICC, NOVOTEL, HYDERABAD

Technology leads to competence.

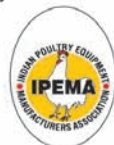


Supported by:



Organised by:

E Executive
A Advisory &
C Committee



Media Partners:



Venue Partner:



Supporting Associations:



Unit No - 403, Westend Mall, Road No - 36, Jubilee hills, Hyderabad - 500 033, Telangana. Phone: 040-29564413/14/15
Mob: 7997994331 / 4334 Email: info@poultryindia.co.in URL: www.poultryindia.co.in



14th
EDITION

POULTRY[®]
INDIA
2022

OUR INDUSTRY SHOW

Largest Poultry exhibition in South Asia @ Hitex, Hyderabad.

23-24-25
NOVEMBER 2022
www.poultryindia.co.in

Exhibiting
the
future of
Poultry
Industry



Supported by:



Organised by:

E Executive
A Advisory &
C Committee



Media Partners:



Venue Partner:



Supporting Associations:



Unit No - 403, Westend Mall, Road No - 36, Jubilee hills, Hyderabad - 500 033, Telangana. Phone: 040-29564413/14/15
Mob: 7997994331 / 4334 Email: info@poultryindia.co.in URL: www.poultryindia.co.in



ILDEX Vietnam 2022 is ready to Provide Solutions for the Livestock Business from 250+ leading Brands Worldwide

Due to various challenges heavily affecting the food production, agriculture, and livestock industries, it is worth noting that the demand in the Vietnamese market is predicted to increase significantly in the upcoming years. Vietnam is the tenth largest food producer in the world, as its feed production has been growing by 13-15% annually. Commercial animal feed products are anticipated to grow at an estimated CAGR of 6.6% per year, and by 2028, pork consumption per capita in Vietnam is projected to reach nearly 33 kilograms per person annually. The last ILDEX Vietnam was held in 2018, ILDEX Vietnam has been postponed numerous times due to the COVID-19 pandemic. However, now that the situation is improving to almost the post-COVID period, the demand from the Asian Pacific livestock market remains high, or even higher. So it is time for us to restart our business activities.

This year marks the eighth edition of the trade exhibition for the livestock and aquaculture industries in the Vietnam market, neighboring countries, and also the Asia region. ILDEX Vietnam is structured to be an international trade exhibition covering many sectors, including pigs, poultry, dairy, eggs, farm management, and meat processing. In addition, top domestic and international companies will be presenting their products to top buyers and industry professionals in Vietnam. Moreover, for over 20+ years, the organizer has promoted the Vietnamese market as a destination for international investors. According to the records of ILDEX Vietnam 2018, the exhibition attracted 1,924 international participants from 40 countries during the 3 days of the exhibition, with more than 100 successful



meeting requests. But then, ILDEX Vietnam 2022 will be held from 3-5 August 2022 at the Saigon Exhibition and Convention Center, Ho Chi Minh City, Vietnam. We are confident that the exhibition will serve the region's livestock and aquaculture industries' strong market thanks to the professional organizer, VNU Asia Pacific, along with the reliable local partner, Minh Vi Exhibition & Advertisement Services Co., Ltd - VEAS, supported by VIV worldwide, as well as industry partners, associations, and media partners internationally and locally.

ILDEX Vietnam is a biennial international exhibition focusing on livestock, dairy, meat processing, and aquaculture. The event has proven to be a great opportunity for local and international firms to not only introduce new products but also get updates on contemporary market trends, see new technology, and acquire new knowledge at the event's extensive seminar programs presented by renowned key speakers. In addition, this exhibition builds a marketplace for both local and international industry players and professionals to expand their business through a wide range of highlight activities, including International Pavilions, the B2B Matchmaking Program, the Hosted Buyer Program, and many more.

In the 2022 edition, the visitor will meet 250+ leading brands from 30+ countries and 6+ countries' pavilions from the United States of America, France, the Czech Republic, the United Kingdom, the Netherlands, and Italy on the fairground.




ILDEX Vietnam 2022 will welcome more than 150 exhibiting companies from around 25 countries: Austria, Belgium, Canada, China, Czech Republic, Denmark, France, Germany, Italy, Japan, Korea, Netherlands, Thailand, United Kingdom, USA, and many more with many prominent brands such as EVONIK, HUALI, BEHN MEYER, PEJA, LUCTA, MIAVIT, and many more. In addition, there will be opportunities to connect with 8,000+ livestock industry professionals from 40+ countries under the same roof in over 5,000 sq. m. of the exhibition space. During the next 3 show days, 20+ intensive conferences and technical sessions will be presented by government agencies, industry associations, and exhibitors on the most recent topics related to livestock industry development and trends. Besides, all content is

exclusively and specially created by the organizer in collaboration with the industry association, academic institute, and global brands to provide knowledge, advice, business solutions, and strategies to help business growth and sustainable development.

There will be lots of exciting activities at ILDEX Vietnam: Face-to-face business meetings between visitors and exhibitors will be arranged by organizers to help both sides find their targeted prospects; the VIP Buyer Program will give exhibitors an excellent chance to reach top buyers and expand their business network; and many other valuable activities. Currently, 95% of the exhibition space for ILDEX Vietnam 2022 has been occupied, underlining enormous interest. For

the onsite activities, the official opening event will be held on 3 August 2022, at Convention A, 2nd Floor of the Saigon Exhibition and Convention Center (SECC), from 10-11 AM. In the evening, the organizer also provides

a networking night for all exhibitors to mingle with potential buyers such as C.P. Vietnam, Betagro, PT. Japfa Comfeed Indonesia, PT. Charoen Pokphand Indonesia, Hong Ha Feed, Star Food Group, Popa Feedmill, M'S Pig ACMC(Cambodia) etc. and industry peers in a relaxed atmosphere with food and drink after hard work during the exhibition period.

Mr. Zhao Bo (Kevin), Project Manager of ILDEX Vietnam, said, "That face-to-face business is absolutely irreplaceable, and companies and their representatives were all waiting to showcase their innovations, meet again, share knowledge, network, and source new business opportunities. At ILDEX Vietnam 2022, over 75% of the total exhibitors are international brands, which is a strong part of our exhibition to bring the international brands to match with the local distributors-buyers and create business expansion across the countries. The exhibition hall will be divided into zones representing four main industrial sectors, Animal Health, Feed Ingredients/ Additives, Farm Production and Meat Processing/ Handling. A diverse mix of displays and categories will bring leading stakeholders, manufacturers, importers & exporters, and professionals under one roof." 



Water Quality Management Strategy for Healthy Gut in Chicken

Dr. Ashok Rajguru,
Program Manager,
Trouw Nutrition India



Water is the most important nutrient for poultry and plays a key role in thermo regulation, digestion and absorption of nutrients and acts as a carrier for administration of additives, such as medication, supplements, etc. Safe and good water quality is important as chickens consume twice as much water as feed. Chicken's body weight contains 70% of water but if water intake is reduced or there is increased water loss, then it would have a significant effect on the bird's performance. Therefore, it is very important to ensure that adequate, clean and hygienic water supply is available for the birds.



Figure 1: Supply of clean water to birds

When we analyze water samples for chemical parameters, we may observe higher level of inorganic elements such as sodium (Na), potassium (K), and chloride (Cl). This might lead to increased water consumption leading to wet droppings and poor litter conditions. Many a times, main source water and pipeline water could contain higher levels of calcium salt (hardness), high alkalinity and high level of nitrate, which need to be taken care of whilst addressing water

quality. Also, the pipeline water samples should be regularly monitored for contamination with biofilms (Fig. 2) which would affect the quality and quantity of water intake. Biofilms will affect bird performance consequent to the reduced effectiveness of medication & vaccination, reduced nipple flow rate and increased bacterial disease mortality.

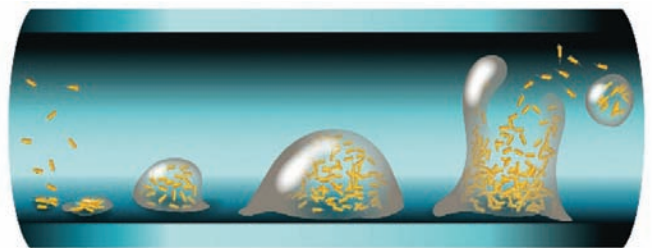


Figure 2: Pipeline water biofilm

Sanitization of water can be carried out by Chlorination, Chlorine dioxide, Hydrogen peroxide etc. Sanitation of water should be coupled with acidification for the sanitizers to act effectively and for synergistic effect with respect to microbial control. This can be accomplished by usage of apt combination of free and buffered organic acids. Selko®-pH from Trouw Nutrition contains free and buffered organic acids which helps in maintaining good water quality along with optimal gut health conditions in birds.

Strategies to optimize water quality:

1. Acidification with Organic acid (Selko pH)

Addition of Selko®-pH in drinking water of poultry reduces and stabilizes the pH of the drinking water of animals. It supports the digestion of feed ingredients by reducing the pH in the crop and stomach.

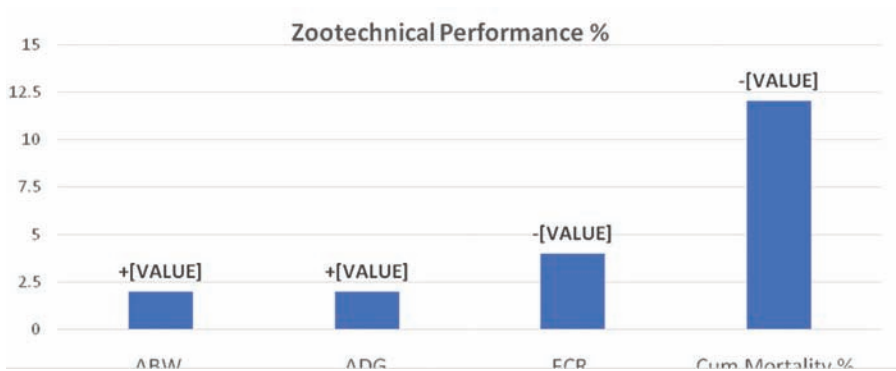


Figure 3: Improvement in performance with Selko pH over competing product

Primarily for young birds, a lower pH supports better protein digestion, as pepsin (a protease) is most active at a low pH. Less undigested protein reaching the hindgut and microbial control in the stomach results in improved performance and a healthier gut (Fig. 3, 4 & 5)

Water can be classified according to its alkalinity, or buffer capacity – a measurement of water’s capacity to neutralize acids. Knowing the water’s buffer capacity helps determine the best blend (level of buffering) and the recommended application rate. The goal of using water acidifiers is to achieve an end pH of approximately 3.8 to 4.0. In water with high buffer capacity (high alkalinity), a higher inclusion rate of acidifiers is required to reach this target pH. Less buffered acidifiers can help reach the target pH at lower doses. A blend of organic acids may be worth considering when the objective is to combat biofilm and improve animal digestion, gastro intestinal microbial balance, or animal performance. Dosage is especially important. Higher amounts of a water acidifier will make more of the acid molecules

available to the animal to support desired effects.

1. Pipeline cleaning and disinfection with Hydrogen peroxide

A simple and effective disinfectant usage between cycles like hydrogen peroxide will work very well in killing many bacteria and removing biofilm buildup. It also helps to prevent biofilm formation to some extent. Applying the proper concentration of hydrogen peroxide (35 % conc.) with 1-3 % water solution and allowing adequate treatment time is important to achieve desired disinfection results. Hydrogen



Fig. 4: Control group, indigestion



Fig. 5: Selko pH, better feed digestion

peroxide works best for disinfection purpose and not for regular practice or as a substitute to water acidification.

2. Chlorination as maintenance during cycles

Generally, a concentration of sodium hypochlorite at 15% (100 to

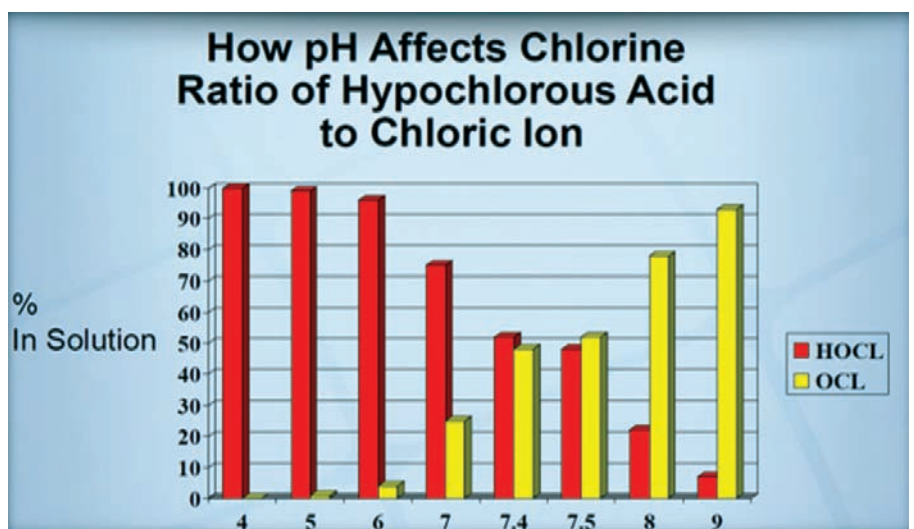



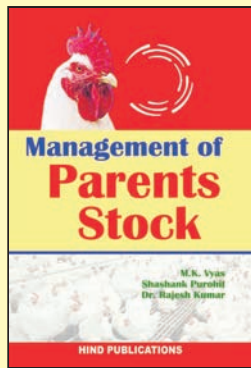
Fig. 6: pH dependent effectiveness of free chlorine

BOOKS FOR SALE

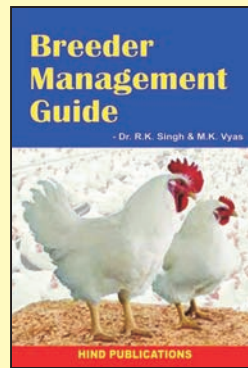
150 mL/1000 L water) or chlorine dioxide applied at 0.2 to 0.4 mg/L water is recommended. The target level of residual free chlorine is important and should be between 3-5 ppm or oxidative reduction potential (ORP) in the range of 650 to 700 millivolts. Measuring the ORP in the water helps assess the balance between the water's pH and free chlorine to assure water is effectively sanitized. ORP reflects the activity of the water sanitizer as opposed to its concentration level (ppm). Chlorination becomes even more effective when combined with a proper approach to acidification. Chlorine reaction ($\text{HOCl} + \text{H}^+ \rightleftharpoons \text{H}_2\text{O} + \text{Cl}^+$) is pH-dependent. At a pH of 5 to 6, the chlorine species is nearly 100% hypochlorous acid (HOCl) and highly effective at killing bacteria (Fig. 6). Above pH 6, it starts to convert to the hypochlorite (OCl^-) and acts mainly as an oxidizer. Water with a pH = 7 may need to be lowered for chlorine to achieve optimal bacteria-killing efficacy.

Conclusion

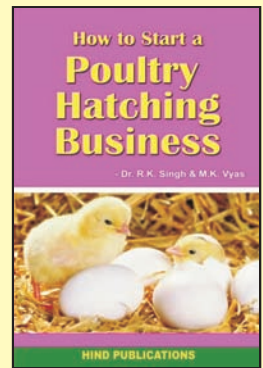
The microbial, chemical, and physical quality of water should be monitored regularly. A good pipeline cleaning program should be in place for increasing the shelf life of pipelines and to prevent formation of biofilms. A water sanitation cum acidification protocol should be in place for improving quality of water that is to be provided to birds and for optimizing their gut health conditions. Selko®-pH when applied in right dose in drinking water of poultry, improves the overall bird performance and can serve as an effective agent in antibiotic free rearing practices as well. 



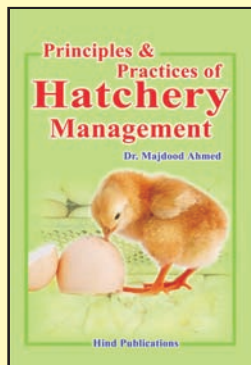
Rs. 450/-



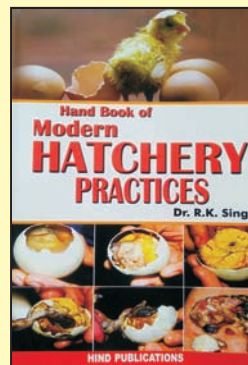
Rs. 295/-



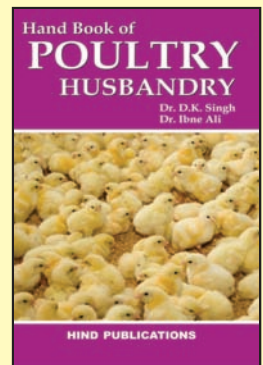
Rs. 250/-



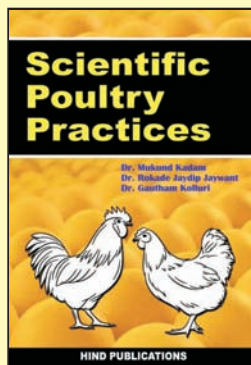
Rs. 495/-



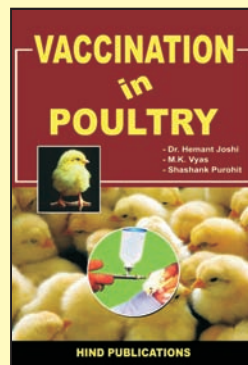
Rs. 325/-



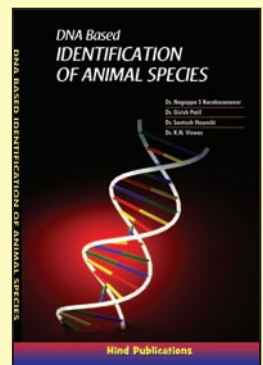
Rs. 395/-



Rs. 750/-



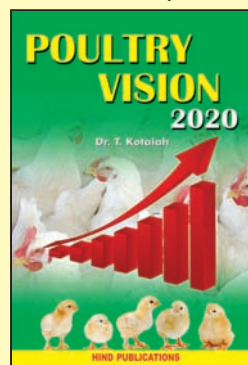
Rs. 495/-



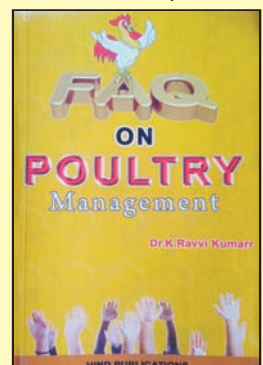
Rs. 330/-



Rs. 395/-



Rs. 325/-



Rs. 225/-

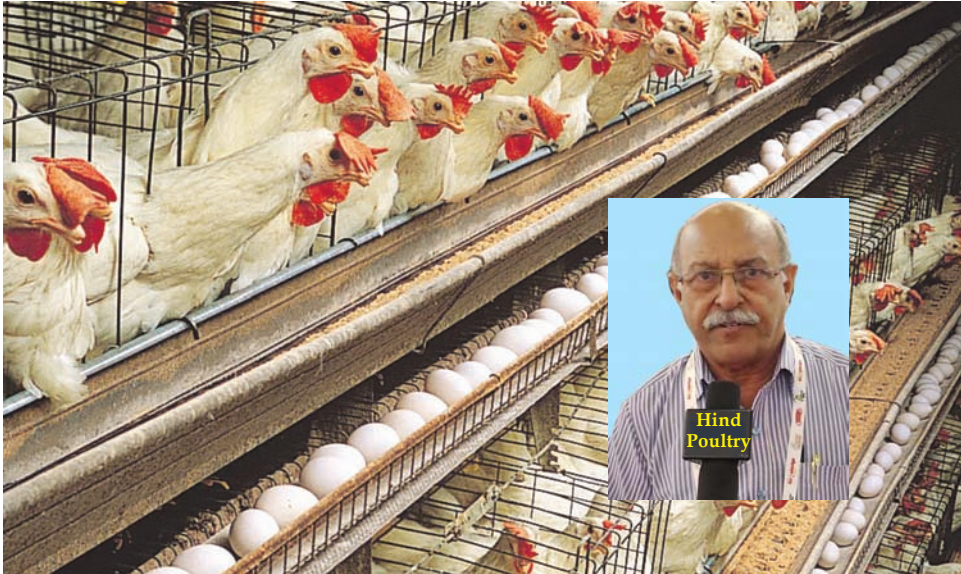
HIND PUBLICATIONS

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

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

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



Multiple Mycotoxins and the Indian Poultry Industry

Dr. S. K. Maini, Vesper Group, Bengaluru.

Mycotoxins are the secondary metabolites of a variety of fungi like the Fusarium, Penicillium, Aspergillus etc. Fungi grow's on the crops in the field and on grains in storage. The spectrum of mycotoxins produced depends on physical factors (moisture, relative humidity, temperature) and chemical factors (oxygen, carbon dioxide, and composition of the substrate). Moisture and temperature are the major factors influencing mould growth and mycotoxin production. Some fungi are capable of producing a variety of mycotoxins.

Some Fungi and the mycotoxins they produce.

Fungal species	Mycotoxin Produced
Aspergillusparasiticus	Aflatoxins B1, B2, G1, G2
A. flavus	Aflatoxins B1, B2
Fusariumgraminearum,	F. roseum, Deoxynivalenol, Zearaleone
F. moniliforme	Fumonisin B1
F. Sporotrichioides	T2-toxin, HT-2 toxin,
Penicilliumverrucosum,	F. poae, F. tricintum, Ochratoxin A
Aspergillusochraceous,	A. paraciticus,
A. niger	Ochratoxin A

More than 400 different types of mycotoxins are produced by nearly 350 species of fungi, these can be found in the literature, and normally tests are performed for the following few - Aflatoxins, Ochratoxins -A, DON, HT-2 or T-2-toxin, Fumonisin, and Zearalenone.

Multiple mycotoxicosis or mycotoxin co-contamination with various types of simultaneously occurring mycotoxins is a major problem of the Indian Poultry Industry, that slowly and steadily alters the birds metabolism, suppresses the immune system, damages the liver, kidneys, intestines and changes the blood parameters, complicating the situation, making it difficult to diagnose, control and treat.

Confusion prevails and Guess work fails, non-specific symptoms make it difficult to address the situation properly before much of the damage is done, then begins the blame game, and few Veterinarians and Marketing personnel of Pharma Companies take advantage of the situation to promote their products vaccines fail to protect infections, antibiotics don't control the bacterial diseases, egg production reduces, body weights are depressed, farmer's loose heavily due to treatment cost and the reduced performance.

No single Toxin Binder, can totally prevent, control and treat this condition. Non of the toxin binders normally used in poultry feeds will check/reverse or control Chemical toxicity of feeds. Multiple mycotoxins can generate additive or synergistic effect, interfere in nutrients digestion, absorption, assimilation and metabolism, cause damage to the Intestinal tract, disturb the normal microbiota of the intestine, all causing negative impact on the birds performance.


In a recent survey of the Mycotoxins Prevalence in India, it is reported that, 88 % of the samples were contaminated with more than one type of mycotoxin, and 24 % had contamination with more than 4 types of mycotoxins.

Different physical, chemical, and biological methods to prevent mycotoxicosis in poultry feeds have been reported but practical and cost effective methods for efficiently decontaminating multiple mycotoxins containing feedstuffs are currently not available. T-2 toxin is the most potent toxin of the trichothecene family, inhibits the

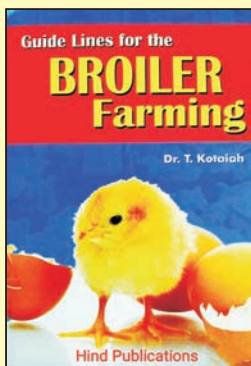
DNA, RNA synthesis, cause neural disturbances, cytotoxicity and disturbances in the skin, intestine, liver and kidneys, and severe immunosuppression. There are about 190 different types of T-2 toxins with the same basic chemical structure, but will need different detoxifying agents for their control, depending upon their concentration.

Potential mycotoxin absorbent materials include activated carbon, aluminosilicates (clay, bentonite, montmorillonite, zeolite, phyllosilicates, etc.), complex indigestible carbohydrates (cellulose, polysaccharides) the cell walls of yeast and bacteria such as glucomannans (MoS&FoS), peptidoglycans, enzymatic degraders or digestors, and synthetic polymers such as cholestyramine and polyvinyl pyrrolidone and their derivatives.

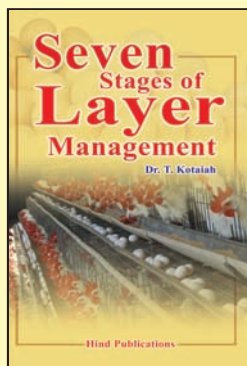
Research on fungi and mycotoxins, various laboratories have tested more than 300 different materials e.g. organic binders, cellular components, aluminosilicates, activated carbon, etc. for their ability to bind mycotoxins.

The best strategy will be to use a combination of an anti fungal agent to control the growth of fungi, an absorber, an enzymatic degrader, a probiotic type of pH regulator and activated char coal as an adsorber to check the growth of fungi and production of mycotoxins, in combination with a product to protect the Intestines, liver, kidneys and to regulate the metabolic activity in the birds body, together all the above will ensure good health and performance. 

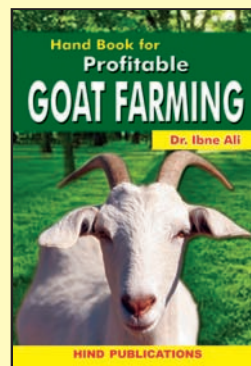
BOOKS FOR SALE



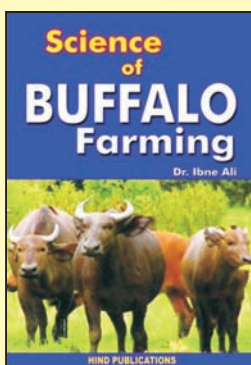
Rs. 200/-



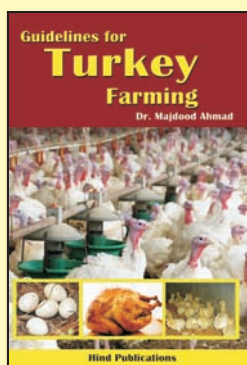
Rs. 180/-



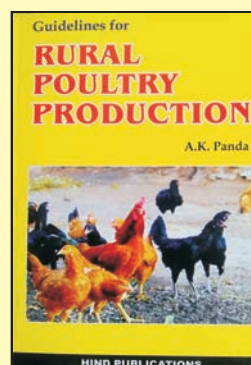
Rs. 275/-



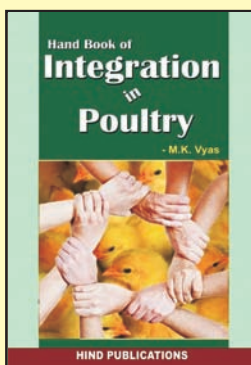
Rs. 295/-



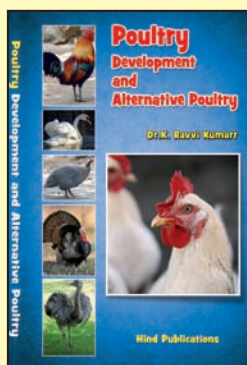
Rs. 850/-



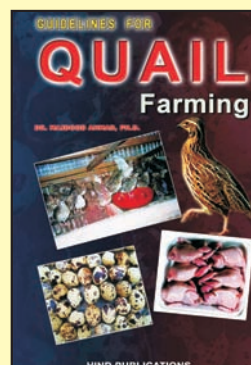
Rs. 295/-



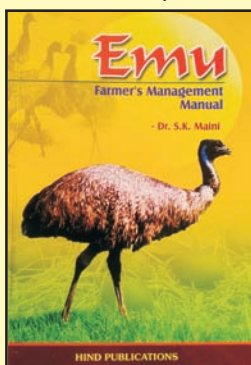
Rs. 250/-



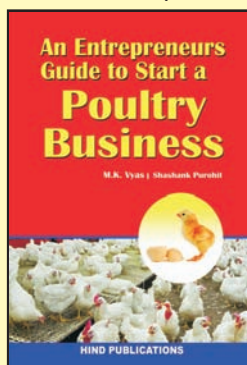
Rs. 295/-



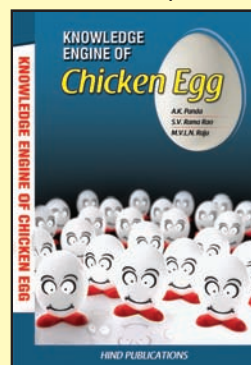
Rs. 250/-



Rs. 395/-



Rs. 450/-



Rs. 295/-


HIND PUBLICATIONS

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

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

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



Need of Awareness Programme for the different types of Egg and their quality Available in the Market

Most of the people are not aware of different type of eggs available in the market. Though we know adulteration is not possible in eggs but there are the possibility of different types of eggs mixed together and sold for high price therefore public must know about the prices of different type of eggs available in the market.

There are different types of layer birds in our country, such as Commercial layer, Parents layer, Broiler Breeder, Layer Breeder, Desi birds, Free-range Birds etc. They produce same eggs, but are used for different purposes and sold for different price

Price of chicken egg

Normally the price of an egg is around Rs 5-6 and Rs 10-12 for egg of country chicken. But price of egg at a hatchery can be as high as Rs 25-30 or even more. Hatchery rejected eggs can be cleared at throw way price and pullets' egg are always available on discounted price. The price varies according to the type of the egg. There are many types of chicken eggs available in the market some of them are as under.

1. Table egg (eggs to eat)

Table egg is the white egg of white leghorn chickens and other breeds that produce table egg. It weighs between 45 and 55 grams. The price is around Rs 5-6 and the shell color is white

Table eggs are produced by breeds such as Vencobb, Lohmann and Hyline. They start laying eggs at the age of 16 weeks. But the eggs are sold as table eggs only after they weigh 40 + grams at 18 weeks. Only hens are reared in poultry farms where the egg is not used for hatching.

2. Pullet egg

Chicken start laying eggs at the 16th week. The eggs laid first are small in size. The eggs weighing below 40 grams are called pullet eggs. and are sold for lesser price. Also, the color of the outer shell varies according to the breed and strain.

3. Hatching egg

Hatching eggs are obtained from parent chickens. It weighs around 45-55 grams and the color of the eggshell varies depending on the breed and strain. The normal broiler hatching eggs are brownish-white.

4. Farm rejection Hatching egg

Eggs that do not weigh more than 45 grams for 25 weeks are not selected for hatching and are marketed as farm rejection egg at a very low price.

5. Candling rejection egg

After 10 days, the eggs that have embryo growth and are going to hatch can be identified by candling in the hatchery. This is the process of keeping eggs on top of a light source. Eggs that do not hatch will be removed from the hatchery. These eggs are sold at throw away price in the market.

6. Crack egg

Eggs that have a small crack on the shell are also sold at lesser price and are sold mainly for using in bakeries and hotels.

7. Jumbo egg

The eggs that are unshaped or double-yolked or those weighing above 65 grams also difficult to transport in regular egg trays and are mainly used for bakery purposes.

8. BV380 eggs

BV380 eggs have brown shell and it is preferred by many customers because its brown colour is similar to the eggs laid by country

chicken. They can weigh up to 50 grams. BV380 chickens developed by Venkateshwara Hatcheries are not the only ones laying brown eggs.

Hyline and Lohman strains also have brown egg-laying and white egg-laying varieties. Most of them are crossbreds.

9. Eggs from birds developed by Veterinary Universities in India


The eggs laid by the chicken which are developed by the Veterinary Universities belong to this category. This includes Gramashree, Gramapriya, Suvarna, etc. Their eggs have brownish white shell and they weigh about 30-40 grams. These eggs are sold at a price of Rs 8-10.....

10. Country bird eggs / local eggs

Local eggs are the eggs laid by country or local birds. They are low yielding, free-range hens, which are also available in the market and price is determined by the demand and supply.

11. Karinkozhi/Kadaknath eggs

Eggs of Kadaknath chicken are brownish white in color, not black as believed by many. They weigh around 30-40 grams and the price are very high.

Therefore, it is very difficult to distinguish between these different types of eggs by the naked eye. Low weighing rejection eggs can be marketed as country chicken eggs. Canded rejection eggs can be sold as brown table eggs. Pullet eggs can be sold for high prices. Country bird eggs. can be mixed with Kadaknath eggs and so on. Therefore, awareness programme should be conducted to make the public aware of the different types of egg and their quality available in the market. 

Workshop on women empowerment through poultry farming held in Guwahati, India


A workshop on women empowerment through poultry farming was recently held in Guwahati, Assam. The workshop titled - "Empowering Women through Capacity Building in Good Poultry Farm management" was held at the conference hall of Directorate of Extension Education of Assam Agriculture University in Guwahati.

The workshop-cum-training programme was sponsored by the national commission on women, New Delhi. It was held from May 9 to 13 under the leadership of Dr Atul Borgohain, Associate Director of Extension Education, Assam Agricultural University (AAU), Khanapara Campus in Guwahati. A total of 30 women farmers from Morigaon district of Assam participated in the programme and 18 resource persons from different departments of College of Veterinary Science, University of Science and Technology Meghalaya, financial institution like State Bank of India and Assam Livestock and Poultry Corporation Limited, Guwahati imparted lectures, field visits and practical demonstrations on different aspects of poultry farming and business start-up to the participants. Participants were taken to ALPCO, Guwahati for an exposure visit and the poultry product processing unit of the college for hands-on-experience.

Belgium allows 5% conventional raw materials in organic feed

Due to the war in Ukraine, organic pig and poultry farmers are allowed to mix 5% non-organic protein-rich feed crops in their

animals' feed, reports Flemish agricultural organisation VILT. They must individually request permission from the Department of Agriculture and Fisheries. The animal feed sector had requested this exception because a number of organic animal feed raw materials have become particularly scarce.

Ukraine is an important producer of organic products and raw materials for organic animal feed. At the end of March, the Dutch website NieuweOogst warned of an acute shortage of organic animal feed. The shortage on the organic raw materials market had already been going on for six months, but the situation had escalated due to the war in Ukraine. This also had an impact on the prices, causing enormous costs for organic livestock farmers. For most suppliers of biofeed it had recently become almost impossible to formulate feed that meets the nutritional needs of the animal. A major problem had arisen, especially in the poultry sector, due to a lack of organic sunflower expellers. A ration without sunflower flakes also has an effect on the welfare of chickens. "Today we are already faced with the obligation to keep the cages due to the bird flu, which means that poultry farmers have to provide extra distraction. Without an optimal ration, this can lead to pecking," says BioForum. Organic pig and poultry farmers had until 18 May to request an individual authorization for the incorporation of 5% conventional feed into organic animal feed for a maximum period of 12 months. "As soon as there is sufficient availability of organic feed again, this decision can be lifted and the authorization will stop," according to the Department of Agriculture and Fisheries. 

1.	An Entrepreneurs Guide to Start a Poultry Business	450/-
2.	Avian Influenza (Bird Flu)	395/-
3.	Biotechnology in Poultry	395/-
4.	Bio-security in Poultry Chart (Chart Size : 18' x 25")	80/-
5.	Biosecurity in Poultry	355/-
6.	Breeder Management Guide	295/-
7.	Commercial Chicken Nutrition	445/-
8.	Chicken Egg's Nutrition Functions & Cooking Techniques	345/-
9.	DNA Based Identification of Animal Spices	330/-
10.	Doctors Be Aware- Ignorance of law is no excuse	245/-
11.	EMU Farmers Management Manual	395/-
12.	EMU Meat Processing	335/-
13.	FAQ on Poultry	225/-
14.	Glimpse of Indian Poultry Industry	235/-
15.	Guidelines For Quail Farming	250/-
16.	Guide Lines for Broiler Farming	200/-
17.	Guidelines for Rural Poultry Production	295/-
18.	Guidelines for Turkey Farming	850/-
19.	Good Production Practices for Poultry Feed Industry	300/-
20.	Goat Disease DiagNosis & Treatment	325/-
21.	Hand Book of Poultry Husbandry	395/-
22.	Hand Book of Poultry Disease Diagnosis and its Treatment	240/-
23.	Hand Book of Integration in Poultry	250/-
24.	Hand Book of Hatchery Technology	325/-
25.	Hind's Dictionary of Poultry Management	550/-
26.	How to Start a Poultry Hatching Business	250/-
27.	Indian Poultry Directory (Name, Address & Phone No.) 3rd Edition	750/-
28.	Knowledge Engine of Chicken Eggs	295/-
29.	Management of Environmentally Controlled Houses in Poultry	210/-
30.	Management of Parents Stock	450/-
31.	Poultry Feedstuffs & Feed Additives	395/-
32.	Poultry Diseases Chart (Chart Size : 25" x 36")	140/-
33.	Poultry Development and Alternative Poultry	295/-
34.	Poultry Feed and Formulation	495/-
35.	Postmortem Techniques and Poultry Diseases : A Colour Atlas	1800/-
36.	Poultry Vision 2020	325/-
37.	Profitable Goat Farming	275/-
38.	Principle & Practices of Hatchery Management	495/-
39.	Recipes Book- Telugu & English	35/-
40.	Recepee Book- Hindi & English	35/-
41.	Recent Advances in Broiler Chicken Nutrition	760/-
42.	Seven Stages of Layer Management	180/-
43.	Science of Buffalo Farming	295/-
44.	The Essentials of Biosecurity of Indian Dairy Farms	245/-
45.	Scientific Poultry Farming	750/-
46.	Vaccination in Poultry	495/-
47.	Value Added Chicken – An Entrepreneur's Guide	195/-
48.	आधुनिक ब्रायलर पक्षियों का उत्पादन	260/-
49.	मुर्गियों की बिमारियों एवं उपचार	325/-
50.	क्या होता है एसा ?	185/-
51.	लेयर अण्डा देने वाली मुर्गियों का उत्पादन	325/-

To get these books Contact

contact: M.K.VYAS,

Hind Publications

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

Call : 09391378805 Whatapp : 9502159098

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

Excellent start for
Chicks



ChicklineTM
Enriched with Vitamins & Minerals

Prevents dehydration and starvation stress during transit and during prolonged chicks holding



For further information please contact :

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



"Venkateshwara House", S.No.: 114/A/2, Pune - Sinhgad Road, Pune - 411 030 (India)

Tel : 020 - 24251803 Fax : +91-20-24251060 / 24251077

www.venkys.com

E-mail : ahp@venkys.com



VH ND SHIELD

Mucosal Immunity
(Live vaccine)







Cellular Immunity
(Inactivated Vaccine)



Early Protection in Broilers against Catastrophic Genotype XIII Newcastle Disease Virus



Unique Qualities :

-  High Antigenicity - >1000 HAU (Hemagglutination Virus Units)
-  Low volume - 0.1 ml / chick.
-  Fast and high immune response.
-  Live + Killed vaccines - provides both mucosal and cellular immunity.

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)

Venkateshwara House, S. No. 114/A/2, Pune-Sinhgad Road, Pune - 411 030. Tel. : +91-20-24251803 Fax : (020) 24251077, 24251060



Email: ventri.biologicals@venkys.com

www.venkys.com