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HIND POULTRY

Vol. XXI September 2022 No. 3

VICTAM Asia and Health & Nutrition Asia 2022 at Bangkok

Pg. 35



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Pg. 17



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Over 100 Restaurants Across India Join Hands to Curate Soy-fed Menu to increase Awareness about High-quality Protein

In pursuit of educating consumers about high-quality protein food sources, Right to Protein, the nationwide public health initiative, is collaborating with over 100 restaurants to provide specially curated dishes made of high-quality poultry that is fed high protein soybean meals. Launched across 15 Indian cities, restaurant chains such as OyeKiddan, Super Bowl, Burgrill, Sardaji Londonwale, Punjabi Nawabi, Bercos, Farm house, among others, will create the customized 'Soy Fed' menu that will also be available on leading food ordering apps such as Zomato and Swiggy. "Indian consumers are increasingly looking to make healthier choices. Most of our consumers not only believe that we are what we eat but also agree that we are what our food is fed or made of! Therefore, we choose poultry that is soy fed to prepare high-quality protein meals. The tailored 'Soy Fed' online menu is only the next step to further enable health-conscious consumers to easily choose meals created with soy meal fed poultry," Shreh Madan, Owner, Burgrillsaid.

"We have always strived to offer the most nutritious food choices for all our consumers and with this menu, we go a step ahead in helping them exercise their right to high-quality protein! We're happy to have joined this awareness movement, which we hope will bring a radical change in how our consumers perceive food and are better equipped to make informed decisions," said Gurmeet Kochhar, Owner, Oye Kiddan. "It is a delight to see the Soy Fed progress from being India's first feed label to now also being a novel menu as we continue to raise awareness about the role of soy as a sustainable source of nutrition for humans as well as animals. We remain relentless in our mission to educate people about the

importance of adequate protein consumption for better health and well-being and this is yet another step in that direction", stated Jaison John, Lead - India, US Soybean Export Council (USSEC) and Right To Protein supporter. Soybean meal is a key protein source in the diets of livestock, poultry, and aquaculture offering a well-balanced amino acid profile, and high level of digestibility among plant-based protein sources. The complete nutritional value in soybean meals assists in maintaining the animals' wellbeing. The 'Soy Fed' menu with restaurants across the country, is therefore a radical next step by Right To Protein after the earlier launch of 'Soy Fed label' - India's first voluntary feed label for animal protein products - towards making consumers identify and choose quality protein food.

About Right To Protein: Right To Protein is India's first awareness initiative to educate citizens about the importance of adequate protein consumption for better nutrition, health and wellbeing. Right Protein initiative aspires to build knowledge of different types of protein sources amongst Indians, especially plant protein, to meet larger nutritional goals. Right To Protein aims to develop an ecosystem of professionals to drive protein awareness and debunk myths and misconceptions about protein as a critical macronutrient for human health and of many protein food sources. The ecosystem will aim to improve the production and consumption quality and consistency of both, plant and animal proteins. Right To Protein is supported by several like-minded Indian and global individuals, academicians, professionals and institutions. The initiative is open for those who would like to join and/or contribute in any capacity, including providing knowledge, technical support or as promotion partners. 



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"Srinivasa Farms India's First Poultry Company" is now a Great Place to Work-Certified™

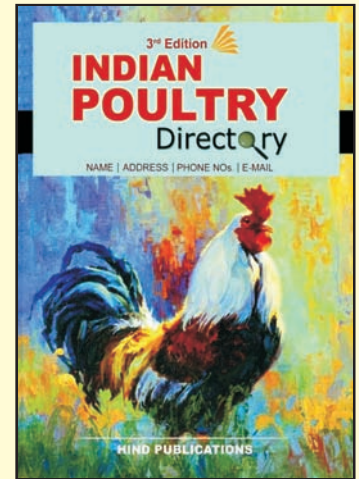


Suresh Rayudu Chitturi, Vice Chairman & Managing Director- **Srinivasa Farms** said that "This a super proud moment for us. More importantly I'm so grateful to my team who having reposed they trust and endorsed the culture that me & family have been working to build the last 55+ years." Srinivasa has earned this recognition based on a rigorous assessment independently conducted by Great Place to Work® Institute India. Nearly 500 members of Srinivasa Farms from

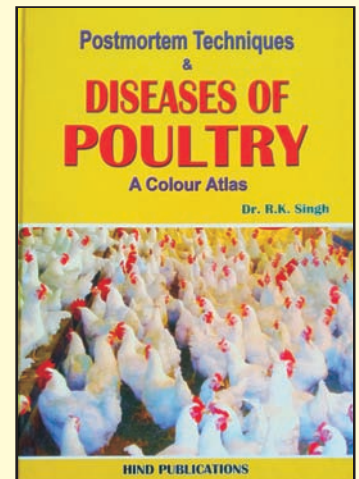
all locations in India from Supervisor to Senior Management took part in this survey. The Great Place to Work® Assessment is considered a 'Gold Standard' in workplace Culture assessment and no jury or individual can influence the results of the assessment. Great Place to Work® is the global authority on workplace culture. Since 1992, they have surveyed more than 100 million employees worldwide and used those deep insights to define what makes a great workplace: trust. Their employee survey platform empowers leaders with the feedback, real-time reporting, and insights they need to make strategic people decisions. The Institute serves businesses, non-profits, and government agencies in more than 60 countries and has conducted pioneering research on the characteristics of great workplaces for over three decades.

In India, the institute partners with more than 1100 organizations annually across over 22 industries to help them build High-Trust, High-Performance Cultures™ designed to deliver sustained business results. Hundreds of CEOs and CXOs from India Inc. are part of the great place community that is committed to the vision of making India a great place to work FOR ALL. The Institute's research shows that great workplaces are characterized by great leadership, consistent employee experience, and sustainable financial performance. These organizations can deliver a consistent experience to all their employees irrespective of their role, gender, tenure, or level. Their leaders believe in the vision of creating and sustaining a Great Place to Work FOR ALL and role models being 'FOR ALL' Leaders. 

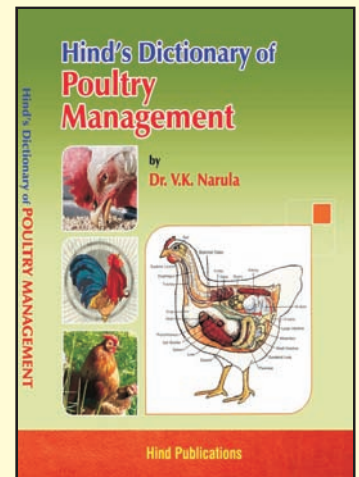
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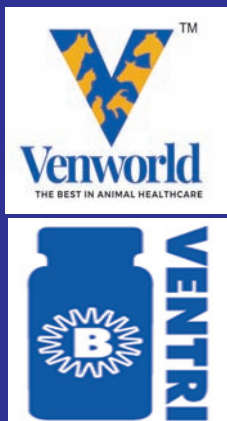
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A Series of Technical Meeting has been conducted by Ventri Biologicals in North India



A series of technical meeting has been conducted by Ventri biologicals div. of VHPL for breeders at Jind, Panipat & Kaithal and for layer at Krukshetra. Meeting is well organised by Shashi bhushan kumar (Zonal manager) and his team Sandeep Saini RSM & Sunil saroya RSM under the guidance of Mr. HS Padda DGM .

Dr. S P Singh (GM North) & Mr. Satbir Lakra (GM venco sales) spoken about the current challenges and corrective measures.



Deepak Khosla addressed the gathering over challenge the poultry industry is facing related to Poultry immunity, health, and production. The emergence and re-emergence of diseases will continue to be major challenges to the current situation and the strategic future of the industry. Disease control, high production, product quality, and reasonable production costs have been the recent main goals of the poultry industry. Hence, meeting per capita consumption and welfare to humans necessitates continuous efficient and goal-oriented healthcare to control disease spread and decrease the application of antibiotics. These endeavours will include the launch of programs to control infectious diseases in broiler breeders influencing the broiler performance.



Dr. Prakash Reddy, spoke with a topic on “EXTENDED IMMUNITY IN BREEDERS: INFLUENCING BROILER PERFORMANCE”.

In the meetings, several factors were discussed which can hasten and/or prompt the emergence of animal diseases including:

- The development and structure of the poultry farming, amplify global competition and cost of production, and increase the poultry and poultry products movement worldwide.

- The increased movement could also raise the hazard of introducing infections to specific regions that are free from such diseases.

- Various infectious pathogens, including bacteria and viruses contribute to infectious diseases in poultry and can be transmitted and subsequently spread in farms via horizontal and/or vertical transmission. In India, the most common poultry diseases are Infectious bronchitis virus, Avian flu, Newcastle disease, Infectious bursal disease, Avian Adenovirus (IBH/HPS), Chicken Astrovirus, Avian encephalomyelitis, *Mycoplasma gallisepticum*, Colibacteriosis, Infectious Coryza, Coccidiosis and Infectious laryngotracheitis (regional Vaccinal laryngotracheitis).

- For proper understanding of disease control, these poultry diseases were categorised as: **Category 1: Disease with high**

problem in breeder productivity with high production drop and mortality with poor quality hatching eggs, low hatchability and poor quality chicks. The herd immunity with high and uniform humoral immune response is very important during the entire life cycle.

Ex: Avian flu, Newcastle disease, Infectious bronchitis virus.

Category 2: Diseases with less impact on breeder productivity, but when transmitted vertically to progeny can have huge impact on hatchability and broiler performance

Ex: Avian Reovirus, Avian Adenovirus, Chicken Astrovirus, Avian encephalomyelitis,

Salmonella Enteritidis, Salmonella Typhimurium and Mycoplasma gallisepticum.

Category 3: Diseases with age resistance in long lived birds, with no impact on egg production and hatchability, but the maternal antibody transmitted can protect against early sub-clinical infection / immunosuppression.

Ex: IBDV- Early diagnosis of the source and route of virus spread help to control the disease and develop an effective vaccine for emerging variant diseases. In a future study, improvements in laboratory diagnosis will offer sensitive, fast, and precise disease diagnosis, and early mediations will be a reality.





- Vaccination has had and will continue to have a major influence on the development and strategic growth of the industry, allowing economic and effective control and eradication of diseases. However, the vaccine and vaccination strategies varies based on the geographical variations happening locally. So, there is a need to "Think globally and Act Locally", based on the strain variations happening in India, which includes prevalence of - Avian infectious bronchitis virus variants GI-24 lineage (Novel Indian variants)

- Local variants of Avian Reovirus causing Malabsorption, Tenosynovitis and Brittle bone disease.

- Avian Adenovirus serotype 4 and 11

- Chicken astrovirus variants subgroup Biii causing visceral gout (nephritis) and Malabsorption (enteritis)

- Several pathogens are implicated as potential reasons for poultry diseases, either individually, in synergy with different other microorganisms (multi-causal), or facilitated by non-infectious causes. Any stress-causing agent can hinder poultry disease resistance, increase the susceptibility of chickens to infections, and decrease the effectiveness of vaccinations. Ex: CRD complications with Mycoplasma.

- Comprehensive approach for Mycoplasma control programmes with VH-MGK was discussed extensively with data around the country with both single and multi-age breeder flocks.

- **Causes of Vaccine Breaks:** In most cases, the use of vaccination creates a false sense of biosecurity and hygiene. Generally, vaccination does not prevent infection; rather, it only leads to a reduction in the number of outbreaks. Several factors can lead to the so-called vaccine break: incorrect transport and storage of the vaccines, faults or deficiencies of the administration, and high infectious pressure in an area.

- The occurrence of unanticipated and new diseases and new legislation will also remain essential issues. Restricted use of a vaccine, such as the epidemiological situation, cost-benefit analysis, availability of the vaccine, and governmental regulations.

- As a general rule to finalize the vaccination program, adequate immunity is an obligatory need in order to manage infectious pressure on the farm, thus providing proper vaccination programs for disease control is essential to ensure the health status of poultry. Furthermore, there could be subclinical infections within the flock, and other immunosuppressive diseases or infections with field strains could occur shortly before or after the vaccination, and/or there could be infection with mutant strains. Finally, the quality of the vaccine is affected by the number of antigens, poor storage conditions, improper handling, and administration.

Launch of VIPx (IBD immune complex vaccine), a hatchery vaccine as a complete solution to the current issues related to the cross protecting strains and gaps in IBD vaccination procedures at the field.

- VIPx vaccine includes Ventri's Intermediate plus strain bound with specific homologous antibodies,
 - The Ventri's Intermediate plus vaccine strain was most effective in controlling vvIBDV in India since two decades, with superior cross protection against the Novel variants of IBDV emerging in India.
 - Early immune response to the low maternal antibody chicks, preventing subclinical IBDV infections.
 - Reduced vaccination stress with the farm vaccination
 - Uniform distribution of the vaccine dose. Minimal interference of neutralizing Maternal antibodies
- Vaccine virus competes with the field virus to reach the bursa at the earliest and stimulate active immune response. Less bursal damage and good immune response to ND, IBH, IBV etc. vaccinations in broilers

Large scale outcomes research data in >20 million broiler chicks, conducted across the country were discussed. Vast comparative data within the same farm and branches with the controls vaccinated at the field on day-12 were discussed. Improvement in the performance with reduced incidence of IBD leading to economic benefits were seen with VIPx hatchery vaccination. Along with less handling stress at farm level, resulted in the good uniformity of birds were noticed. Farmers were happy, since their vaccination work got reduced and chances of vaccination failures due to improper maintaining of cold chain, usually encountered at farm level was getting avoided.



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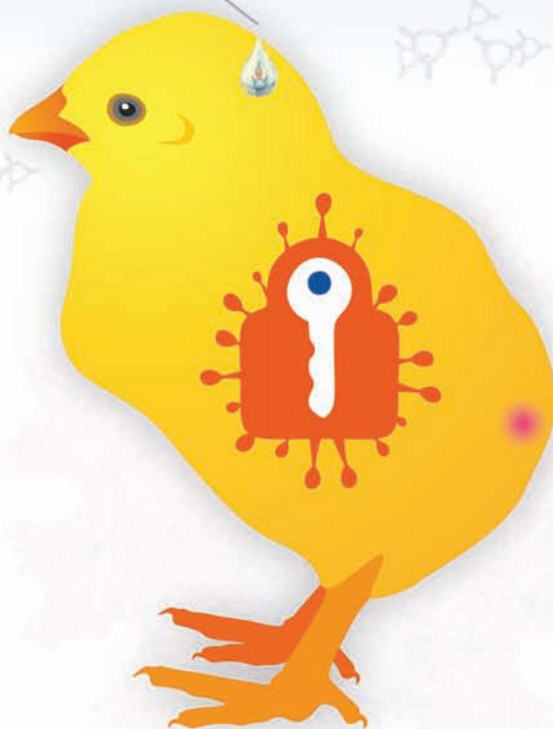
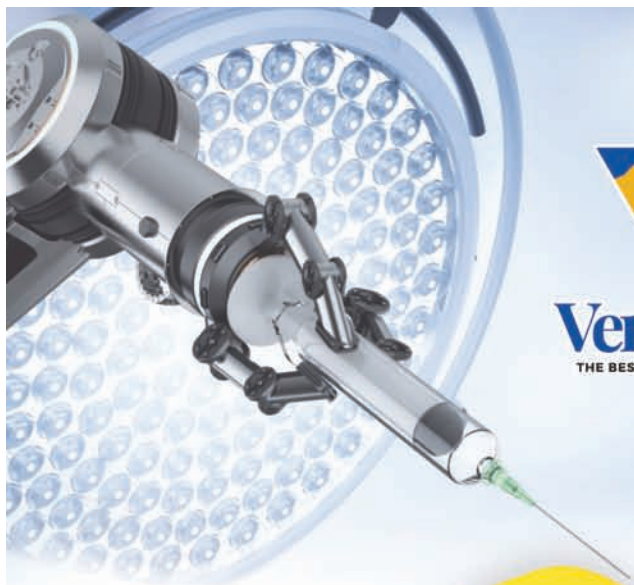
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Mr. Suresh Rayudu Chitturi Inaugurates the Office of Srinivasa Hy-Line in Lucknow



Suresh Rayudu Chitturi,
Managing Director,

Srinivasa Farms & Venkat Rao, Business Head Layer Business, inaugurated their Sales office at Lucknow at 114-B, Highway Plaza, Udayan II, Raebareli Road, Lucknow, UP on 25th August 2022

Srinivasa Farms opened this office to further the partnership and commitment to the Farmers of this region. Suresh has also promised to setup a laboratory, strengthen the technical team and organise good quality feed for our farmers.

Omkar Verma, General Manager is in charge of UP, Bihar, Uttarakhand, West Bengal & Assam.

Prominent Farmers who attended inauguration & meeting afterwards.


Mr VP Singh, Dr Subhas Jaiswal, Mr. Mohd Saif, Mr Omair Abbasi, Mr Mohd Aakif, Mr. Mohd Nayaab, Mr. Mohd Nazim & Mr. Wasi Ul Hasan,

After the Inauguration, the farmers had a discussion with Suresh. Points discussed included future of the industry, high feed cost due to increasing ingredient cost, low realisation prices of eggs, and various factors influencing the farmers. Suresh then shared with the farmers how Hy-Line W 80i will save them upto 0.50 ps per egg. (i.e. upto Rs. 225/bird).

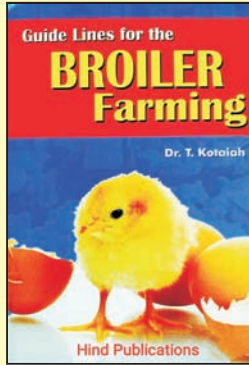
Existing Srinivasa Hy-Line Farmers shared how their decision to take this bird is supporting them

even at these times by reducing production costs significantly

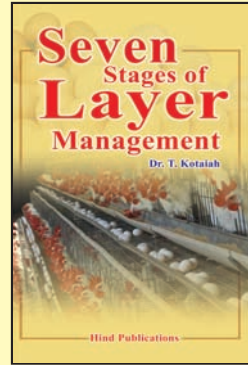
1. Lower mortality during rearing (approx 2%) and laying period (approx. 6-7%),
2. Lower Feed intake upto 25 gms which is saving about 0.50 ps per egg compared to competitor breeds.
3. Dr. Jaiswal shared one of the aspects he was impressed is the Superior Shell Quality of Srinivasa Hy-Linebird which were grown in peak summer, did not lose shell quality at the age of 100 weeks was very good and he decided to test the birds further to see when does the quality degrade to the competitor bird he reared earlier. He was surprised that the shell quality was strong till 140 weeks (without moulting) and then started going down which he used to get at 60 weeks in the competitor bird.
4. Farmers who have Srinivasa's birds also shared how they get 97% saleable eggs (54 to 60 gms).

Suresh ended the meeting by asking the farmers to focus on maximising the performance, since there is no such thing as cheap feed cost anymore. Truly extracting the Genetic potential of W-80i is the only way to produce eggs at the lowest cost with the added bonus of getting highest saleable eggs with unmatched quality. 

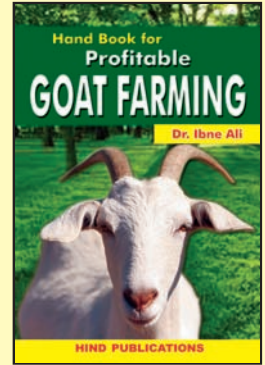
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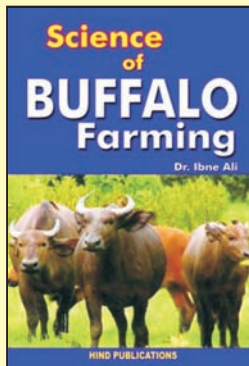
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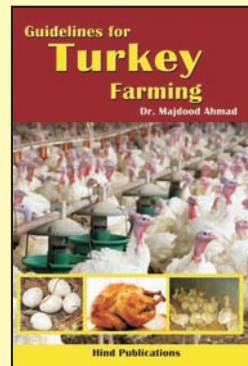
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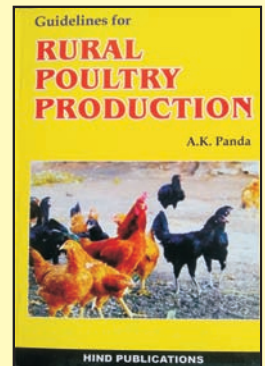
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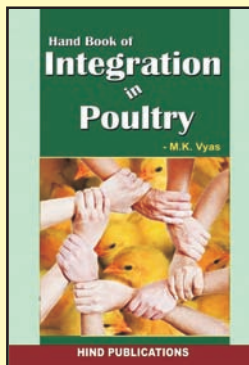
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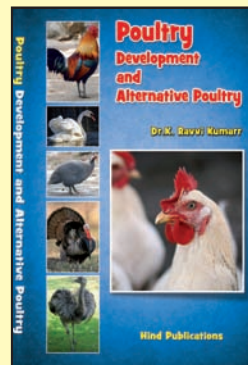
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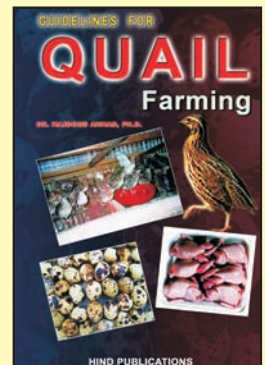
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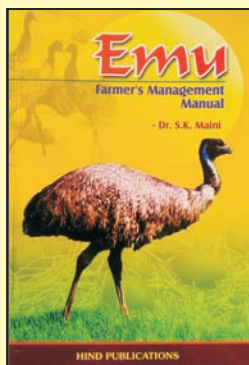
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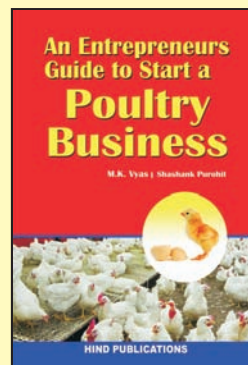
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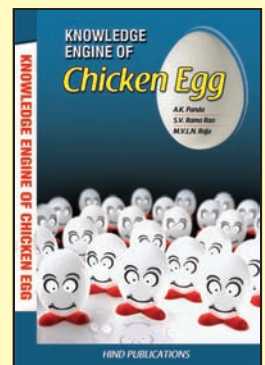
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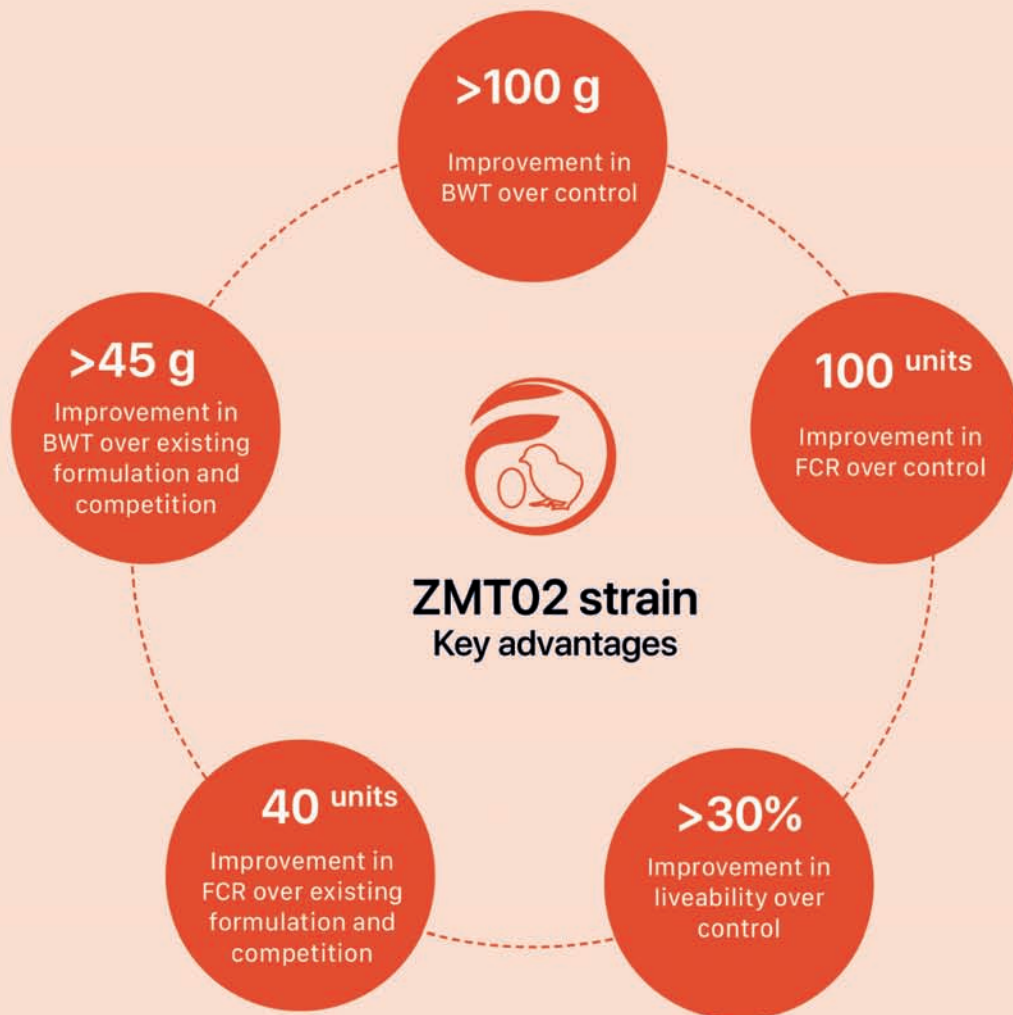
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Laboratory Assessment for Effective Quality Control of Raw Materials

Niwas Balaji, Laboratory Manager, Trouw Nutrition India Pvt Ltd

Quality control of incoming feed ingredients is the heart of quality feed production. Many raw materials are considered whilst production of animal feed basis their chemical composition, availability, quality, and current price structure. The raw materials utilized in feed production can differ in composition based on variations in processing techniques, such as oil extraction, polishing etc. Due to the high volatility in raw materials, adulteration has been a common practice. It is, therefore, crucial to chalk out specifications for procurement of standard raw materials and ensure that the incoming raw materials comply with these standards. Sampling of material for analysis should be such that it represents the entire consignment. Otherwise, the whole purpose of quality control will be defeated, as the quality of produced feed will be no better than the qualities of the individual ingredients used in the formula. Hence, it is essential to possess a good laboratory (lab) and tools, to practice stringent quality control measures for ensuring optimal quality of raw materials.

Evaluation of feeds and feed ingredients for quality

They are in general subjected to various tests as mentioned below:

1. Physical evaluation - ON THE SPOT - FEED MILL

2. Chemical evaluation-LAB

3. Microscopic Evaluation - LAB

1.1. Physical evaluation

It is the crudest way of evaluation, which is relatively easier to carry out. Said that, one must be highly trained to identify the variations in the nature of the raw materials/feeds.

Colour

This is the foremost quality parameter to be judged. Any colour change can possibly indicate contaminations, grain maturity, processing conditions, etc. Aberration in colour might also be an early sign of compromised nutritive value.

Size

Overall, the size of the grain governs its energy value due to the proportional decrease/increase in seed to coat ratio. Smaller the grain, lower will be the metabolizable energy (ME) value due to more proportion of coater hulls. To evaluate the cereals, weight of a fixed number of grains usually 100 grains or fixed volume is taken. Higher weight indicates a higher ME value. This technique is called Test Weight.

Uniformity

The raw materials to be selected should be uniform in composition. The presence for contaminants like other grains, husk, broken grains, weeds, infected seeds is viewed. In the oil seed cakes, closer observation can reveal the presence of fibrous material, if contaminated. For micro-ingredients, such as premixes, homogeneity is with respect to free-flowing nature of the material.

Smell

Smell is one of the best indicators of quality. Just standing near the stock itself will immediately indicate any difference in the normal smell. This skill is developed over years of experience. For e.g., Musty odour could possibly be due to

Fig. 1: NutriOpt Onsite Advisor



Fig. 2: Mycomaster

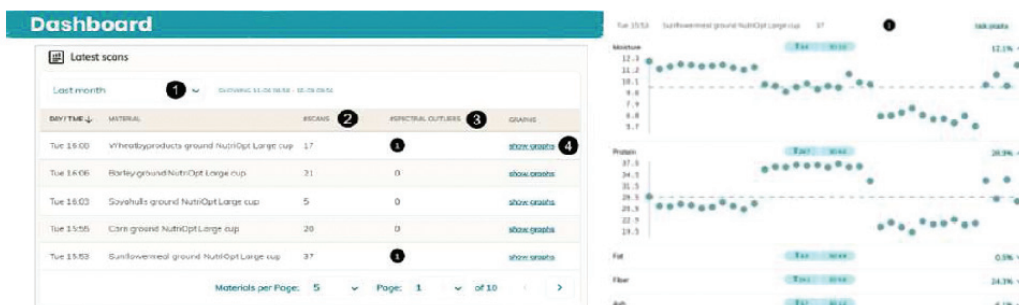


fungal growth and contamination or weevils. Oil and oil rich ingredients can be subjected to this method of evaluation, for rancidity. Odour of petroleum products could be suggestive of excessive pesticide or fungicides usage.

Taste

Each ingredient has a peculiar taste, any deviation such as bitterness in grains and oil seed cakes could be indicative of presence of moulds/ mycotoxins. The level of salt can be detected by tasting the ingredient and the feed. Bitter taste of rice polish points to rancidity of fatty acids.

Fig. 3: MyNutriOpt



extended nutrients, mycotoxin risk management etc. (Fig. 3)

1.3. Microscopic Evaluation of Animal Feed:

Feed microscopy is commonly used for confirming the

Touch

Touching the raw material roughly indicates the moisture content. Chilliness indicates high moisture content. Lumps can be felt by moving the hand inside the raw material/feed bag, which could be formed due to high moisture content, improper storage, improper cooling etc. Lumps can be either hard or soft, depending on various factors.

Sound

Dry grains on pouring down or biting will produce sound of spilling coin.

1.2. Chemical evaluation

An analytical laboratory for precise estimation of nutrient composition and undesirable contaminants is of utmost importance. The feed ingredients and finished feeds should be analyzed for proximate principles. Low crude protein (CP) and high crude fiber (CF) of oil seed meals could indicate adulteration with fibrous materials. A strange CP value (high) could be suggestive of adulteration with urea and/or some inferior quality oil seed meals. The amount of acid insoluble ash is a good guide to the presence of sand or other dirt. It is also desirable to determine free fatty acid content of oily materials as this will affect palatability.

Chemical evaluations, if carried out in a prompt way, using rapid on-site tools, can enable the producers to take informed and quick decisions, with respect to quality of feed ingredients/feed. The NutriOpt On-site Advisor from Trouw Nutrition is one such tool, that enables rapid and reliable assessment of the nutrient content (Fig. 1). Mycomaster, is another tool kit from Trouw Nutrition, that gives an accurate measurement of the mycotoxin load in various feed ingredients/feed, as shown in Fig. 2. The "MyNutriOpt" web portal, gives further insights of the raw materials, with respect to


adulteration and identifying the adulterants (AOAC, 1970). Feed ingredients, adulterants and contaminants must be studied under low and high magnification for distinguishing features whether coarsely or finely ground. Physical characteristics such as shape, colour, particle size, softness, hardness, and texture of the feeds are examined at low magnification of 8x to 50x. It is a useful method to identify impurities/contaminants and evaluating the quality of feed ingredients. It also serves as a useful method for identifying missing ingredients in finished feed.

The plant cells and structural features of the feeds are observed at high magnification of 100x to 500x.

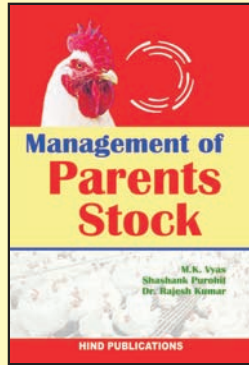
A feed scientist must be familiar with various feed ingredients and adulterants and must have a collection of pure feed ingredients, adulterants, and contaminants for accurate and fast quality assurance results.

Quality Control During Storage

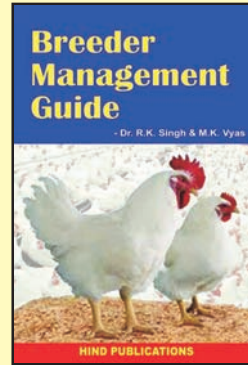
Feed ingredients if not stored properly, may deteriorate the nutrient content and thereby the quality of produced feed. These changes could be physical, chemical or biological, depending on environmental and storage conditions.

Physical changes would lead to changes in colour, texture, odour of raw materials. Chemical changes would lead to alterations in proximate content and other extended nutrient profile. Biological changes in general exhibit themselves as infestation with weevils, microbes etc. 

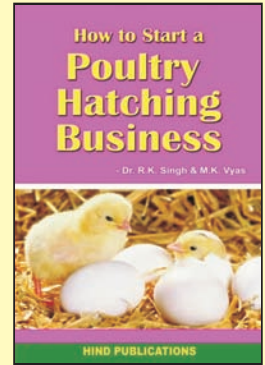
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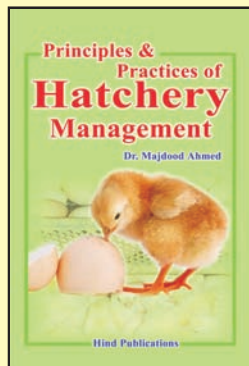
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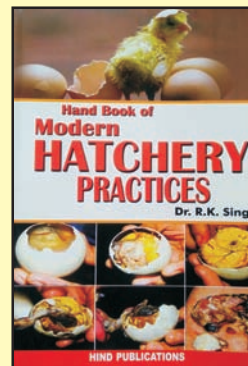
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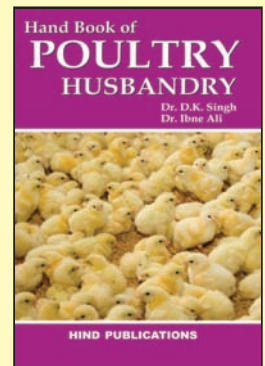
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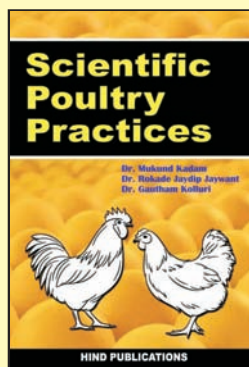
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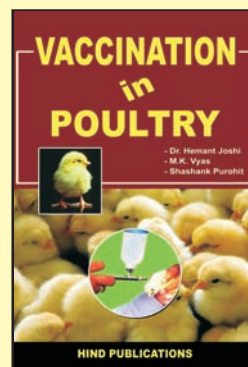
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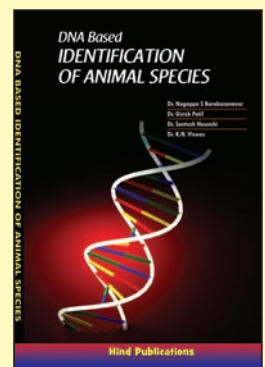
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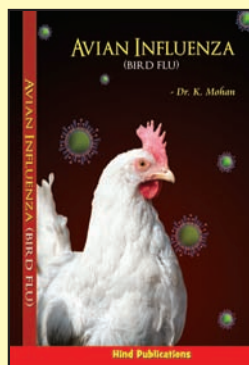
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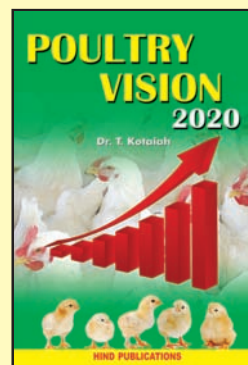
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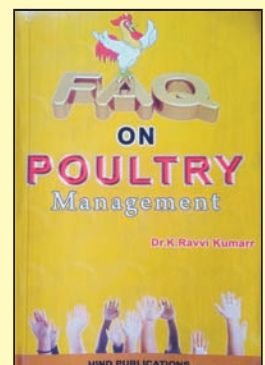
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IPJA Created another Milestone While Conducting Technical Seminar in Ajmer, Rajasthan

Indian Poultry Journalists' Association (IPJA) conducted yet another milestone while conducting a first ever successful Technical Seminar in its series of seminars in Poultry segment in Ajmer, (Rajasthan) at hotel Paradizzo on August 20, 2022. The Technical Seminar was attended by more than 350 farmers from different part of the city and nearby areas of Ajmer, including other districts i.e; Bhilwara, Udaipur, Kota, Beawar, Sikar, Jodhpur and Jaipur of Rajasthan state. The technical seminar in Ajmer was selected with a view that Ajmer is a growing market and it has the layer population of over 80 lakhs birds producing close to 70 lakhs eggs per

day. Ajmer and its surrounding areas are also fast turning in to a broiler producing center in Rajasthan. That was the basic reason that Indian Poultry Journalists' Association arranged this technical seminar on poultry segment to encourage the profitability of Poultry farming in this region.

The Technical Seminar programme was initiated by the President of Indian Poultry Journalists' Association, Mr. B. S. Rana. In his welcome address he spoke about the activities of IPJA and the purpose of conducting technical seminars in different part of the country. While addressing the gathering, he told that though





Rajasthan is mostly a vegetarian state but the efforts done in producing the eggs in this region is highly appreciable. "IPJA has chosen the best speakers for this technical seminar and their experience will be widely beneficial to the poultry farming community of this region, he added." The Chairman & Managing Director of ABTL Limited & Huvepharma SEA (Pune) Pvt. Limited; Mr. O. P. Singh steered the exhibition show with his commendable speech and received thumping response from the gathering, who spoke on the current status of Indian Poultry Industry in a different manner. The beauty of his speech was the pin drop silence adopted by the farmer fraternity till he completed and after that a two minutes thumping response on clapping moved on.

In his an hour address he touched almost all the subject concerning the poultry farming community in Rajasthan. He told that there is no point in starting poultry farming unless you have clear goals in your mind. He told that this is the high time that poultry farmers reduce their dependence on traders and work towards marketing of their products. He cautioned the poultry farmers that there is no point in keep on producing the eggs without a proper marketing setup. He also stressed upon the unity among the poultry farmers by forming a cooperative to market their products.

The Event Partner of the Seminar and Managing Director of Interface Pharma Products Pvt.

Limited, Dr. S. K. Malhotra made his brief presentation about his company's products and also supported Mr.O.P.Singh's verdict among the gathering of farmers.

Dr. Irshad Ahmad, Technical Consultant of Aviagen, another Sponsor of the seminar, displayed his program and spoke on the importance of Biosecurity in poultry. Dr. Irshad Ahmed in his power point presentation said that it is very important to have proper biosecurity in poultry farm to prevent the outbreak of disease and also control the spread of disease in farm. He said that disease can spread through people, vehicles, litter, manure, poultry equipment's, rodents, feed contamination and also due to lack of cleanliness and to prevent one must follow the strict biosecurity procedures.

From the waste to wealth, a very important presentation was made on Effective Poultry Waste Management by another well-known personality in the poultry industry, sponsorer of the seminar; Managing Director of Dhopeswar Engineering Pvt Limited, Mr. Shirish Dhopeswar.

Mr. Dhopeswar in his power point presentation said that presently due to several environmental regulations the old method of disposal of poultry waste is not acceptable and there is a need to manage the waste in scientific way. He said that through proper poultry waste management t of farm mortality, Manure, hatchery and slaughter waste could be converted in to wealth. He further told that Dhopeswar Engineering works; the pioneer in manufacturing of such poultry waste rendering plants of different capacity eliminates waste and makes additional profit for poultry farmers. Another prominent speaker, Dr. Someshwar spoke on the Feeding challenges- A possible solution in poultry industry.

Last presentation was made by a renowned poultry consultant of Ajmer district, Dr. Alok Khare on the Importance of management in successful poultry farming. Dr. Khare touched almost all the points of poultry management right from the construction



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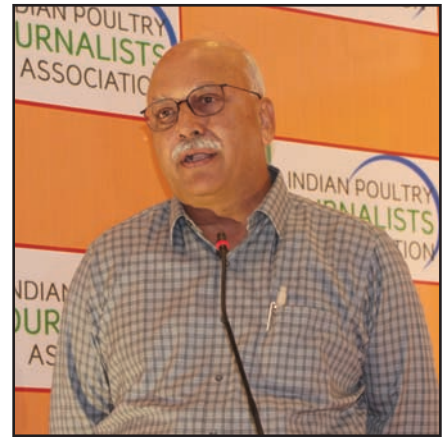
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of sheds to arrival of chicks and from brooding to molting. He also stressed upon the importance of biosecurity in poultry farm and regret that in this region people are not taking care of this aspect.

Dr. Raj Kumar Jaipal, President NECC Ajmer Zone, Mr. O. P. Singh, Managing Director HUVEPHARMA and ABTL, Mr. Hemraj, Managing Director- Lokesh Oil Mills Private Limited, Mr. NeerajGoyal, Managing Director-ZEON Pharma, Mr. Vijay Raj Pareekh, Proprietor- Sahaydri Poultry Medicines including Mr. Bindu Khan- a Poultry Farmer; all were felicitated by Team IPJA.

Mementoes were also presented to all the speakers including Mr. O. P. Singh, Mr. ShirishDhopeshwar, Dr. Irshad Ahmad, Dr. AlokKhare and Dr. Someshwar for their lightening presentation on different subjects.

Mementoes were also presented to all sponsors- Poultry India and Interface Pharma Private Limited (Event Partner), Aviagen India, ABTL (Gold Sponsor) and ZenonPharma from Ajmer, Dhopeshwar Engineering Works, Chakra Group of Companies and VH Group (Sponsors). Indian Poultry Journalists' Association will conduct its next technical seminar in RAIPUR- Chhattisgarh on October 8, 2022 and IPJA Global Award on November 24, 2022 at Hotel Avasa in Hyderabad. 





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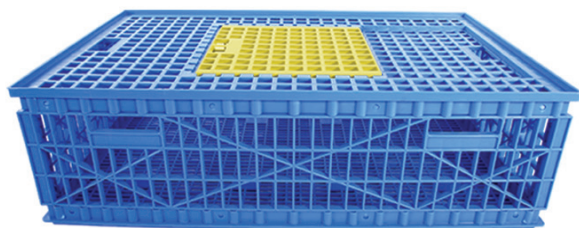
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VICTAM Asia and Health & Nutrition Asia 2022 concludes with Displaying Revolutionary Advancements in Animal Feed and Health Technology for the Asian Market

The VICTAM Asia and Health & Nutrition Asia and GRAPAS Asia event concluded on 9th September displaying revolutionary advancements in animal feed and health technology for the Asian market. The event held at IMPACT Halls 9 and 10, in Bangkok, Thailand received a huge response where More than 400 exhibitors has showcased their latest solutions in animal feed, nutrition, genetics, health and veterinary technology, monitoring, and management.

Exhibitors from several countries showcased their products related to feeding and Animal Health and Nutrition along with Milling solutions of Animal Feed. A huge number of visitors from several countries dominated by Malaysia, South Korea, Singapore, Japan, India, Pakistan, Sri Lanka, Nepal, Nigeria, and a few from European countries witnessed this exhibition.

Everything was set for an unmissable 3-day B2B event full of networking activities, business opportunities, and a rich content program. The distinctive growth in exhibition space and exhibitor numbers highlighted the strong position of the show as a dedicated platform to launch the latest technologies and innovations in the field, meet and match with new partners, expand network connections and source some of the best products available in the Asian market.



Hind Poultry & PDF News Point Magazines were the only publications from India, exhibited at this event. Hind Publications showcased more than 20 prominent titles, covering various subjects on Modern Poultry Farming. The magazines were also distributed "Free of Cost" from the Booth to all the visitors, for all 3 days. Hind Poultry & PDF News Point will also participate in SPACE 2022, going to held at Rennes - France from 13-15 September, Ildex - Indonesia at Jakarta, from 9-11 November & Poultry India expo at Hyderabad from 23-25th November 2022, in this calendar year.



Sharing his thoughts on the government perspective, Mr. Alongkorn Ponlaboot Advisor to the Ministry of Agricultural and Cooperatives, Thailand, said: "The rising demand for animal-sourced foods may also boost the





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Thailand compound feed market. In 2020, the value of the compound feed market in Thailand was nearly 9,000 million USD, and it is projected to reach almost 12,000 million USD by 2026, witnessing a CAGR of 4.2% during the forecast period. As for the future of the food industry in Thailand, the Thai cabinet approved an action plan for food processing industry development for 2019-2027 and a supporting budget of almost 183 million USD in 2020, along with the assessment that the private sector would likely contribute an estimated 60 million USD. The plan aims to upgrade Thailand to become a hub of processed food in ASEAN and become one of the top 10 food exporters to the global market by 2027."

"The Asia-Pacific region is the largest market for animal feed products. Southeast Asia is the world's largest producer and exporter of pork. China is the most important market for pork producers, followed by Vietnam, Thailand, South Korea, Japan, and the Philippines" said Mr. Chayanon Kittayachaweng, Vice President of Thai Feed Mill Association. "Thailand's compound feed market was valued at 8,984 million USD in 2020, and it is projected to reach 11,968 million USD by 2026, witnessing a CAGR of 4.2% during the forecast period" he added.

"Through the fiscal year 2020 even with COVID's ups and downs, Thailand still welcomed over 10 million MICE travelers, generating nearly 1,700 million USD in revenue for the country. TCEB believes that the qualified MICE workforce is what needs to be prepared at the current phase, not just for the post-COVID-19, but in order to promote the MICE industry throughout Thailand effectively in the long run." Mrs. NichapaYoswee, Senior Vice President - Strategic Marketing and Business Development Thailand Convention & Exhibition Bureau (TCEB) said. "TCEB welcomes and will always provide our most efforts to support exhibitions run by VICTAM and VIV teams. These shows will set a new milestone for the industry and set the standard for future livestock exhibitions in 2023" Mrs. Nichapa added.

This significant event was inaugurated by eminent members of the industry, including:


1. Mr. AlongkornPonlaboot, Advisor to the



Ministry of Agricultural and Cooperatives, Thailand, 2. Mrs. NichapaYoswee, Senior Vice President - Strategic Marketing and Business Development Thailand Convention & Exhibition Bureau (TCEB), 3. Mr. ChayanonKittayachaweng, Vice President, Thai Feed Mill Association, 4. Mrs. Birgit Horn, Managing Director of VIV worldwide, VNU Europe, 5. Ms. PanaddaKongma, Director of Agribusiness and Operations, VNU Asia Pacific, 6. Mr. ZhenjaAntochin, Senior Event Manager, VNU Europe, 7. Mr. Joris Kaanen, Board of Director - VICTAM, 8. Mr. Sebas Van Ende, General Manager of VICTAM International, 9. Mr. PhusitSasitaranondha, Managing Director of Expolink Global Network Co. Ltd.

Participation by Hind Poultry and Poultry, Dairy & Feed News Point Magazines

Hind Poultry & PDF News Point Magazines were the only publications from India, exhibited at this event. Hind Publications showcased more than 20 prominent titles, covering various subjects on Modern Poultry Farming. The magazines were also distributed "Free of Cost" from the Booth to all the visitors, for all 3 days. Hind Poultry & PDF News Point will also participate in SPACE 2022, going to be held at Rennes - France from 13-15 September, Ildex - Indonesia at Jakarta, from 9-11 November & Poultry India expo at Hyderabad from 23-25th November 2022, in this calendar year.

A free shuttle bus daily between BTS Mochit to IMPACT was also arranged from 7-9 September. 

Hind Poultry & PDF Newspoint at VIV Animal Health & Nutrition Asia 2022 at Bangkok Booth No. 10 - 1319





Globalisation to Localisation Covid-19 Impact on Indian Poultry Industry

Covid-19 is a respiratory disease caused by Corona group virus. This variety started affecting human beings in China since December 2019, seems to be different from other varieties, having a fat cover on its surface and is heavier than earlier versions. Covid-19 has caused considerable damage to human life in over 200 countries and has also reached India through people travelling from other countries. World Health Organization has announced the outbreak as Pandemonium like the Spanish Flu that affected the world in 1918.

Without sufficient information on the nature of the disease, with no awareness about the disease and with dense population, India got worried about the pandemonium. Giving Public life the top priority, Government of India went in to hiding people from the unseen virus (Lock down). Movement of people from other countries and from place to place within the country are stopped. Metropolitan cities with wide movement of people and high population density like Mumbai, Delhi, Chennai etc. are the worst affected. "Lock down" move has resulted in public awareness about the communicable nature of the disease. People all over are more aware of the need for sanitization, and social distancing. The fast urban life style with holiday travels, pubs and public meetings took a U turn. The way of living has changed with two months of Lock down. Looking at the data so far, on the contagion (Covid positives) and the deaths, India seems have suffered less compared to other advanced countries like USA.

- This is due to prompt action taken by the government in curbing the movement and the lockdowns and the awareness created.
- One aspect, which is not studied, is the genetic difference between whites and browns/blacks. Even in earlier SAARS outbreaks, it was found that blacks and browns resisted the respiratory infections better than the whites. No scientific study is available.
- The other aspect of this difference is the environment temperatures, where these two groups live, which are in favour of India. The climate temperatures above 30C and above 40C in summer are tough for any bacteria or virus to live without being in the organic matter or inside the



Dr. T. Kotaiah

Managing Director,
Indbro Research & Breeding
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host. India does have climatic zones and seasons. Coming days will tell us about the effect of outside temperatures. Though human body has 36C, the virus lives inside the cell after getting in to the host. The virus is very fragile and cannot live outside the host or organic matter for long.

Covid-19 - Poultry Industry

As usual, people started linking Covid cases to Animal origin, especially to poultry. Chicken and eggs are nonessential food items for India. On small pretext, people stop eating the non-vegetarian food. The poultry producers suffered due to sudden reduction in demand for their produce and had to scale down the production by premature culling of flocks at distress prices leading to heavy losses. Restriction on movement of feed material has

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disturbed feed supplies to the living birds, which also affected the production. Small operators had totally stopped the farming.

Doctors, Politicians and Bureaucrats issued statements delinking Poultry to Covid-19. Many people started promoting Chicken and eggs as proteins useful for building up the immunity. At least there is no taboo on the poultry products as of now. The traditional drop in consumption of poultry products during the summer has been there and the low egg prices are due to supply demand gap in summer.

Poultry producers are wellversed with the nature of Corona viruses. Infectious Bronchitis and Avian Influenza scare of 2005 put the producers on alert and Biosecurity is very much in the forefront. Poultry producers are already with “All In All Out” housing with tunnel spraying for vehicles, equipment and people entering the premises at the entrances etc. The production premises are thoroughly cleaned between the batches. People observe precautions like change of uniforms and foot wear, while they visit various flocks of birds. Covid precautions are not new to poultry producers. The movement of people, hand washing at the entrances, separate workers for separate poultry sheds is the living norm.

“Lock down” of poultry production units did not happen as the units were allowed to run to save the live stock. Poultry producers are busy with their own routine with extra care. Poultry production units are already away from metropolitan cities. Migrant workers are a norm in poultry production. Most of the production units have their own in campus housing of people. They are needed to attend works during odd hours. This has kept the migrant workers with work, safety, food etc. The managements implemented the extra precautions suggested and the whole farm atmosphere became healthier. Their salaries were paid and their needs were looked after. No non local worker working in poultry units have opted for migration to their places after relaxation. Looking back, it seems that closing the production units (factories) has caused damage to economy and also the social fabric. The jobless workers are on the roads without work and food. They are left with no option except thinking of going back to their native places. The migrating workers underwent great stress in lock down phase and also during the migratory

phase. There should have been huge number of covid cases and deaths. What is saving is the genetic resistance and the day temperatures.

Changes In The Poultry Industry After Covid-19

1. Due to initial fall in prices and difficulty in procurement of inputs, many small units got closed. Many Production units have down sized the operations by culling the senior flocks and by resorting to molting.
2. Half of the Contract broiler grower farms became jobless because the integrator companies reduced the placements.
3. Due to closure of live bird chicken centers, all people employed became jobless and the shop owners suffered heavy losses due to no business for 2 months. 93% of the chicken sold in India used to be Live and freshly dressed.
4. Restaurants and Hotels who account to 50% of the consumption of chicken are closed and the demand stopped suddenly. The sector is yet to reopen even after 60 days.
5. Because the people are locked down at home, home deliveries of chicken and eggs became the only way of procurement for the households. Existing integrators and few new comers have got in to E commerce as a medium of business. Most of the supplies are in the form of Fresh chilled chicken. Few companies started frozen chicken which was much awaited. Over all, the quantity of factory slaughtered chicken may cross 20%.
6. Electronic cash transactions, electronic campaigns through E mails, Facebook, websites came in to use very fast.
7. Group discussions and communications are happening in the form of Webinars instead of Seminars.
8. Movement of stocks to other states and exports have virtually halted because of stoppage of international flights. Few exports of parent stocks and hatching eggs which were there, have stopped and are in no sight to reopen.

9. The companies who were looking for globalization have to concentrate on local markets more than exports. A shift to Localization from Globalization.
10. Work force from out of states are preferring to go back. Opportunities for Locals in employment.
11. The incidence of Covid-19 is much lesser in rural areas. Flocking to cities will slow down in favour of growth in rural areas. We have noticed consumption rising in the rural areas.
12. State governments also will concentration on over all development rather than urban development.
13. Rural Poultry which was mostly funded by government schemes (National Livelihood Mission) has taken back seat because of lack of funds. Looking at the localized growth, the local youth and families are taking up farming on their own and we see growth of Low technology input coloured birds in the private sector.
14. Due to the campaign against Broilers, a section of the society is turning to slow growing birds, native birds and organic chicken and enriched eggs.
15. 10 to 20% of the contract farmers may go for their own placements looking at the boom in prices. This may continue till the Integrated companies recover and change their ways of business which will be necessary.



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की सामाजिक एवं आर्थिक उन्नति में सहायता होगी। इस नस्ल को तैयार करने हेतु उपयोग की गई प्रजनन विधि में विकसित किस्म के अधिक अंडा देने वाली प्रजाति देहलम रेड, को चुनिन्दा देसी पक्षियों के साथ समागम के लिए शामिल किया गया और परिणामस्वरूप पैदा हुए चूजों का मुल्यांकन किया गया।

इस नस्ल की निम्नलिखित प्रमुख विशेषताएं जो उन्हें स्थानीय किसानों के बीच इसे लोकप्रिय बनाती हैं

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व्यस्क पक्षी के शरीर का वजन नर और मादा में क्रमानुसार 1.750 (कि ग्रा) – 2.20 (कि ग्रा) और 1.500 (किग्रा) – 1.750 (कि ग्रा) है व मुर्गियों में अंडा उत्पादन 18–20 सप्ताह की उम्र में शुरू होता है व अंडे देने वाले पक्षी साल में 160–180 अंडे देने में समर्थ हैं। अंडे भूरे खोल वाले होते हैं और भार 50–60 ग्राम होता है व कृषि विश्वविद्यालय का पशु आनुवांशिकी एवम प्रजनन विभाग कुक्कुट पालकों को अधिक स्वीकार्य बैकयार्ड कुक्कुट पालने के लिये हिमसमृधि किस्म के चूजों को पैदा करके किसानों को दे रहा है व हिमसमृधि I कुक्कुट ईकाईयां हिमाचल प्रदेश के कठिन जनजातीय क्षेत्रों के कृषि जलवायु में भी अच्छा प्रदर्शन कर रही हैं।

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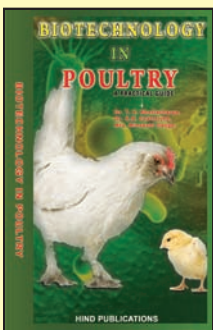
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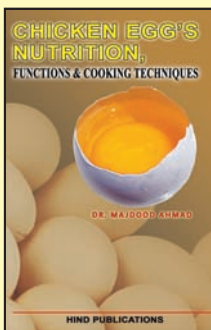


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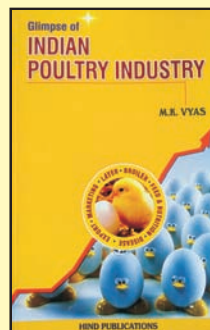
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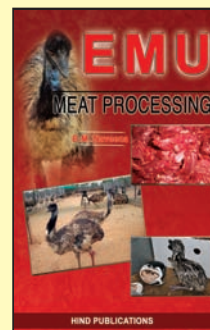
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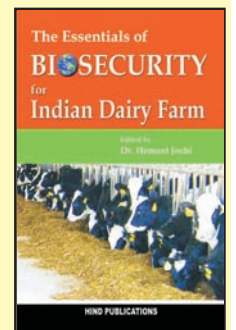
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Multiple Mycotoxins and the Indian Poultry Industry

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 costeffective 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 mycotxin 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. 

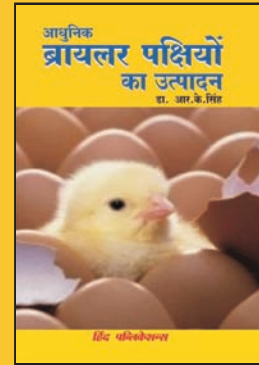


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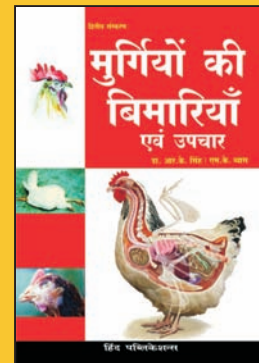
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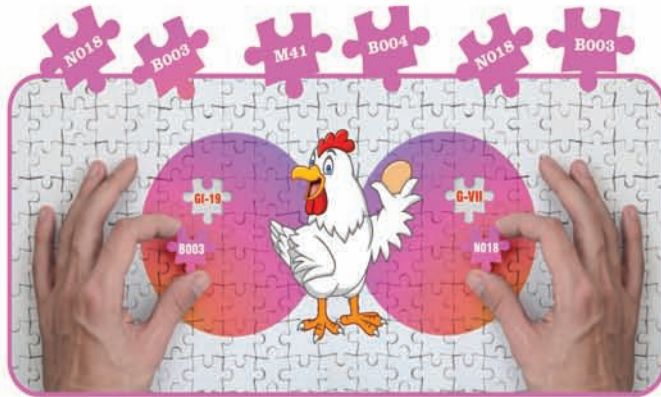
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