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# Novus's Latest Publication Showcases insights and Experience of Industry Experts Around the World



"This book is perhaps needed now more than ever as we see the escalating increase in meat protein production and consumption worldwide." This statement, written in the preface of a new publication on breeder production that Novus International, Inc. will release in August, highlights an industry reality – demand for safe, quality, nutritious meat protein is growing but producers face challenges. Titled, *Breeder Management and Nutrition: Moving the industry forward*, the book's 14 chapters were carefully curated to serve as a reference for current broiler breeder production best practices and considerations as well as to be a catalyst for new ideas in management, nutrition, and industry sustainability.

"We know in order to meet the production goals of tomorrow, each part of the industry must work together today," said Sandrine Durox, Novus poultry solutions manager who serves as book co-curator together with Novus Executive Regional Technical Services Manager Silvia Peris and Professor Johan Buyse of KU Leuven, who served as scientific coordinator. "This book brings together the knowledge and know-how of academics, researchers, industry leaders, breeding companies, nutrition companies, veterinarians, and nutritionists to consider how each part of the broiler breeder's lifecycle can be impacted to optimize performance and positively impact the producer and the industry." Those in the industry and academia will likely recognize the book's contributors:


Eddy Decuyper of KU Leuven, Aitor Arrazola of Perdue University, Rick van Emous and Annemarie Mens of Wageningen Livestock Research, Henk Enting of Cargill, Dinabandhu Joardar of Cargill, Edgar O. Oviedo-Rondón of North Carolina State University, Rebecca Forder of the University of Adelaide, Johan Buyse of KU Leuven, Juan Carlos Abad and Robin Jarquinof Cobb-Vantress, David Cavero Pintado and Xabier Arbe Ugalde of H&N International, and

Stanislaw Budnik, Juxing Chen, Silvia Peris, Hugo Romero-Sanchez, and Mercedes Vázquez-Añón of Novus. "It was important to have contributors from recognized academia, as well as experts from the industry and breeding companies, to properly cover the vast array of topics ranging from practical management, nutrition (quality and quantity), welfare, (epi)genetics and physiology," Buyse said. Novus will host the official book launch on August 8 during the World's Poultry Congress 2022 in Paris. Presented by the France branch of The World's Poultry Science Association, the 26<sup>th</sup> annual Congress includes a five-day scientific program covering sustainability, health, nutrition, genetics, meat quality, broiler management, and other topics on species ranging from chicken, turkey, and duck to geese, quail, pigeons, and more. The event is expected to attract more than 3,000 participants from 100 countries.



Novus is a gold sponsor of WPC 2022.

"The World's Poultry Congress is the perfect venue to launch this book," said Hugo Romero-Sanchez, Novus global poultry solutions executive manager. "The goal of WPC is to contribute to solving the challenges of poultry production for the benefit of the global population.

This book takes that goal and focuses on the breeder sector with an emphasis on broiler breeders, which is responsible for not only maintaining the health and productivity of the parent flock but also the success of their progeny." Launch activities during WPC at Le Palais des Congrès de Paris are scheduled to include a seminar on excerpts from the book and an author meet & greet. Those interested in participating should visit the Novus booth at WPC (FO2) for details and to download a free digital version of the book. Hardcover versions will be available at regional launch events that Novus will host throughout the remainder of this year. 



MONTHLY POULTRY MAGAZINE

VOL. XXI No. 2 August 2022

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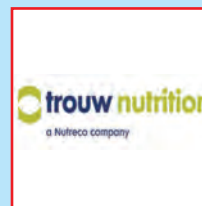
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HIND POULTRY AUGUST 2022



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Technical Article by




# Grand Opening of Numega Malaysia Factory

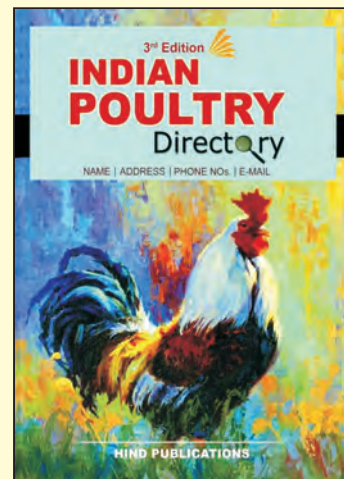


NUMEGA is an international company specializing in the research, development, production and sales of green, safe and healthy feed and feed additives. Aims to promote the healthy and sustainable development of the animal husbandry and strict value standards, and adhere to the “sustainable development” strategy of green, safety and health. NUMEGA has established complete R&D, production and sales in Spain, the United States, China, Vietnam, Thailand and now in INDIA with their channel partner Qper India Pvt Ltd said by Mr Nisarg Patel (Director Sales). The company has obtained four global invention patents, which has obtained ISO9001, FDA and FAMIQS certifications, and has followed the HACCP food safety assurance system. “Megacid F” and “NTPB”, as the company’s star products, play an important role in replacing antibiotics and promoting the healthy growth of livestock.

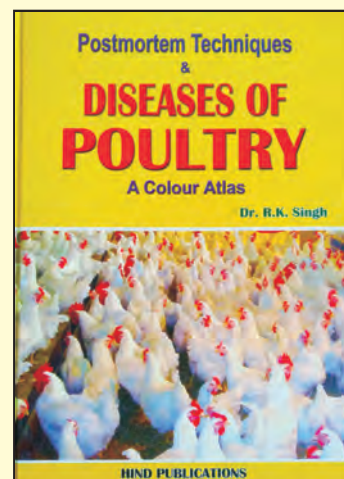
Numega Nutrition is an international technology enterprise specializing in investment and production in the livestock industry. At present, the business involves feed additives, feed raw material trading and producing, and the business covers more than 20 countries and regions around the world including Asia, Australia, and central and South America. The new Numega factory was built with all of NUMEGA’s industrial prospects and technological innovation value, environmentally sustainable with fully automated process, and is placed in the heart of NUSAYAJA TechPark, a world class science and technology park.

QPER INDIA PRIVATE LIMITED is channel partner for India, its Managing Director Mr. Samir Patel said that Product efficiency was extensively tested in last 10 months at various farms in India. 

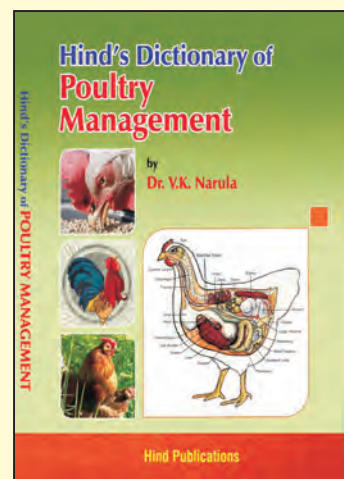
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# Technical Seminar



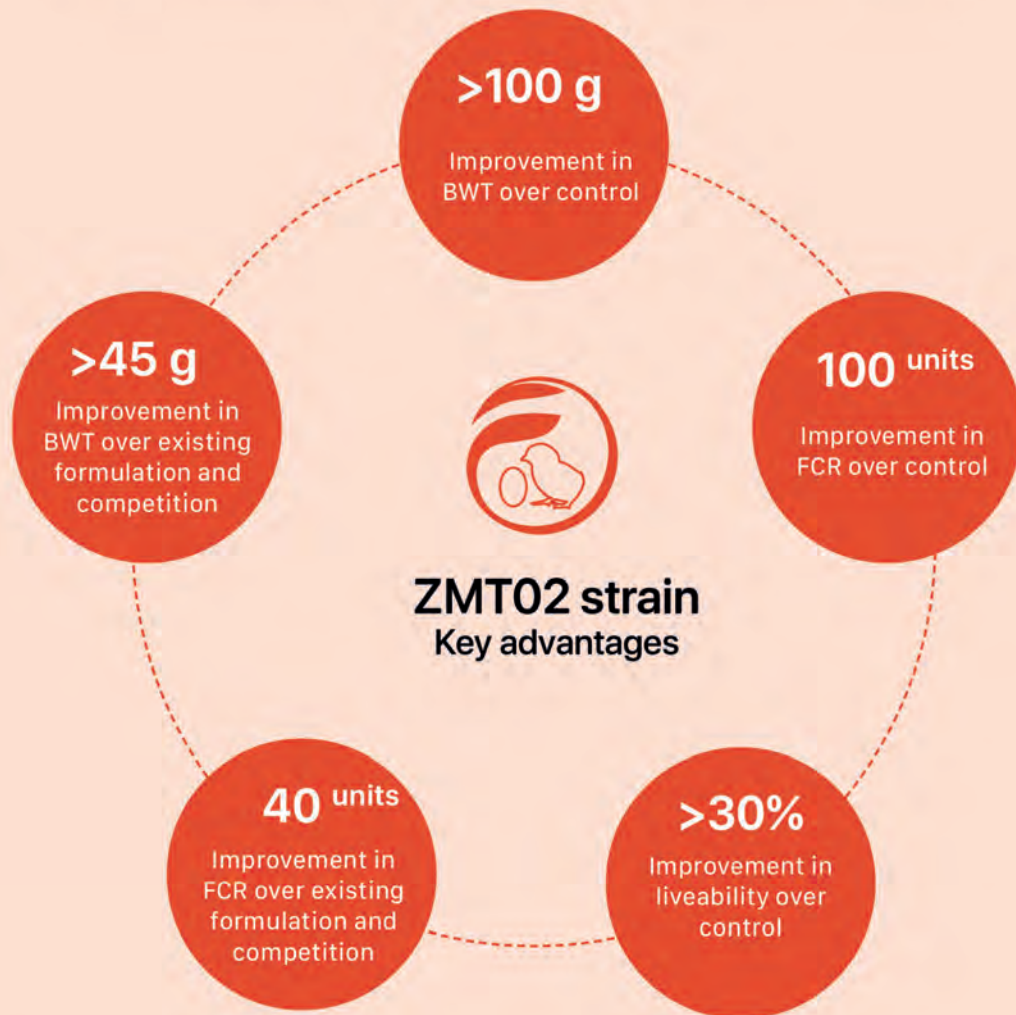
## IPJA conducted a Rewarding Technical Seminar for Farmers in Karnal, Haryana

Indian Poultry Journalists' Association (IPJA) conducted its 17th technical seminar in Karnal, Haryana on 16th July 2022 in Hotel Vivaan. The technical seminar was attended by over 350 people from the Poultry fraternity, comprising Poultry farmers, breeders, integrators, Poultry equipment manufacturing companies, pharmaceutical companies, veterinarians, and traders. All the delegates were welcomed by members of the Indian Poultry Journalists' Association. The technical seminar started at 10.30 AM with registration. Mr. B. S. Rana, president of IPJA in his welcome address, presented the facts and figures about the poultry industry and also the problem being faced by Poultry farmers due to increasing rates of Soya and Maize. He stressed putting coordinated efforts to tide over the recent crisis being faced by the Poultry industry on several fronts right from feed to cage ban.

In his welcome address, he also spoke about the work done by IPJA in educating the farmers by conducting technical seminars in different parts of the country. He also thanked the sponsors for their support and appealed to all the companies to come forward and support the IPJA in its selfless efforts toward the poultry farming community. He informed the audience that the next seminar will be held in AJMER on August 20th and then in Raipur on October 8th. Mr. B. S. Rana also said that after the forced break due to COVID 19 for the last 2 years, IPJA has again declared the 7th edition of the IPJA global Award on November 24th at Hotel Avasa in Hyderabad. After the welcome address, IPJA also felicitated Mr. Gurdeep Singh, Mr. Ranpal Dhanda, Mr. Ramesh Khatri, Mr P. Chakradhar Rao, Mr. Shirish Dhopeswar, Mr. Bisla, Dr. M. L. Kansal, Dr. S. K. Bhardwaj and Mr Ravi Sabarwal by presenting the flower Buckey. After felicitation, the first



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presentation was made by Mr. Vijay Sardana who in his address, spoke about the problem faced by Poultry industry and suggested the audience to put collective efforts to tackle the situation. He said that the time is changing and there is no scope for remaining in isolation to solve the problem. We will have to sit together and decide our future in this industry. He further said that we had missed several opportunities which were capable of changing our fortune like export opportunities available due to the Ukraine war. He said that still we have the option either to change ourselves from the mindset of just being the producers to be marketing experts or remain silent spectators of our business being taken over by multinational marketing companies.



Mr. S K Malhotra, M.D- Interface Pharmaceutical presented the 1st sponsor's presentation, and told the audience about his products, ruling the Indian Poultry market successfully for the last several years.



The next speaker was Dr. Ganesh Darban who spoke on Emerging and re-emerging diseases and their control. While speaking on the subject he told the gathering that the poultry industry has suffered a lot due to several prevalent diseases and new emerging diseases and told that these must be tackled on different fronts. He said that though biosecurity is important to prevent the diseases on the farm but once it has entered it needs to be effectively tackled by proper medication and vaccination. He said that timely vaccination can safeguard poultry farms from disease outbreaks. Dr. Ganesh Darban also spoke about his company VAKSINDO and its several effective portfolios available in the market and also about the future plans of VAKSINDO and its commitment to the farming community. The next presentation was from Dr. Devendra Hooda who spoke on the Managing Respiratory complex in Tropical Environment Condition using Available Tools.



He told the audience that before attempting to provide medication to birds it is very important to understand the bird and its behavior. The audience was thrilled to know so many things about the poultry birds, especially their respiratory capacity. After Dr. Devendra Hooda, Dr. Dinesh Singh, representing Aviagen India, gave sponsors' presentations. His technical presentation was on "Ectoparasite of Poultry" in which he described the losses poultry farmers are making all over the country due to these small creatures. The carrier of various lethal diseases, these parasites must be eradicated on a priority basis.



Next, the speaker was Mr. Shirish Dhopeswar, who spoke on Profitable Waste Management. He said that nowadays it's very important to make sure that disposable



poultry waste is done in a responsible and sensible way to save the environment. He said that proper disposal of different kinds of poultry waste in the scientific method can help in converting poultry waste into wealth. He explained



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the different equipment available with Dhopeswar Engineering Works to convert poultry waste into wealth. Mr. Dhopeswar also represented Poultry India as IPEMA - Secretary and informed the audience about the much-awaited show Poultry India 2022. After Lunch, Dr. Sulav from Provet Pharma introduces the audience to the activities and mission of Provet Pharma. He also explained the Vision of Mr. Muthu Selvan, founder of Provet Pharma have seen about the Indian Poultry and aqua Industry and how their efficient team is sourcing the information from the ground level about Feed Consumption and regulations can be vital for future predictions of the Indian Poultry Market. Next speaker was Mr. P Chakradhar Rao, a specialist in the manufacturing of drinking nipples and other equipment in Hyderabad made a PowerPoint presentation on Water Management in Poultry. He started by informing the gathering that it's very important to provide clean drinking water to Poultry birds. Clean water can save birds from several diseases. He said that it's also very important to provide the correct quantity of water to Poultry birds because the water intake can considerably affect the digestive system of birds. He also spoke about the chakra group of companies and its presence in India and overseas.

Since Mr chakradhar Rao is also the president of Indian Poultry Equipment Manufacturers Association which organizes the Poultry India Exhibition said that this time poultry India Exhibition will take place from 23 to 25 November and the Knowledge Day on 22nd November and invited all the gathering to visit poultry India Exhibition by staying there for all the three days to know about the latest technologies available in India. The next sponsor's presentation was from Varsha Group Bangalore which explained their Businesses in India. Headquarters in Bangalore - India, Varsha Group has grown exponentially under the leadership of Mr. Nanjaya, Founder of Varsha Group. Dr. Somasekhar of Varsha Group also explained the CSR activities including a multi-specialty hospital in Bangalore for needy people.

The last presentation was made by Dr. Someshwar Zadbuque, Vice President - Strategic Marketing, Noveltech India, on "Feeding challenges in Poultry Industry". Mr. Ricky Thaper, Mr. Gurdeep Singh, and Mr. Ranpal Dhanda, President P.F.I also addressed the gathering and informed the gathering of the work done by the Poultry Federation of India in the





field of poultry industry by regularly coordinating with policymakers in Delhi. Event partners of this technical seminar were INTERFACE Pharmaceuticals and POULTRY INDIA, as also the gold sponsors were Vaksindo, Provet, Aviagen and sponsors were Chakra Group, Dhopeswar Engineering Works, Varsha group, NOREL, ABTL, VH group, presented with mementos and flower buckeye. Mementos and flower buckeyes were also presented to all the speakers. IPJA also felicitated the Poultry Federation of India, All India Poultry Breeders Association, and the Indian Poultry Equipment Manufacturers Association for their outstanding contribution to the development of the poultry industry in India. Mr. Baljinder Singh Aghi of the Aghi group and a member of IPJA was also felicitated on this occasion.

While speaking to the Senior correspondent of Karnal Breaking News, Mr. B. S. Rana, President - of IPJA, told about the problem faced by the Poultry industry and the benefit of technical seminars by IPJA. Mr. M. K. Vyas, secretary of IPJA reiterated the demand of constituting a Poultry development board for better coordination between industry and policymakers. He also appreciated the government's support in allowing 5 LMT of soya. Mr. Shashank Purohit, Joint Secretary - IPJA stressed upon working on balancing the demand and supply in different parts of the country to arrest the fluctuations in the prices of eggs and chicken. He also said that to cope up with the volatile weather, demand of the time is to convert open houses into EC houses. A vote of thanks was given by Mr. Shashank Purohit, Joint Secretary IPJA. 🇮🇳





## The Venworld conducts Technical Seminar in Namakkal Region

**In all five meetings conducted, three at Namakkal and two at Rasipuram in the month of July from 11th to 15th July, 2022. 400 commercial layer farmers attended the meetings.**

Venkateshwara B. V. Bio-Corp Private Limited and Team Venworld conducted series of Layers Farmers meetings in Namakkal region. During these meetings use of alternative feed ingredients in current scenario, egg shell quality and optimum nutrition during peak egg production was discussed with the layer farmers. In all five meetings conducted, three at Namakkal and two at Rasipuram in the month of July from 11th to 15th July, 2022. 400 commercial layer farmers attended the meetings.

During the presentation the speaker Dr. Sunil Nadgauda, DGM-Technical services, Venkateshwara B. V. Biocorp Pvt. Ltd. highlighted various topics related to the subject in meetings.

Dr. Meganathan AGM, VHPL, chick sales given welcome address and overall view of the layer industry in Namakkal. He elaborated the strategic growth of layer birds in Namakkal area and overview on currently followed nutritional strategies to manage layer birds in the area. Dr. Sunil Nadgauda, presented on "Layer Nutrition:

Composite View" and Dr. Vijayanand, Zonal Manager, Namakkal, Venworld team translated the presentation in regional language. Dr. Sunil Nadgauda started his presentation with globally adopted strategies to optimize the feed cost like use of alternative feed ingredients for both Protein and Energy in the layer feed, appropriate or precisenutrition to fulfill nutrients requirement of birds for better productivity, use of enzymes like Phytase, Xylanase and Protease with their matrix values and use of essential feed additives only. He also emphasized on optimized protein concept with balancing the essential amino acids on digestible basis to the birds for better productivity.


Alternative protein and energy feed ingredients can be used in layer feed without affecting the productivity with some precautions like following maximum inclusion levels, analysis of these alternative raw materials on regular basis, use of toxin binders and enzymes.

Good laying performance is obtained with good pullet. Rearing of layer chicks in proper way to prepare a good pullet with uniform body weight is of prime importance for better laying performance.

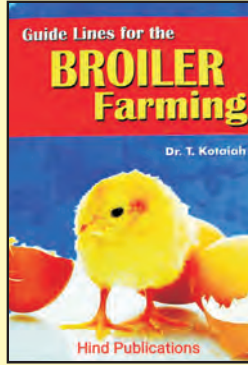
The enzymes must be included in the feed depending upon the substrate to extract the nutrients to maximum possible level. Feed additives definitely help to boost the performance in many ways. Evaluation of the feed additives on

periodical basis is required to access their efficacy in regards to cost burden on feed cost.

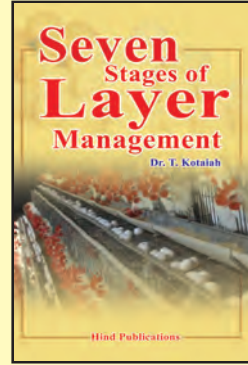
Convenient solutions like 5% (EGGXTRA-5%) composite premix can be used to optimize the feed cost and productivity. This also helps to minimize the feed processing loss; better inventory control. Feed manufacturing is easy with the use of 5% composite premix. Furthermore, Dr. Sunil Nadgauda guided all the farmers on how to manage or improve egg shell quality in later laying stages of layer birds to avoid economic losses occurring due to eggshell breakage. In this connection phase wise requirement of Calcium and available Phosphorus and the Ca:P ratio in diet, size and inclusion level of shell grit or marble grit as well as lime stone powder in diet, importance of dEB level, egg size and importance of trace minerals for getting better egg shell quality was discussed in detail.

Shri M. R. I. Magudum, GM, VHPL Bengaluru, addressed current issues in poultry industry. He told about the importance of bio-security to fight disease challenges. He also underlined the necessity of egg marketing to overcome the present challenges. Dr. Palanisamy, GM, VHPL Bengaluru, assured the farmers on services and need for biosecurity to avoid disease challenges and bio burden. Dr. Vijayanand gave vote of thanks. Dr. N. Baburaj, DGM-Marketing, South Zone moderated all the meetings. 

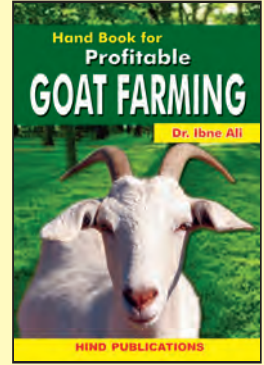
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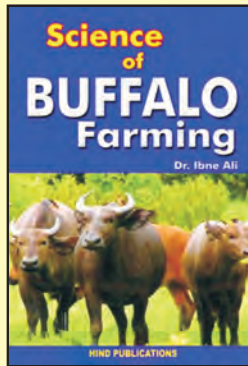
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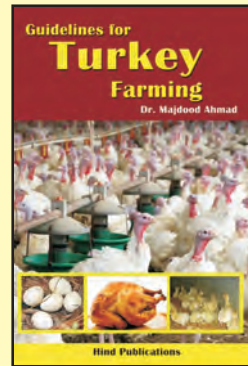
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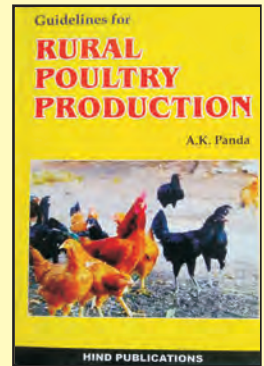
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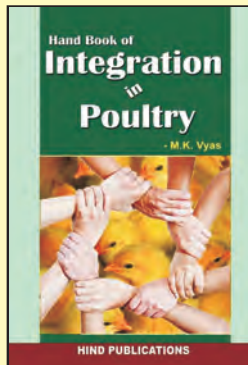
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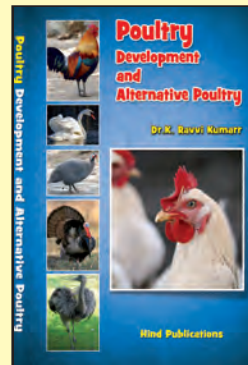
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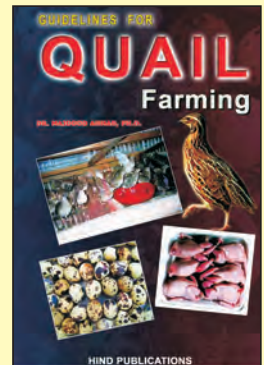
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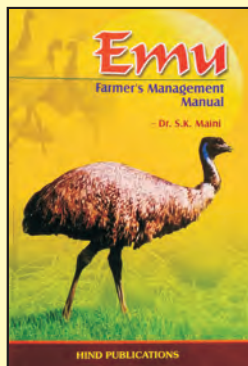
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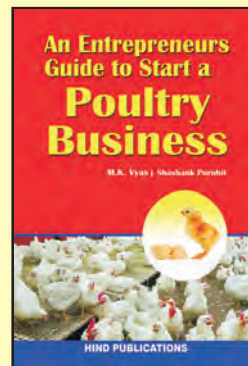
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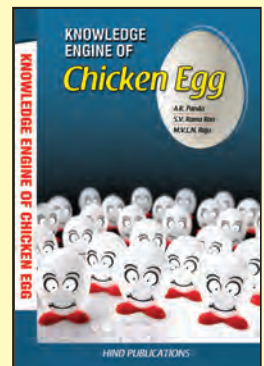
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**Ricky Thaper**

Treasurer, Poultry Federation of India

## Indian Poultry Exports Need to be Competitive in Terms of Costs as well as Quality to Capture Sizeable share in Global Poultry Trade

India's poultry industry is today one of the fastest growing poultry producers in the world with production having grown four-fold over the last two decades. The shift has been gradually to large-scale commercialization, overcoming several challenges on the way. According to the National Action Plan for egg and poultry - 2022 prepared by Department of Animal Husbandry, Dairying and Fisheries, more than 80% of poultry output, particularly in the broiler segment, is today produced by organized commercial farms. Major poultry companies have vertically integrated operations which comprise 60-70% of the total poultry meat production. Thus, India has emerged as the world's third largest egg producer and sixth largest producer of broiler meat.

The poultry sector is growing at a compounded annual growth rate (CAGR) of 10.5% and playing a critical role in promoting livelihood options in rural India. Instead of rearing country birds, farmers are now increasingly rearing hybrids which yield better operating parameters and sustainable profits. Rising urban population, changing eating habits and growing penetration of quick service restaurants have all played a big role in sustaining growing demand for poultry meat. According to Basic Animal Husbandry Statistics, 2020, India's poultry meat



production was 4.34 million tons, contributing more than 50% of the total meat production in 2019-20. The egg production stood at 114.38 billion in 2019-20. The global poultry market is expected to grow at a compounded annual growth rate (CAGR) of 10.1% to touch \$350.87 billion in 2022 from \$318.58 billion in 2021. By 2026, it is expected to touch \$493.21 billion, growing at a CAGR of 8.9%. Poultry consumption is expected to grow maximum in the coming years. However we need to acknowledge that poultry processing and value addition is still at a very nascent stage in India. The share of processed chicken meat industry is only around 10% of the overall industry. This is due to the consumer preference for the live bird. This dominance of wet or live bird market limits geographical movement of output given the perishable nature of the product and limited cold storage and transportation infrastructure. The impact of our limited processing capacity is also reflected in our poultry meat exports.


As per Agricultural and Processed Food Products Development Authority (APEDA) data, in 2020-21, India exported 2,55,686 tons of poultry products valued at Rs 435 crore (\$ 58.7 million). Traditional export destinations have been Oman, Maldives, Indonesia and Vietnam. Though both the quantity and value of the exported processed poultry products have increased during the last few

years and efforts have been made to increase poultry exports from India, the trade is very small in comparison to the global trade. The global poultry market is expected to grow to \$493.21 billion in 2026 at a CAGR of 8.9%. Exports are not equitable across the globe and are concentrated in certain clusters like Middle-East and South-East Asia. Recently rise in demand for chicken from Singapore following the ban on exports by Malaysia could not be utilized for promotion of exports from India. Given that Singapore imports 34% was met by Malaysia alone, this can be a godsend opportunity to make further inroads into the Singapore market. Frozen chicken from the South American nation accounts for 48% of the total imports by Singapore. The US supplies 8%, while a few smaller exporting nations make up the rest 10%. While there is a good scope of export of dressed chicken to Singapore from India and a few companies from South India which have poultry processing plants, are already in the process of exports to the island nation, we need to step up our export capacity. Value-wise, our current chicken exports are much lower compared with exports from Brazil and the US. To do this, Indian exports need to be competitive in terms of costs as well as quality. Export viability depends on competitive cost of production and proximity to international markets. Indian chicken exports have faced difficulty in the international market because there is no low pathogenic avian influenza (LPA) vaccination. Only in December last year, the United Arab Emirates lifted a ban on importing eggs and other poultry products from India after the Indian government gave an assurance that Indian poultry meat exports would adhere to bio-safety norms prescribed by the World

Organization for Animal Health to prevent infection from bird flu. We need to create infrastructure for slaughter house for boosting out exports. We need to have adequate processing facilities which meet international standards. The cost of the production for poultry bird is expensive compared to other countries such as Indonesia, Philippines and China. The high input costs are a major reason for this. Cost of production of our feed is higher compared to other countries such as the US, China or Brazil. Feed price constitutes around 70% of the total production cost. This apart, the seasonal nature of consumption leads to volatile demand supply trends across regions, making all calculations go awry.

Developing efficient distribution with large investments in cold chain infrastructure and proper high-capacity processing plants of international standards is the need of the hour. Integrated production, market transition from live birds to chilled and frozen products and policies that ensure supplies of competitively priced corn and soybean are keys to future poultry industry growth in India. Within the processed poultry segment, the share of frozen products is minimal compared to chilled products. Integrated poultry processing plants have hatcheries, feed mills, and primary processing facilities. This integration model ensures that farms with 5000 – 10,000 broilers capacity are insulated against fluctuations in market prices as they are assured of getting predetermined fixed prices as per the contracts. There are a number of small poultry dressing plants in the country. These plants are producing dressed chickens. In

addition to these plants, there are a handful of modern integrated poultry processing plants producing dressed chicken, chicken cut parts and other chicken products. Therefore, industry-wide, a shift towards integrated processing plants would be advantageous. Farming technologies such as climate-controlled farm houses and automated feeding lines can help improve farm productivity. Feeding, water supply, temperature and humidity control are some of the variables that require automation in poultry farming. Automatic feeding systems could reduce labour cost and improve farming level and Feed Conversion Ratio (FCR) efficiency, thus reducing overall production costs. The environmentally controlled (EC) sheds ensure bigger harvests, better feed conversion and economy both on capital and revenue investments.

The government had announced Special Livestock sector package. The poultry meat as well as egg sectors must take advantage of this financial assistance to boost infrastructure. A capital subsidy should be there on setting up EC sheds with improvement in infrastructure in the wet market that would boost demand as well as consumption. The domestic demand for poultry and processed poultry products has shot up since the middle of 2020. There has been a huge increase in e-commerce with expansion of home delivery as a response to the Covid-19 lockdowns and change in consumer buying behavior. The Russia-Ukraine war and supply chain turmoil since the pandemic have upset many old trade links and thrown up new export opportunities. Hence, there is an urgent need for setting up of modern poultry processing plants to cater to both domestic as well as export markets. 



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## Kicks off Busy Second Half of the Year 2022

After a period of uncertainty for three months at the beginning of the calendar year 2022 due to the consequences of the pandemic, including travel restrictions and strict entry regulations, the second half of the year forecasts a very positive trend in the overall exhibition industry in Thailand. Not only the lifting of the mandatory PCR test to enter Thailand, but also in plan to become more lenient with mask-wearing start from July onwards. The clear direction of the Thailand government policy will support the MICE industry to be back on many professionals' travel lists again.

Thailand Convention & Exhibition Bureau underlines the importance of international organizers such as VNU Exhibitions Asia Pacific With TCEB introducing the new brand "Thailand MICE: Meet the Magic", Thailand is taking over the center stage and becoming the Number 1 facilitator of dynamic marketplace conversations for the entire region. With its key geographic positioning, it guarantees unsurpassed business connections and advantages for robust international trade. An established and expansive network like the ASEAN Connectivity Capital and Asia's Crossroad lends

vibrancy for better business presence and profitability, making Thailand a world destination. TCEB President, Mr. ChiruitIsarangkun Na Ayuthaya, said "New opportunity for business growth is one key cornerstone in our new brand for Thai MICE industry. It is a result of more investments in the strategic industries set out in the Thai government's policies. Now that Thailand and the region are reopened, TCEB sets sight to use MICE for international business recovery and maximization of new opportunities for growth in Thailand. Exhibitions are inevitably our key platform in achieving the goals. With a respectable profile and solid foundation, VNU can bring robust trade for the economy not only in Thailand but also the region. To reinforce such position of our stakeholders, TCEB is expanding facilitation services, advocating sustainability, grooming exhibitions in new MICE Cities and strengthening ties with industrial sectors. A springboard for enhanced business in the region will become a key trademark of exhibitions in Thailand".

[All major trade fairs in Southeast Asia are returning to the show floor](#)

"The recent weeks and first shows we have conducted proved to us yet again 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. What is absolutely fascinating is the international turnout of exhibitors and visitors at our shows here in Thailand, which seek new sourcing countries or go-to-markets, especially with other regions such as China facing major challenges at the moment." Said by Mr. Igor Palka, Managing Director of VNU Asia Pacific.

Being in its 10<sup>th</sup> year in Thailand's exhibition market, VNU Exhibitions Asia Pacific is looking at a very busy year 2022, after two years of adapting to an online-focused approach during the peak time of restrictions. VNU Asia Pacific developed the digital activities to serve the market and keep the stakeholder and the industry closed through the visual exhibition and webinar series to apply for our show.

With the recent conducted the agricultural trade fairs AGRI TECHNICA ASIA and HORTI AISA together with DLG, not only were the first trade shows this year successfully executed, but all local and international participants confirmed trust and confidence. The show attracted 8,326 expert participants from 59 countries. The conference gained a lot of attention with 218 speakers sharing their expertise in 98 conferences, many held in a hybrid format and attended by 4,326 on-site and 2,881 online visitors during the 3-days of the exhibition. The quality of the participants also reached our expectations, especially for the international business traveler and

the key buyers from ASIA and the other region. Mr. Jaap ten Have, Export Manager, KUHN S.A.S said "I am very impressed by the show. The organization over here is done perfectly. For us, it is a good opportunity to be here. It looks so professional. We are looking forward to coming here again in 2024".

Exhibition Calendar in Q3 and Q4 promises new launches and familiar brands in Thailand, Vietnam and Indonesia

The upcoming months will witness some promising exhibition of brands of VNU's exhibition portfolio, such as Thailand LAB INTERNATIONAL and Bio Asia Pacific will be held in September, but also finally have many first editions of several postponed trade fairs, such as: Health and Nutrition Asia by VIV (Animal Health business) and BYOND MOBILE (5G Technology business) also all in September. Pet Fair South East Asia (Animal Companion business) will be launched in October to open its doors, welcoming professionals from the various industries this year in Bangkok, Thailand. Furthermore, VNU will organize the trade fair for the livestock and aquaculture industry, ILDEX Vietnam in August, ILDEX Indonesia, and Aquatica Asia in November 2022 to cover the market need in other regions of the Southeast Asian market. More trade fairs are in the planning for 2023 and in case professional trade organizations are seeking the right partner in Southeast Asia, reach out to VNU's colleagues or management at any time. VNU, as in We and You, can be the perfect extension of your trade business in Southeast Asia – because together we can!



## VNU ASIA PACIFIC PORTFOLIO AND EXHIBITION CALENDAR 2022



### ILDEX Vietnam

International livestock, dairy, meat processing and aquaculture exposition  
3-5 August 2022, Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City, Vietnam  
Contact: Zhao Bo (Kevin) | Tel.: +66 (0) 2 111 6611 ext. 221 | kevin@vnuasiapacific.com



### Health and Nutrition Asia in co-location with VICTAM ASIA

Total animal feed and health event for Asia  
7-9 September 2022, Hall 9-10, IMPACT Muang Thong Thani, Bangkok  
Contact: Chanitprapa Menasuta | Tel.: +66 (0) 2 111 6611 ext. 212 | chanitprapa.men@vnuexhibitionsap.com



### Thailand LAB INTERNATIONAL

Asia's leading laboratory exhibition  
14-16 September 2022, Bangkok International Trade and Exhibition Centre (BITEC), Bangkok  
Contact: Anucha Parnpichate | Tel.: +66 (0) 2 111 6611 ext. 240 | anucha@vnuexhibitionsap.com



### FutureCHEM INTERNATIONAL

Exhibition on solutions for the Chemical Industry  
14-16 September 2022, Bangkok International Trade and Exhibition Centre (BITEC), Bangkok  
Contact: Kanin Hotrawaisaya | Tel.: +66 (0) 2 111 6611 ext. 243 | kanin.hot@vnuexhibitionsap.com



### Bio Asia Pacific

Exhibition for Biotechnology, Life Sciences and Smart Health in Asia  
14-16 September 2022, Bangkok International Trade and Exhibition Centre (BITEC), Bangkok  
Contact: Anucha Parnpichate | Tel.: +66 (0) 2 111 6611 ext. 240 | anucha@vnuexhibitionsap.com



### BYOND MOBILE

The B2B meeting place for the 5G ecosystem  
28-29 September 2022, Samyan Mitrtown Hall, Bangkok  
Contact: Isabelle Springfield | Tel.: +66 (0) 2 111 6611 ext. 254 | isabelle@vnuexhibitionsap.com



### Pet Fair South East Asia

B2B Trade Show for the Pet Industry  
26-28 October 2022, Bangkok International Trade and Exhibition Centre (BITEC), Bangkok  
Contact: Johannes Kraus | Tel.: +66 (0) 2 111 6611 ext. 252 | johannes@vnuasiapacific.com



### ILDEX Indonesia

International livestock, dairy, meat processing and aquaculture exposition  
9-11 November 2022, Indonesia Convention Exhibition (ICE), Jakarta, Indonesia  
Contact: Supanat Treeratpicharn | Tel.: +66 (0) 2 111 6611 ext. 220 | supanat@vnuasiapacific.com



### Aquatica Asia

International exhibition focusing on the aquaculture industry  
9-11 November 2022, Indonesia Convention Exhibition (ICE), Jakarta, Indonesia  
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# Blends of Organic Acids Improve Performance and Gut Health of Broilers

Dr. Ashok Rajguru

Program Manager, Trouw Nutrition India



**E**nteric diseases in broilers are a big challenge and has financial implications. The diseases lead to high production losses due to poor digestion and absorption, reduced weight gain and higher FCR. Additionally, with increasing awareness about anti-microbial resistance (AMR) and strong consumer preference for antibiotic-free chicken, controlling enteric diseases becomes even more crucial. Necrotic Enteritis (NE) is one such economically important enteric bacterial disease in the poultry industry caused by *Clostridium Perfringens*. It compromises the productivity of the farm by increasing mortality, reducing growth rate, and deteriorating the feed efficiency. The subclinical form of Necrotic Enteritis can be critical, as it reduces feed efficiency without increasing mortality or any sign of obvious disease symptoms or pathology.

Organic acids and their blends have been used for decades due to their preservative effects in feed and

effect on the proximal gastrointestinal tract. Medium-chain fatty acids (MCFAs) are known for their antibacterial effects. Organic Acids are also gaining popularity as a potential alternative to AGPs in poultry industry to avoid occurrence of microbial or fungal diseases.

Research trials were conducted by Trouw Nutrition to investigate the effects of blends of organic acids (OA) on growth performance - as alternatives of antibiotic growth promoters (AGP) and the impact on necrotic enteritis in broilers.

## Broad spectrum solution for feed hygiene and better performance

Organic acids including short chain fatty acids (formic acid, propionic acid, acetic and lactic acid) have been reported to have antibacterial properties with their effect more pronounced in acid-intolerant bacteria and medium chain fatty acid (Caprylic, Capric and Lauric acids) are known to strongly reduce clinical effects of

artificially induced Necrotic Enteritis in broilers.

Researchers found that a combination of SCFA and MCFA effectively control gram negative and gram-positive bacteria in feed. **Selacid GG MP**, the comprehensive gut health solution by Trouw Nutrition, contains blends of free and buffered SCFA and MCFA which control bacterial contamination in feed and acts as an antibacterial in gut system of poultry. Selacid GG MP helps to maintain a healthy gut environment for the optimal digestion and absorption of nutrients thereby enhancing performance under disease challenge. The broad-spectrum action was also found to have a strong anti-clostridium effect.

The NE challenge study of Selacid GG MP was conducted and results with AGP Zinc bacitracin were compared. Table 1 and Fig.1 show the proof of improved growth performance and broiler health during gut health challenge.

**Table 1. Treatment applied in study**

Treatment	Feed treatment		Challenge	
	AGP (Zinc Bacitracin)	Selacid GG	Eimeria antigens	Clostridium perfringens
Non-challenge control	—	—	—	—
Challenge control	—	—	Day 9	Day 14 and 15
AGP	50 ppm	—	Day 9	Day 14 and 15
Selacid GG	—	2-1.5-1 kg/t	Day 9	Day 14 and 15

Fig.1: Average final body weight in broilers on 35 days

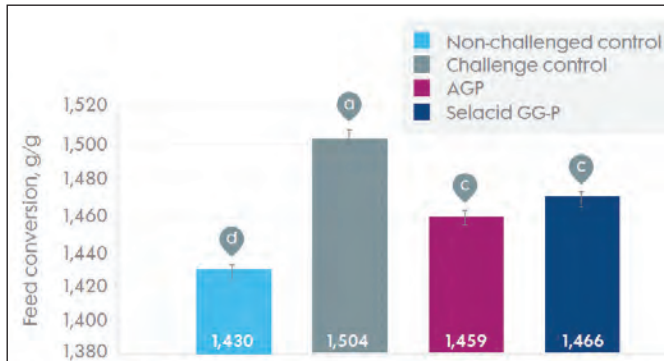


Figure 2. Feed conversion ratio (83 % confidence interval as error bars) of broilers from day 1 to 35. Bars with different superscripts (a,b) are significantly different ( $p < 0.05$ ).

Fig 2: FCR in broiler from day 1 to 35 days

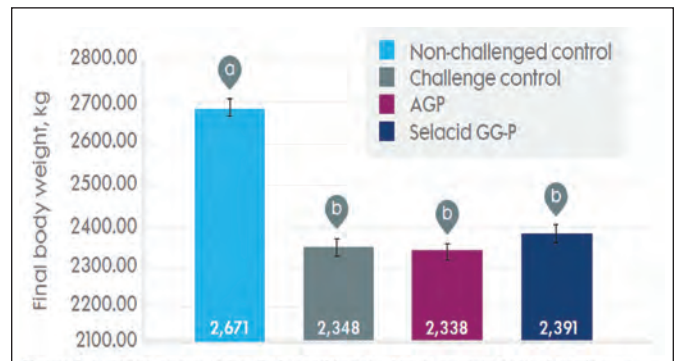


Figure 1. Average body weight (83 % confidence interval as error bars) of broilers on day 35. Bars with different superscripts (a,b) are significantly different ( $p < 0.05$ ).

**Conclusion:**

Necrotic enteritis is most prevalent enteric bacterial disease in the poultry specially in antibiotic growth promoter (AGP) free chicken production. Globally much research is going on for alternatives of AGPs in poultry. **Selacid GG MP** is a proven solution present in the market to lower FCR and better BW due to increased protein digestibility, absorption and improved health status of birds. The

various acids control the microbial pressure and hence maintain a stable proximal intestinal microbiota, which leads to enhanced zootechnical performance in poultry. Therefore, it can be stated the combinations of organic acids present in Selacid GG MP (SCFA & MCFA) reduce mortality of bacterial infection and reduce the incidence of necrotic enteritis impacts on birds.

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## Harsha Chitturi Received ET Excellence Award

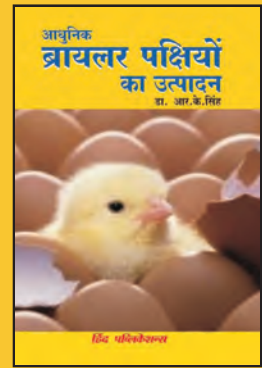
**H**arsha Chitturi received ET Excellence Award (Young Entrepreneur in Poultry Industry) from Ms Aditi Rao Hydari on 18th June at The Westin Hotel, Mindspace, Madhapur IT Park, Hyderabad. ET Excellence Awards 2022 is one of the most acclaimed accolades in the industry, to celebrate the Moghuls of business, emerging entrepreneurs, and talented professionals across various sectors. This recognition highlights the success, innovation, service, commitment and inestimable contributions of dynamic individuals, who through their achievements and growth have empowered the states of Andhra Pradesh & Telangana

Harsha has grown up seeing his grandfather (Sri. Jagapati Rao Chitturi) and father (Suresh Chitturi) who are stalwarts of the Indian Poultry Industry. Harsha is inspired by the family business and Srinivasa Farms' Purpose to "Provide Quality and Affordable Nutrition", Harsha joined the business to continue the legacy. Harsha is highly practical and possesses realistic optimism. An outside-the-box thinker strives to make the company stand out to the customers and prospects. He is a person who identifies and pursues opportunities without allowing risks to become barriers and assumes risks to start and operate the business and finds new ways to do business better. Harsha is on a mission to prove that, one can build a profitable business while helping others around it. He has successfully ventured in the branded retail eggs segment by launching the Hello Eggs brand in the Hyderabad market successfully. Hello, eggs are farm-fresh, wholesome, and packed with high protein. Hello eggs are grade AA, which are high-quality eggs. The egg whites (albumen) are thick and firm, the yolks are high and round, and the shells are clean and unbroken. Harsha has ambitious plans for Hello eggs expansion across pan India by end of 2022. Harsha is a part of the International Egg Commission's Young Egg Leaders Program, which fosters talent in the industry and grooms them into next-generation leaders. Harsha is a graduate of Clark University, USA.



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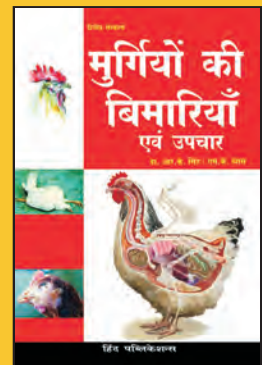
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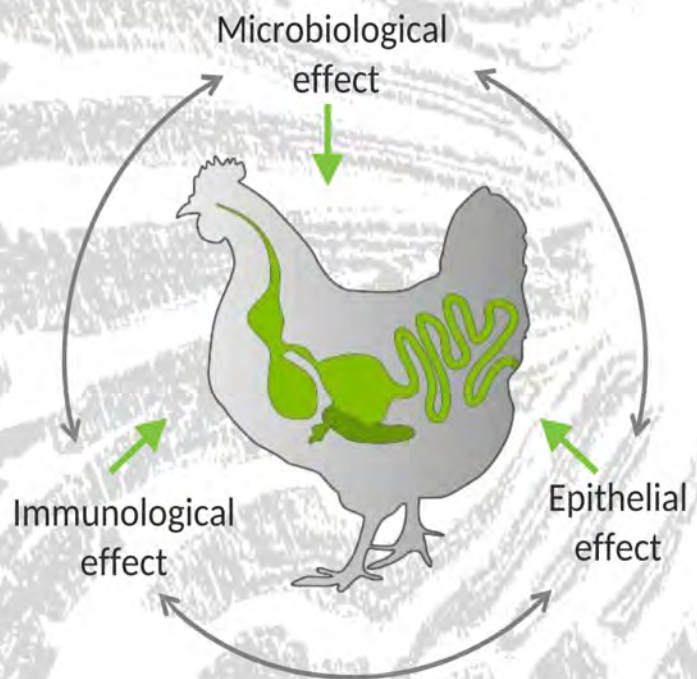


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# Mycoplasma: A never Ending Story in Commercial Poultry Production

Wouter Depondt, Huvepharma, Bulgaria

**M**ycoplasma spp., identified up to now, (*M. gallisepticum*, *M. synoviae*, *M. iowae*) have been negatively affecting commercial poultry production for many years. The poultry industry and scientific community have made great strides in increasing the knowledge of the biology of these bacteria since they were first identified, but much is still to be revealed. Mycoplasmas are small bacteria that lack a cell wall and certain metabolic pathways, both important targets for antibiotics. This is important to remember when choosing an antibiotic for control or treatment. Mycoplasmas were often considered to have a limited survival time outside the host. However, some recent data show that animal mycoplasma species can survive for variable time periods outside the host, depending on the species, moisture, pH, presence of organic material and temperature. Some species have been shown to survive for 50-150 days at 4°C in liquid media and from 7-14 days under dry conditions at 30°C. Recently *M. synoviae* was shown to survive for nine days on synthetic materials.



The presence of persistently infected populations (backyard and wild birds) ensures that the biosecurity of surrounding flocks is continually challenged. These are important reasons why mycoplasma is still a major problem in the poultry industry. Secondly, antigenic variation and intracellular location of *Mycoplasma* spp. help the pathogen to evade the immunity system, leading to chronic infected animals and the fact that vaccines can only help, in the best case scenario, to reduce production losses and clinical symptoms. The current approaches to control avian mycoplasma include continuous surveillance and quarantine measures, medication, vaccination and/or elimination of infected breeding flocks. To maintain mycoplasma-free flocks it is important to use only negative replacements, use single age farms (isolated if possible), depopulate and disinfect between flocks, maintain good biosecurity and set up a monitoring program. Elimination of a positive breeder flock is the surest way to eliminate the shed of *M. gallisepticum* or *synoviae*, but this is not always



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Chick Feeder



Chick Drinker



Turbo  
Feeder



Deluxe  
Jumbo Drinker



Feeder



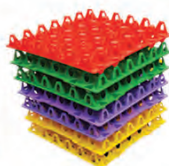
Jumbo  
Drinker



Gas Brooder



Parent Feeder  
Male & Female



Egg Tray



Chick Feed Tray



Nipple Drinking System

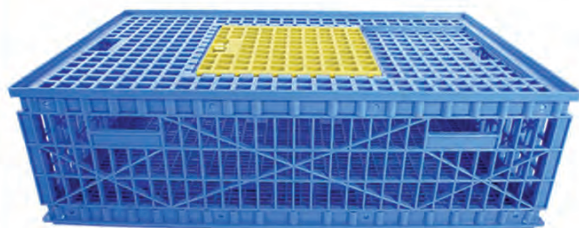
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feasible. Positive flocks should be isolated as much as possible; the eggs and chicks should also be segregated. Once a flock is infected or vaccines are unable to control mycoplasma, antibiotics are still required.

Pathogen		Number of Isolates	MIC 50	MIC 90	Range
Mycoplasma gallisepticum	Tiamulin	20	0.001	0.025	0.0005-0.25
	Tylosin	7	0.015	0.015	0.0078->0.015
	Tilmicosin	5	0.12	0.12	0.12
Mycoplasma synoviae	Tiamulin	28	0.1	0.25	0.05-0.5
	Tylosin	10	0.015	0.12	0.15->0.5
	Tilmicosin	17	0.03	0.125	0.015->0.125

Table 1. Antibiotic susceptibility surveys showing limited resistance to *M.gallisepticum* and *synoviae* for tylosin (Pharmasin), tilmicosin (Tilmovet) and tiamulin (Vetmulin). The clinical outcome of this antibiotic treatment depends on three crucial steps in the decision process of the veterinary surgeon: Selecting the correct antimicrobial, considering: Known or suspected antimicrobial susceptibility of the pathogen.

Ability of the antimicrobial to sufficiently reach the site of infection.

- Other features.
- Correct dosing and administration.
- Product choice, with a bioavailable/potent active compound and an appropriate formulation.

### Selecting the correct antimicrobial

The susceptibility of a pathogen can be based upon susceptibility testing, which is, unfortunately, rather complicated and time demanding for *Mycoplasma* spp. For this reason, the clinical experience of the veterinarian, farm history and antibiotic susceptibility surveys (Table. 1) are also of importance.

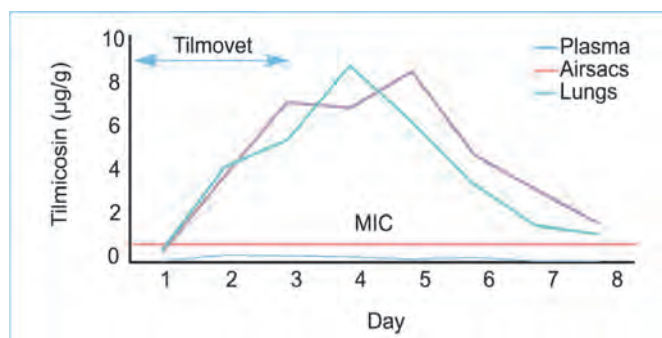


Fig. 1. Pharmacokinetic behaviour of Tilmovet 250mg/ml after three days of treatment (day 1, day 2 and day 3) at 15mg/kg bodyweight. Levels in lung and airsacs stay above MIC90 for at least eight days.

In addition to the susceptibility outcome, the antibiotic needs to reach sufficient concentrations in the respiratory tract and preferably also be present intracellularly (as mycoplasmas are located intracellularly). Pharmasin (tylosin), Tilmovet (tilmicosin) and Vetmulin (tiamulin) not only deliver high concentrations in the respiratory tract (Fig. 1), but also show beneficial intracellular/extracellular ratios of up to 75. Other features are also of importance when choosing the right antimicrobial to treat and control mycoplasma. Some products are better suitable for layers (Pharmasin), whilst others are more suited for breeders (Vetmulin) or for start-up (Tilmovet). Pharmasin, for example, does not have any negative effect on water intake, is very safe and with no known incompatibilities. Moreover, Pharmasin has a zero withdrawal time for eggs in the EU, which makes the product ideal for the control and treatment of *Mycoplasma* spp. in layers. Vetmulin has a very unique feature: it ensures that concentrations in the eggs remain above the MIC90 for both *M. gallisepticum* and *M. synoviae* for several days, which is the reason why excellent results are achieved to control vertical transmission in breeder stocks in the field. The slow elimination phase of Tilmovet (Fig. 1) results in prolonged continuous tissue concentrations, making it less dependent on variable feed and water intake. Some antibiotics are known to have a negative influence on the immunity build-up, possibly interfering with vaccination response. On the contrary, the macrolides and specifically Tilmovet, have been shown to have a positive effect, making the product ideal for start-up and for pullets.

### Correct dosing and administration

After choosing the ideal antibiotic based upon susceptibility, pharmacokinetic behaviour and additional features, a correct administration is also of critical importance. Dosing should be done in grams per kilogram live body weight, independently of the application form. By doing so, misdosing will be avoided by taking into account the changing ratio of body weight/water; or feed intake, which is especially important in fast growing birds, such as broilers. Correct dosing in mg/kg body weight can easily be achieved with the Huvepharma Dose Calculator, freely available for iPhone and Android mobile devices.

In addition to the dosage per kg body weight, the dosage regimen is also of importance. A daily dose can

be administered in different ways, either continuously or as a pulse. For time-dependent antimicrobials, such as Pharmasin (tylosin), Tilmovet (tilmicosin) and Vetmulin (tiamulin), the efficacy is determined by the period during which the bacteria are exposed to the antimicrobial at a concentration just above the MIC ( $T > MIC$ ).

The most important parameter is the time period in which the concentration is higher than the MIC ( $T > MIC$ ) at the site of infection. For this reason, the highest efficacy can be expected if these antimicrobials are administered continuously over 24 hours, for a sufficiently long period.

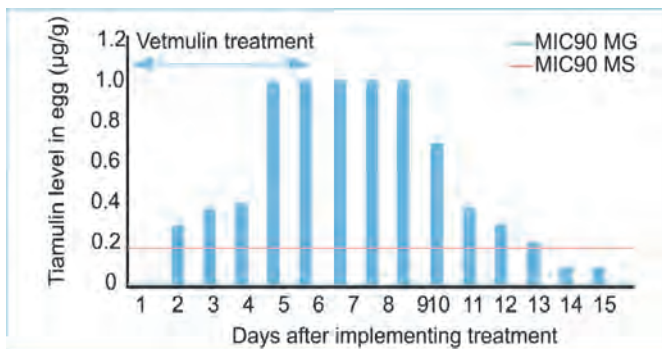


Fig. 2. Concentration of tiamulin (Vetmulin) in the egg, during and after treatment.

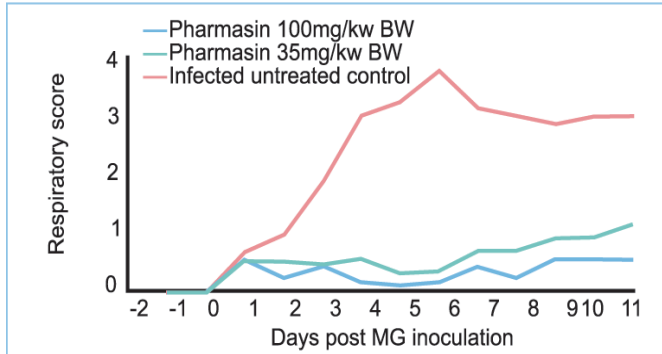


Fig. 4. Mean respiratory score of *M. gallisepticum* challenge study with different dose levels of Pharmasin.

The most important parameter is the time period in which the concentration is higher than the MIC ( $T > MIC$ ) at the site of infection. For this reason, the highest efficacy can be expected if these antimicrobials are administered continuously over 24 hours, for a sufficiently long period. For concentration-dependent antibiotics, for example apramycin, a high concentration ( $C_{max}$ ) several times higher than the MIC of the targeted pathogen at the site of infection, will result in a faster and better response. For these antimicrobials, the most important parameter is the  $C_{max}/MIC$ .

Consequently, a pulse medication will work better for these types of antimicrobials. Mycoplasma efficacy studies with Pharmasin, Vetmulin and Tilmovet indicate that therapeutic levels for a minimum of five days are appropriate. For this reason, a minimum treatment period of five days is recommended for Pharmasin and Vetmulin and of three days for Tilmovet. Depending on the risk of exposure, the treatment can be repeated every four weeks (low risk) up to every two weeks (high risk, like multi-age farms).

Classification	Antibiotics	Goal of therapy	PK/PD Parameter
Concentration dependent	Apramycin, Paromomycin, Polymyxines	Maximise concentrations	$C_{max}/MIC$
Time dependent	Tylosin, Tilmicosin, Tiamulin, Penicillins, Cephalosporins	Maximise duration of exposure	$T > MIC$
Mixed properties	Doxycycline, Quinolones, Florfenicol	Maximise amount of drug	$24h-AUC/MIC$

### Product choice

The formulation of the veterinary product will also influence the clinical outcome of an antimicrobial treatment. Stability, solubility and bioavailability of the active compound can be optimised by the choice of a correct product (brand). The absorption and distribution rate of a product in the body has a direct and critical impact on the clinical outcome of the treatment.

Often, veterinary products containing the same amount of active substance are considered as equivalent. However, the behaviour of a pharmaceutical product depends on several product features such as:

- Quality of the active (crystal form and size, impurities, presence of undesired substances such as heavy metals).
- Choice and quality of the salt (for example: tartrate, phosphate or hyclate).
- Formulation: used excipients and type of formulation (simple mixture, carrier or granulated).
- In vivo studies, although time consuming and expensive, can confirm the efficacy of the products at different dosing regimens after challenge with the pathogen.

The most important parameter is the time period in which the concentration is higher than the MIC

( $T > MIC$ ) at the site of infection. For this reason, the highest efficacy can be expected if these antimicrobials are administered continuously over 24 hours, for a sufficiently long period. For concentration-dependent antibiotics, for example apramycin, a high concentration ( $C_{max}$ ) several times higher than the MIC of the targeted pathogen at the site of infection, will result in a faster and better response. For these antimicrobials, the most important parameter is the  $C_{max}/MIC$ . Consequently, a pulse medication will work better for these types of antimicrobials. Mycoplasma efficacy studies with Pharmasin, Vetmulin and Tilmovet indicate that therapeutic levels for a minimum of five days are appropriate. For this reason, a minimum treatment period of five days is recommended for Pharmasin and Vetmulin and of three days for Tilmovet. Depending on the risk of exposure, the treatment can be repeated every four weeks (low risk) up to every two weeks (high risk, like multi-age farms). Results from these trials allow for a more cost-efficient, more efficacious and more sustainable use of products, which is especially important when justifying antimicrobial therapy. The efficacy of Pharmasin to control mycoplasma was tested at different dosing levels (Fig. 4). Broilers ( $n=45$ ) were kept in isolators and challenged with a *M. gallisepticum* isolate (Italy, 2012, MIC value  $<0.015\mu g/ml$ ).

The treated groups were given 35 and 100mg tylosin/kg body weight respectively for five days, starting one day post-challenge. The control group was infected but did not receive treatment. Monitored parameters were, amongst others, clinical scoring of respiratory disease, macroscopic scoring of the respiratory tract, weight gain, mortality and *M. gallisepticum* recovery from trachea, airsacs and lungs.

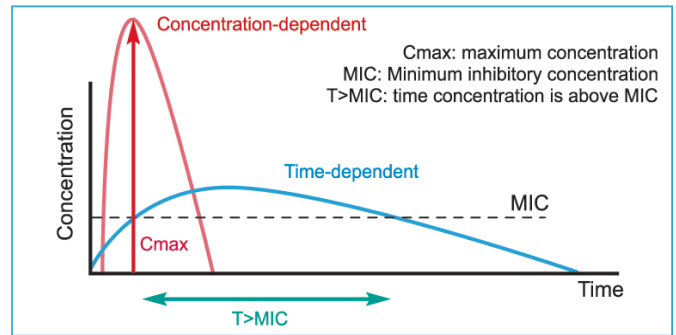




Fig. 3. Two types of antibiotics with an ideal pharmacokinetic profile in regards to efficacy.

Both dosing levels were efficacious in protecting against the detrimental consequences of *M. gallisepticum* infection as indicated by the difference with the infected untreated control group. Despite fine-tuning of management, vaccination schemes, feeding, housing and biosecurity, animals can still become diseased. This is why antibiotics are, and will stay, essential for protecting animal health and welfare as well as the safe production of food of animal origin. However, a responsible and wise use of medicines is mandatory to safeguard the use of veterinary medicines in the long term. This means targeting the pathogen with the right product and administering it correctly. One such major pathogen is mycoplasma, for which Huvepharma can offer the right tools and the right advice based upon extensive field experience and product specific efficacy trials. 🇮🇳






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## Vets in Poultry Concluded Innovative Chicken & Eggs Cooking Competition & Festival in Pune

Vets In Poultry, an association based in Pune, has more than 1000 members actively working in Poultry Farming. Vets In Poultry association always put relentless efforts into promoting the health benefits of eggs and Chicken in an innovative and scientific way, and as a part of this journey team Vets In Poultry has organized Chicken Cooking Competition & Chicken Festival on 23rd July 2022 at Krushna Sundar Lawns in Pune. This event was one of its kind because, during it, only Chicken and eggs cousins were allowed to be prepared and consumed.

The prime objective of the competition was to offer a professional platform to individuals and students who want to display their skills and creative talent and get opportunities to learn and share experiences in the competitive environment. This event was

attended by contestants, Veterinary Animal Health Company employees, distributors, poultry farmers, and other industry associates.

Mr. Devvrat Jategaonkar marked his presence as a Chief Guest and Judge for this event. He is a renowned Chef holding Guinness Book record and represented India in various culinary competitions across the globe. He also won the first Silver Medal for India In 2012 during Culinary Olympics held in Frankfurt, Germany. He has served as Executive Chef to various leading hotel chains in India. Dr. Monjeeta, a food blogger and Veterinarian, was also on the panel as a judge.

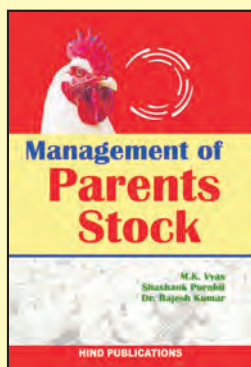
Dr. Jeevan Sonawane anchored this event and explained the event's theme to the audience and contestants. The event was formally inaugurated by the lighting of the lamp and Gas stove

by Chief Guest Mr. Devvrat Jategaonkar along with Dr. Ajay Deshpande, President of Vets In Poultry (VIP), Dr. Sanotsh Ire, Secretary VIP, Dr. Prasad Kulkarni, Treasurer VIP and other executive committee members of Vets In Poultry Dr. Chandrakant Pathak, Dr. Sujit Kulkarni, Dr. Pankaj Tuptewar, Dr. Jeevan Sonawane, and Dr. Sachin Patil.

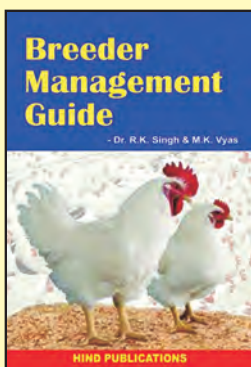
During the inaugural speech, Dr. Ajay Deshpande expressed his views about the importance of eggs and Chicken in countering malnutrition, employing millions of agricultural farmers directly and indirectly. He also described the Vets In Poultry team's relentless efforts to promote protein consumption through eggs and Chicken.

Mr. Devvrat, during his speech, expressed his views about this unique competition and emphasized the importance of eggs

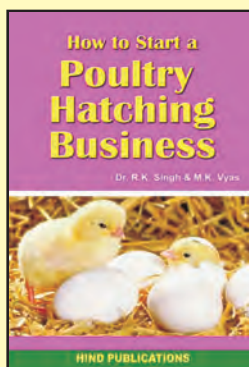
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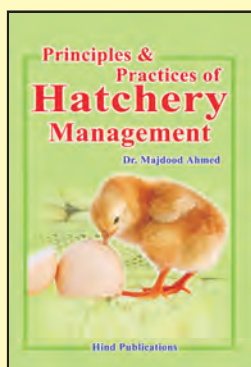
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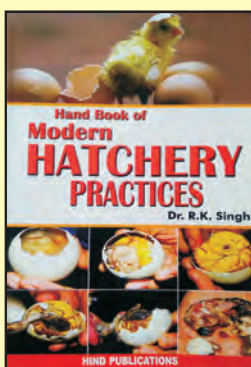
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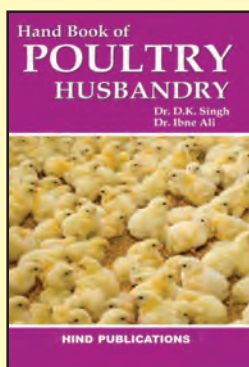
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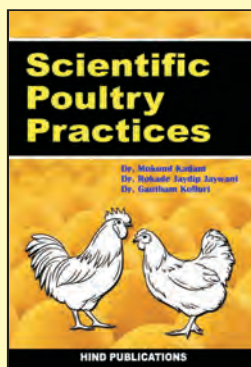
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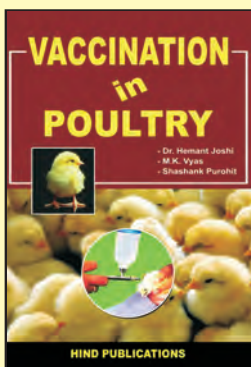
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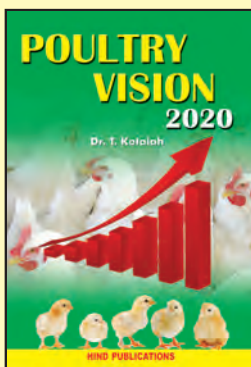
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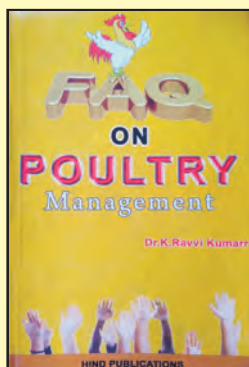
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and Chicken in the hotel industry in India. He said that eggs and Chicken constitute around 50 % of hotel industry cousins and play a vital role in business. He also agreed that eggs and Chicken are essential protein sources and should be part of our regular diet. The chief guest set the perfect stage for all contestants by boosting their confidence with some practical tips for competition.

The top 20 contestants were selected for the event. Judges interacted with all contesting chefs to find out the ingredients of the recipes, nutritional value and historical significance of the dishes, etc., prepared by them. Food items displayed were a visual treat and were presented in an artistic and aesthetic style. Dishes were judged based on creativity, hygiene, taste, texture, and appearance by esteemed judges Mr. Devvrat Jategaonkar and Dr. Monjita.

Judges were overwhelmed by the efforts of the participants. It was great to see the participants' energy, enthusiasm, and creativity. The event has provided a platform for the household wives, gents, and students to foster their creativity and helped them to explore their hidden talents and discover new dishes. It was a challenging task for judges to choose a winner among innovative and delicious dishes.

Finally, three winners and two consolation prize winners were declared and awarded with an attractive trophy and cash prizes.

The cooking competition was followed by Chicken Festival, where many contestants and commercial houses sold their preparations to the visitors. Industry brands like Venky's Express, Shalimar, Godrej, KGN, Power Eggs, Chicken Vicken & Belchick exhibited their



stalls and served delicacy. Every visitor to the event was delighted to taste authentic Chicken and egg recipes at the event. Visitors also appreciated this event for tasting various chicken and egg dishes under one roof. The cooking competition was formally closed with a Vote of thanks by Dr. Sujit Kulkarni. He thanked everyone who supported the event, directly and indirectly, contestants, participants, visitors, volunteers, event managers, members from Vets In Poultry, Producers, Feed millers, Animal Health distributors & everyone who supported this program wholeheartedly. During event various Vets In Poultry members expressed their views about Chicken and Eggs.

The event was formally closed at 3:30 pm with the promise of organizing more and more such events in the future by team Vets In Poultry.

Dr. Ajay Deshpande, President of Vets In Poultry, expressed that the poultry industry plays a vital role in fighting against protein energy malnutrition. There is a massive gap between per capita consumption and actual recommendation by the National institute of nutrition in India and the need to create more awareness to enhance chicken and egg consumption. His speech expressed the health benefits of white meat vs. red meat. Dr. B A Pawar, Life Time Member of Vets In Poultry, said there are rumours about broiler chickens that many antibiotics and hormones are used to grow chickens which is not valid. He assured audience that broiler birds are produced scientifically, and if anyone has any doubt, they can connect with us, and we will help them understand this phenomenon.

Dr. Monjeeta Barrowa, a food blogger and Veterinarian who was also one of the judges for this event, appreciated the initiative taken by Vets In Poultry. She said that eggs and chicken are economical and readily available protein sources and have multiple benefits for all ages. She highlighted the health benefits of eggs and chicken, particularly for middle age people, due to its richness in vital nutrients like zinc.

Dr. Chandrakant Pathak, Executive Committee Member of Vets In Poultry, expressed an important message about the health benefit of eggs and chicken to diabetic people, aged persons, and small kids. He said Vets In Poultry would continue such innovative activities in the future.

Dr. Sadanand Undegaokar, Life Time Member of Vets In Poultry, expressed that he is actively involved in the production and assured that chicken is organically produced using corn, soya, and other scientific additives and appealed to society to stay away from rumours. He also emphasized eating chicken and eggs for more health benefits.

Dr. Anju Deshpande, Life Time Member of Vets In Poultry, expressed that the poultry farming community is raising poultry birds scientifically. She also appealed to homemakers not to withdraw protein from their diet during certain festival seasons because it may hamper the family's health.


Dr. Jeevan Sonawane, an Executive Committee member, explained the objective of the event is to boost chicken and egg consumption. He also stated that India is a protein-deficient country, and many people don't even know how much protein they should

consume. He appealed to consume 1 gm per kg body weight protein, and eggs and chicken can help us to achieve this goal.

Dr. Pankaj Tuptewar, the Executive Committee member, explained the importance of protein for everyone and appealed that everyone should consume two eggs and 100 gms of chicken on a daily basis to fulfil their daily protein requirement.

Dr. Sujit Kulkarni, the Executive Committee member, said after the covid pandemic, eggs, and chicken got a lot of significance as protein sources. Indian medical association also recommended eating eggs and chicken to boost protein intake for good immunity. He also said eggs and chicken are rich in protein, vitamins, and minerals, which play a vital role in children's and sportsman's health.

Dr. Praksah Babu, the Chief Geneticist at Venkateshwara Egg Laying unit, said that egg is the most economical, readily available, and most importantly, affordable source of protein. He emphasized that egg is the most balanced food, which is near to mothers' milk having all nutrients including vitamins, and can give us good disease resistance power.

Dr. Santosh Ire, Secretary of Vets In Poultry, explained the event's theme and thanked everyone who supported and participated in this event directly and indirectly. He said that all poultry industry goals are common, and we should all work together to promote our two products, eggs and chicken. The event was formally closed at 3:30 pm with the promise of organizing more and more such events in the future by team Vets In Poultry. 

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## Kemin Industries South Asia Celebrates '61 Since' 61 – A celebration of Partnership'



Chennai, Tamil Nâdu-India (9<sup>th</sup> July 2022)  
Kemin celebrated the “61 Since ‘61-Celebrating Partnership”-themed anniversary, to acknowledge the essence of partnerships along with its key stakeholders in South Asia. The event took place on the 9<sup>th</sup> of July in The Leela Palace, Chennai, Tamil Nadu.

Kemin crafted the theme ‘Celebrating Partnership’ to acknowledge the essence of partnerships, innovations, and care for communities, which they have been practicing in association with their partners across the globe, for the past 61 years. The invitees of the event included key customers, distributors, and media representatives from across the business units of Kemin. As keynote speakers, quite unconventionally, Kemin invited the top two business professionals, R Gopalakrishnan and Suresh Mahalingam who had served in leading capacities in the TATA group, which is the most respected organization in the Indian





subcontinent for upkeeping the business values and business partnership. In addition, Kemin partnered with a group of design thinking enthusiasts who conducted a workshop in which the participants along with the Kemin team engaged in building up the Partnership Wall in a unique storytelling pattern. The participants were divided into teams and were given separate pieces of puzzle boards to color with their own creativity. At the end of the session, those pieces were assembled to build the Wall of Partnership. Thus, the workshop gave the opportunities for the attendees to create a cohesive experience, reinforce the importance of partnership, and connect the participants of the event.


The celebration evening kick-started with a Kemin formulated special mocktail, named Shirly '61 which was tossed with all the participants in the event. The evening was also graced by well-themed performing artists and musicians.

They epitomized Kemin's innovation, multinational footprints,

and partnership with the confluence of hip hop, flamenco, Chinese lion, Irish Folk, Bharatnatyam fusion, and Brazilian carnival styles. The audience was enthralled by the performances and the celebration.

To acknowledge the role of media in the industry, Kemin invited top media representatives from the livestock and food industries, and a press conference was organized with the panel comprising Chris Nelson (President & CEO, Kemin Industries Inc. USA); Ramesh GS (Group President Animal Nutrition & Health); R Sureshkumar (President Kemin Industries-South Asia); C

Sugumar (Commercial Director-Aquasciences™); Michelle Lim (President, Kemin Food Technologies). Around 20 questions were deliberated in this session which was moderated by Tanweer Alam (Director-Marketing).

Kemin took this opportunity to convey gratitude to all its customers and business partners for the mutual trust and confidence bestowed upon the organization for the past 61 years and is confident that this will further strengthen a strong foundation of trust with the partners in the coming decades as well. 





# ILDEX Vietnam 2022 kicks off with a warm welcoming from the VIPs and industry people in the Opening Ceremony!

Ho Chi Minh City, Vietnam, 3 August 2022 – ILDEX Vietnam, the 8<sup>th</sup> edition of the International Livestock, Dairy, Meat Processing, and Aquaculture Exposition - Vietnam is ready to open its door for providing the solutions for the livestock business from 250+ leading brands worldwide from 3-5 August 2022 at Saigon Exhibition and Convention Centre, Ho Chi Minh City, Vietnam. This event is organized by VNU Asia Pacific and Minh Vi Exhibition and Advertisement Services Co. Ltd (VEAS), our local show partner.

The opening ceremony commences at 10:00 AM, with the speech from Mr. Duong Tat Thang – Director of the Department of Livestock Production of Ministry of Agriculture and Rural Development of Vietnam, followed by Mr. Fernando Apparicio da Silva – Ambassador of Embassy of Brazil in Hanoi and the opening speech from the organizer, Mr. Igor Palka, Managing Director of VNU Exhibitions Asia Pacific Co., Ltd. Together with the VIPs guests from many federations, including the Department of Livestock Production, Ministry of

Agriculture and Rural Development of Vietnam (MARD), National Agricultural Extension Center (NAEC), Ministry of Agriculture and Rural Development of Vietnam (MARD), Trade Promotion Agency in HCMC, Ministry of Industry and Trade (MOIT) and more industry associations in Vietnam.


Furthermore, witnessing the success of our distinguished guest from the embassies such as Ambassador - Embassy of Brazil in Hanoi, Ambassador - Embassy of Pakistan in Hanoi, Consul (Commercial)/ Director from The Royal Thai Consulate General, Ho Chi Minh City, Taipei Economic and Cultural Office in Vietnam, Consulate General of Germany and Consulate General of Canada.



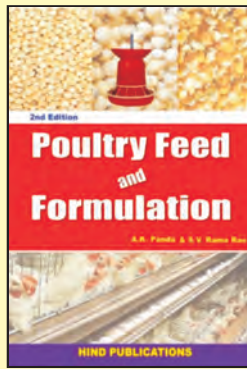
This year's visitors meet 250+ leading brands from 30+ countries and 6+ countries' pavilions on the fairground. Connect with many prominent brands such as EVONIK, HUALI, BEHN MEYER, PEJA, LUCTA, MIAVIT, and many more for the first time at the physical exhibition, which last occurred in 2018. ILDEX Vietnam will focus on livestock, dairy, meat



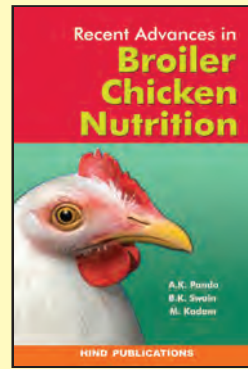
processing, and aquaculture. The event has proven to be a great opportunity for local and international firms to not only introduce new products, but also get updates on contemporary market trends, witness new technology, and acquire knowledge at the event's extensive seminar programs presented by renowned 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. Over 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.

Save the date: ILDEX Vietnam 2022 opens its door from 3-5 August 2022 at SECC, Ho Chi Minh City, Vietnam. The opening time is from 09:00-17:00 (3-4 August) and 09:00-16:00 (5 August). The onsite registration is now available. Invite your industry peers and join us at ILDEX Vietnam 2022. 

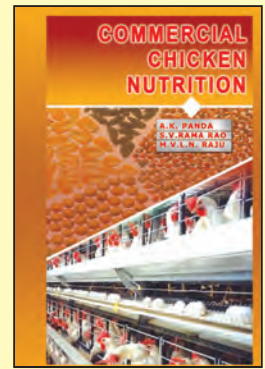
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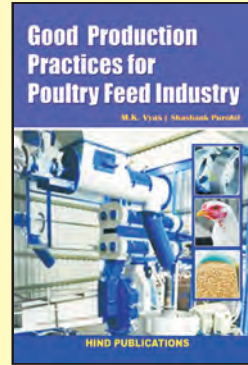
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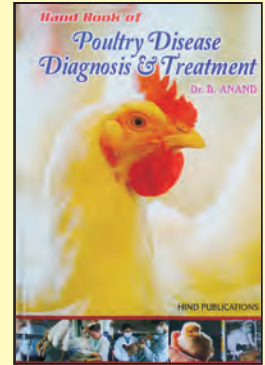
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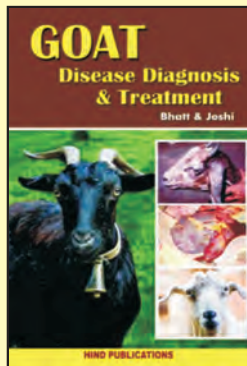
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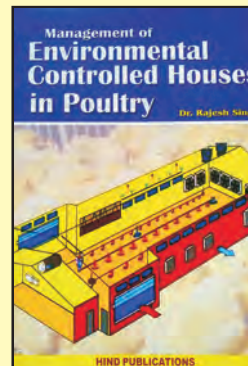
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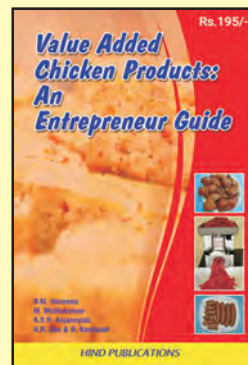
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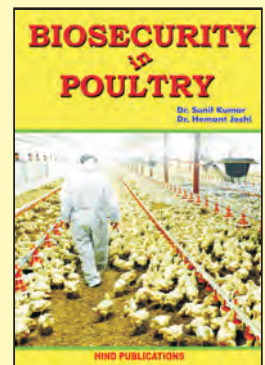
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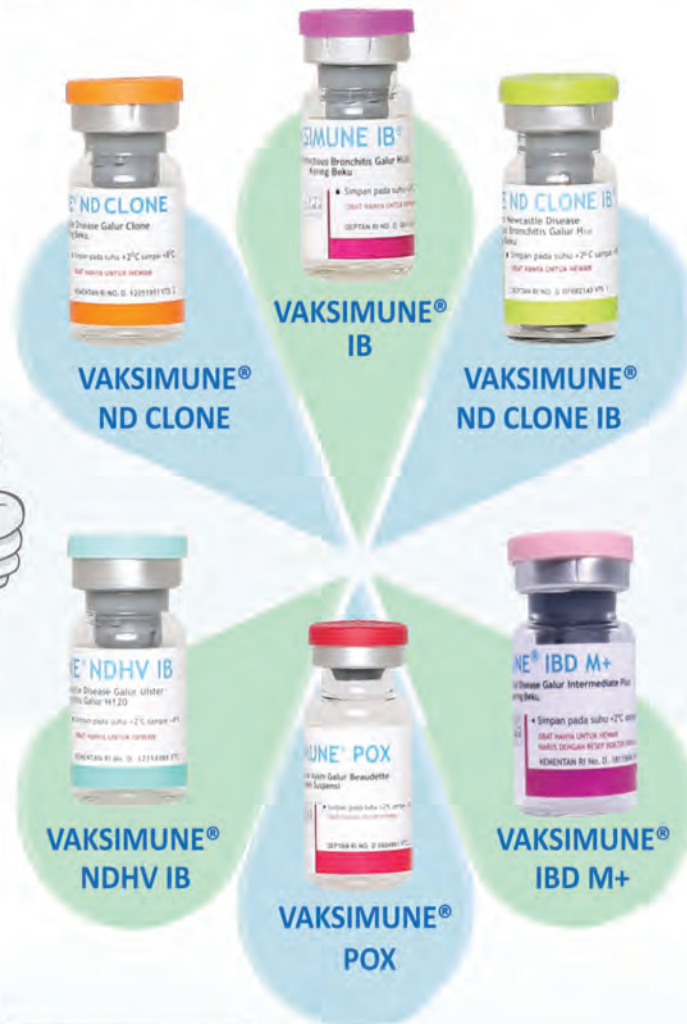
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