

हिंद पोल्ड्री

HIND PULTRY

Vol. XXI

May 2023

No. 11



**Birthday of
Dr. Anuradha Desai**

**The voice
of Poultry
Industry
in India**

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**90th birthday of
Sri Chitturi
Jagapati Rao**

**Pg.
06**



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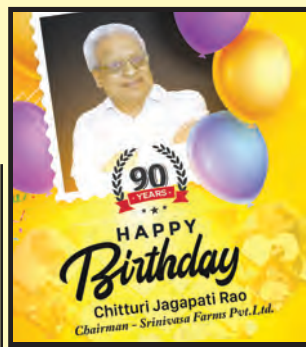


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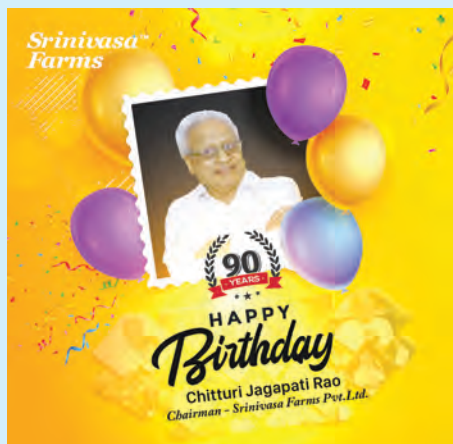
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Sri Chitturi Jagapati Rao's 90th birth anniversary celebrated in the presence of Family, Friends and Staff of Srinivasa Farms




15th April bears a special significance for all of us at Srinivasa Farms as this date marks birth of living legend of Poultry industry, Founder & Chairman of Srinivasa Farms, Sri Chitturi Jagapati Rao garu. This year stands out as Srinivas Farms celebrated 90th birth anniversary in presence of Family, Friends and Staff of Srinivasa Farms. An exclusive interview was videoed capturing larger than life events of Sri Jagapati Rao garu which garnered wide viewership. Hind Poultry on behalf of its readers and staff wish him healthy and long-life.

About shri Jagapati Rao Chitturi

Shri Jagapati Rao Chitturi is a visionary leader whose pioneering dynamism and able stewardship have resulted in steady increase in the group's turnover and profitability consistently since 1965. Born and raised in a farmers' family in the village Kulla of East Godavari District in Andhra Pradesh, His farsightedness on the evolution of the poultry Industry bears testimony to the fact that he has envisioned a great future for India many decades ago. His pioneering dynamism and able stewardship have resulted in steady increase in the group's turnover and profitability consistently over the years. Jagapati Rao Chitturi is on the board of companies as Chairman of Srinivasa Farms -carrying on poultry business and is involved in various capacities of poultry related associations. He is also a member of International Egg Commission (IEC) based in UK. 



Whole Egg Powder Market is expected to grow at the rate of 4.5% through 2025

The global whole egg powder market is growing at a steady pace, driven by factors such as increasing demand for convenience foods, rising demand for high-protein foods, and the growing popularity of bakery products. Whole egg powder is a dehydrated form of eggs that contains both egg whites and yolks. It is a convenient and easy-to-use ingredient that is widely used in a variety of food products, including bakery products, pasta, meat products, and dairy products. The whole egg powder market is dominated by bakery products, which account for a significant portion of the market share. Whole egg powder is often used in bakery products such as cakes, cookies, and bread to improve their texture and structure. The whole egg powder market is also seeing a growing trend of innovation, with manufacturers introducing new products and ingredients to cater to the changing consumer preferences. For example, there has been a growing demand for organic and free-range whole egg powder, as well as products that are free from additives and preservatives. The whole egg powder market is expected to see significant growth in the coming years, driven by the increasing demand for convenience foods and high-protein foods. The market is also expected to benefit from the growing popularity of bakery products and the increasing demand for natural and organic ingredients. 

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ILDEX Philippines 2023: The Premier International Livestock Exhibition in the Philippines, powered by VIV worldwide



VNU Asia Pacific, together with DeltaMan, the local partners, is proud to announce the launch of ILDEX Philippines, in co-location with the Philippine Poultry Show, on June 7-9, 2023, at the SMX Convention Center in Manila, Philippines. This three-day event will be a gathering of livestock industry professionals, animal health companies, breeding and hatching businesses, farm production companies, and feed ingredient and additive companies from the Philippines and Asia.

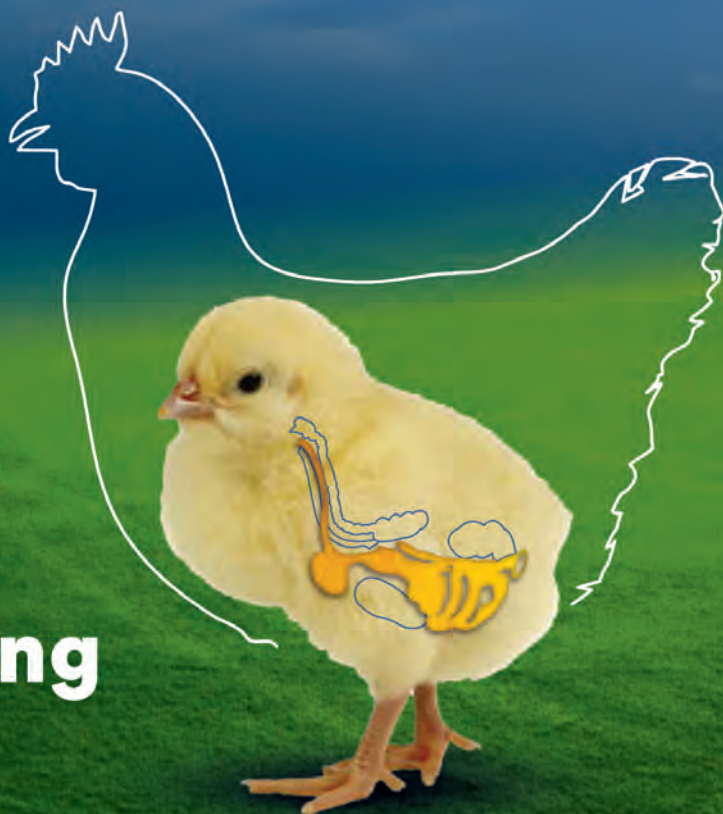
ILDEX Philippines 2023, the showcase for the latest technology & seminars for the poultry industry, livestock and dairy products, is set to showcase over 100+ exhibitors from more than 20+ countries worldwide. These exhibitors include leading animal health, breeding and hatching, farm production, and feed ingredient and additive companies in the Philippines. Amongst the notable animal health business companies in the Philippines are Ariela Marketing Co. Inc, Boehringer Ingelheim Animal Health Phils. Inc., Evonik(Philippines) Inc., Hipra Philippines, Nutribiz Corporation, REFAMED Research Laboratory Corp., ENSON Laboratories., COMPANIA J.M. INC., DSM Animal Nutrition and Health, NOR-FEED, NUEVO MILENO, Nutrivet Pharma, Optimal Laboratories Inc., ORBIT CO, RNSV, SGS Phils. Inc., and Shaglan Trading Corporation. Heritage Veterinary Corporation is one of the breeding and hatching businesses in the Philippines that will be present at the event. In addition, farm production businesses from the Philippines include Aviabest Farms Inc, Dominant CZ, First Citylink Enterprises, Jemcy Enterprises, Prime Agritech Corporation, ALMINCO, Emtech Hatchery System, Gartech Equipment PVT, MOBA, Nabel Asia SDN BHD, Royal Vet, and Tong Seh Industries Supply SDN BHD. In addition, some of the feed ingredients and additives/ feed production/ feed tech breeding businesses that will

be exhibiting at ILDEX Philippines 2023 include Arca Galleon Agriventures Inc., Easy Bio Philippines Inc., G-VET Marketing Inc., Inphilco Inc., Kemin Industries, Nezus Philippines Corporation, Promax International Corporation, Pure Bioscience Phils. Inc., Superiorvet Inc., UNAHCO Inc., PRYMARK, Vethealth Corp., Animal Care Eco System, Amazon Marketing Corp., Interfarma Nutraceuticals Inc., Golden Petals Agricultural Farm Equipment Trading, Brookdale Farms, Cargill Phils., CBPM Engineering/VSM, CJ Bio, Cobb, Diconex Phils. Inc., and Philmico Animal Health.

ILDEX Philippines 2023, in co-location with the Philippine Poultry Show, is not only a showcase for local companies, but is also an opportunity for visitors to explore the latest technology and products from top-notch companies worldwide. Exhibitors from the USA such as Alltech Biotechnology Corporation, Church & Dwight Co. Inc., Elanco Philippines Inc., Novus International PTE LTD, U.S. Livestock Genetics Export Inc., Zoetis, and IDEXX Laboratories Ltd. Co. will be present at the event. Moreover, companies from Europe like Agriterro Corp, Philnutri Corp, and Philchema Inc. will also be participating in the show. Visitors will have the opportunity to learn about the latest technology and advancements in the livestock and poultry business from these international companies. With the participation of such a diverse range of companies from different sectors of the livestock industry, ILDEX Philippines 2023 promises to be an exciting and informative trade fair for all attendees. According to Ms. Panadda Kongma, Director of Agribusiness and Operations at VNU Asia Pacific, the demand from exhibitors to focus more on the Philippines market has led to the creation of ILDEX Philippines. "The Philippines is a high-growth economy for the livestock and poultry business in Asia, and we are committed to serving the needs of the industry with this trade fair," she said. 



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Aviagen India Summit Explores Trends, Growth and Development in Dynamic Region

Aviagen® India recently hosted its much-awaited annual leadership summit in the scenic city of Gulmarg in Kashmir, India, from April 23 to 25. The summit brought together key company and regional leaders and esteemed customers, who engaged in important conversations on the current and future trends and opportunities in the industry.

Showcasing growing performance, popularity of Ross 308 AP

The spotlight of the event was on the Ross® 308 AP broiler, which continues to gain in popularity as it helps boost the success of producers with its feed efficiency, environmental resilience and robustness. The attendees discussed strategies to strengthen the breed's position in the market, leveraging its excellent performance, health and welfare.

Attendees were welcomed by Aviagen CEO Jan Henriksen and Asia President Peter Fisher, who presented a regional update. India Business Manager Marc Scott provided benchmarking results, while Genetics Director Santiago Avendano gave an insightful update

on the bird's recent genetic development. Head of Global Nutrition Services Marcelo Silva also shared his expertise on achieving optimal nutrition. Both Avendano and Silva outlined a roadmap showcasing the consistent advancement in performance capabilities of the Ross 308 AP broiler, highlighting annual enhancements in feed efficiency and daily weight gain.

Unique insight from esteemed customers

Rupert Claxton, a consultant from Gira, gave insight into the global meat industry, with a focus on the market in India, and Michael Longley from Food Chain Enterprises shared his valuable expertise on various processing practices.

Scott expressed his excitement at the opportunity to meet with Aviagen colleagues and customers after a one-year hiatus due to COVID. "The poultry industry in India is evolving and modernizing, and Aviagen is committed to continuous

our operations and support this dynamic and crucial region," he remarked. "The 2023 summit was a resounding success, enabling industry leaders to connect, share ideas, and chart the path forward. Aviagen remains committed to driving innovation and excellence in the industry, providing customers with the best-possible products and services to meet their evolving needs."

About Aviagen

Since 1923, Aviagen® has been a preferred global poultry breeding company with a mission to help its customers — the world's chicken meat producers — supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of "Breeding for Welfare and Sustainability," Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

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



Mr. Balaji Rao



Mr. Venkatesh Rao



Mr. Jitendra Desai




Hind Poultry is proud to celebrate the birthday of Dr. Anuradha Desai, the power woman of the Indian Poultry Industry who is very much a chip of gem. That is to say that her zeal, drive and determination match that of her father Padmasree Dr. B. V. Rao who is also known as the father of the modern Indian poultry industry. She not only retains the status of Venkateshwara Hatcheries Group as the premier companies in the country's organized poultry sector, but also, to make life easier for the thousands of farmers who have aligned their lives with those of poultry industry's player. That is why she is often referred to as the Voice of Indian Poultry Industry. Of course, along the way she added her own flavor to the style of leadership and functioning while retaining to a great extent Padmasree Dr. B. V. Rao's stamp. Looking at the promises she exhibited, it was perhaps the master stroke by visionary Padmasree Dr. B. V. Rao in entrusting the mantle of taking forward the business to Dr. Anuradha Desai. She excelled in not only living to the expectation of Padmasree Dr. B. V. Rao but also, did what many may not have thought possible.

Dr. Anuradha Desai is law graduate from the University of Pune. She was brought in to family business in 1988 by her father who had immense faith and conviction in her capabilities. It was not surprising then that the great visionary and one of the most successful entrepreneurs of the country considered Dr. Anuradha Desai as the natural choice if it ever came to leadership of the V.H. group.

In the year 1996 when Padmasree Dr. B. V. Rao passed away and the mantle of overseeing the already leading poultry business in the country in to the 21st century and beyond Dr. Anuradha Desai became the chairperson

and Managing Director of Venkateshwara Hatcheries Group in the year 1996 and right after assuming the responsibility, some of her initial tasks were to make sure that the group recoups from the loss of the patriarch and founder- which she did with the help from her brothers Mr. Venkatesh Rao and Mr. Balaji Rao. She also set about putting into place plans for growth of the company as well as expansion in to various other affiliated and external business fields. Today the company is diversified in to over 30 fields- Poultry, Processing, Animal Vaccines, Pharma and Health care, Poultry feed, Animal feed, Egg, Egg Powder, Vaccines, Biotech, R & D and even in Sports and Entertainment. One of the many things she did was to improve the company's chicken export besides of course fighting for the rights of domestic poultry farmers who were up against global competition when country open up for global chicken market.

A campaigner and pillar of strength for the domestic egg and chicken market, she uses everything in her power to help local farmers in their fight against so many problems such as disease outbreak, entering of the foreign companies in the Indian market, etc. Dr. Anuradha Desai and her husband Mr. Jitendra Desai, an accomplished Chartered Accountant and her brothers Mr. Venkatesh Rao and Mr. Balaji Rao are always there to maintain the stability and the momentum of the company. Dr. Anuradha Desai herself is recognized by many for her visions and thoughtful leadership VH Group has grown to become the largest fully integrated group in Asia, with its operations spread across many countries.


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



Uttara Impex Pvt. Ltd. conducted a Technical Seminar in Pune

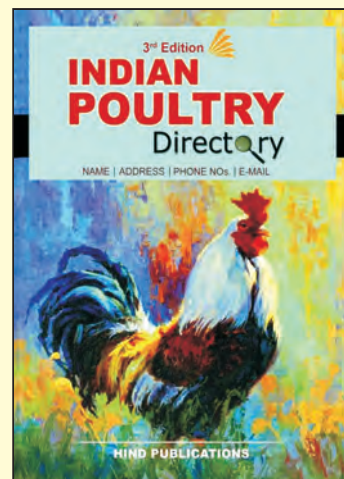


On April 26th, 2023, Uttara Impex Pvt. Ltd. (UIPL) held a Technical Seminar in Pune, which was attended by a distinguished group of professionals, including Associate Doctors, General Managers, Nutritionists, and Staff Members of UIPL. The event featured a noteworthy presentation from Dr. Damien, an esteemed Guest Speaker from Adisseo. UIPL and Adisseo have a longstanding business relationship. "As a consequence of this partnership UIPL plans to import Adisseo's poultry feed supplement, which offers immunomodulation solutions that can aid farmers in their poultry farming practices." Dr. Damien's presentation at the seminar focused on "Avian Immunosuppression and its control measures." The presentation emphasized the significance of a robust immune system in poultry and the factors that could undermine it, such as stress, disease, and inadequate nutrition. Dr. Damien also discussed various measures that

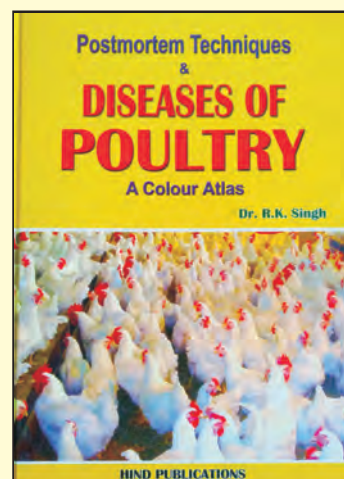
could be taken to strengthen and enhance the immune system of poultry, including the use of specialized feed supplements and other nutritional interventions. "UIPL values its partnership with Adisseo and looks forward to fostering a long-lasting partnership in the years to come." 



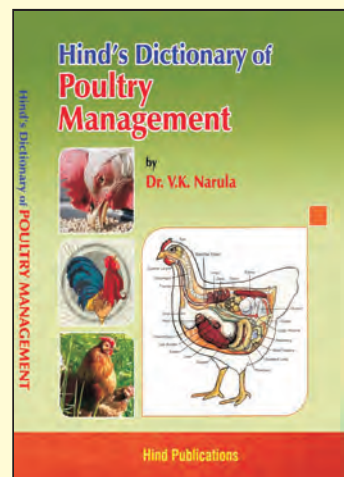
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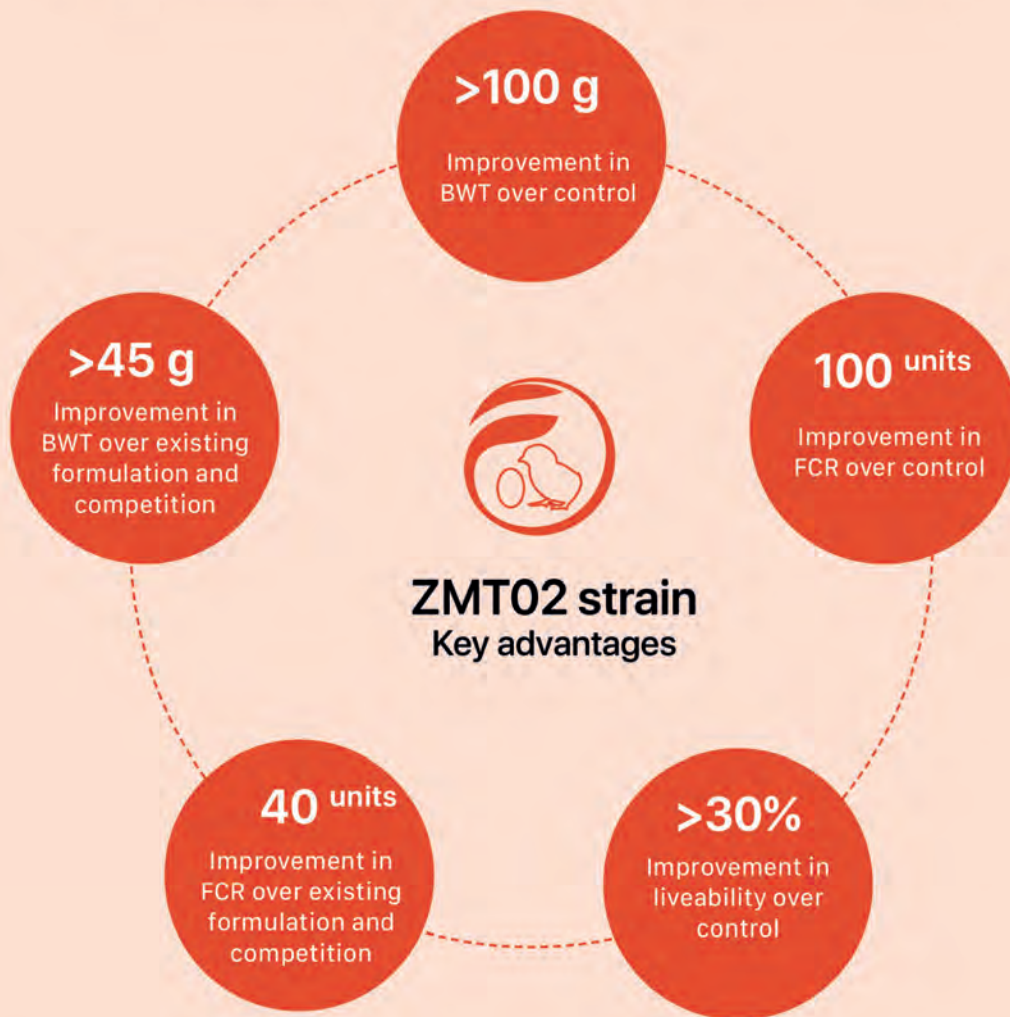


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AVIAGEN India conducted a day-long technical summit at Hotel Fairfield Marriott Coimbatore on 28th April 2023

The technical summit began with the felicitation of Poultry stalwarts. The welcome address was given by Mr. Joshua Thangaraj, Regional Technical Manager, Aviagen India. While welcoming the guests, Mr. Jashua said that customers are the testimonials of the success of AVIAGEN and trends are improving both at breeders and broiler level. He said that an attractive package of Ross is that stocks are Salmonella free, transportation in EC vehicles, and Support to customers through technical seminars. He said that Aviagen Birds performing well both at EC and open houses.

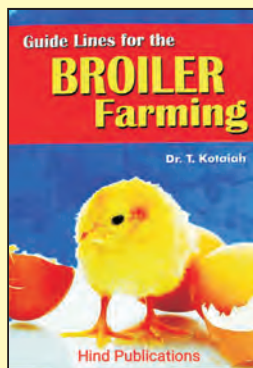
The first speaker was Dr. Ganapathy Kannan who spoke on “Main respiratory (IB*, Mg** & Ms***) disease challenges and controls”. Dr. Ganapathy is Reader in Poultry Infection, Immunity & Vaccinology & RCVS-recognized Specialist in Poultry Medicine & Production. He is also a Diplomat, at the European College of Poultry Veterinary Science.

Dr. Ganapathy shared some of his experiences on the prevention of poultry respiratory diseases through the slides. Dr. explained the different respiratory diseases and their classification. He said that Indian Poultry farming is quite different from what they are doing in the U.K. Due to geological and regulation differences, the way of regulating the farm should be changed. Dr. explained Immunosuppression & infectious diseases in the birds and the Prevention of respiratory diseases through Biosecurity. Dr. Ganapathy discussed OPC & Cloacal swabs in commercial layers & in commercial broilers through graphs. Dr. Ganapathy concluded his presentation with these few takeaways:

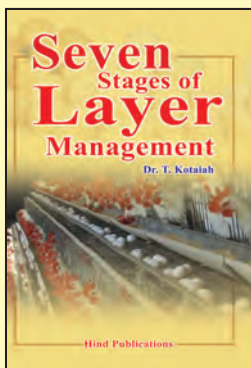
- One should investigate the potential ‘underlying’ issues.
- Laboratory support is essential for narrowing respiratory diagnoses.
- Serology is most preferred, however, best to complement with antigen detection (molecular plus culture, isolation, and identification)
- Evidence-based prevention strategies are the best to bet on; i.e., Biosecurity, Management, Strategic medication, Vaccine, and vaccination.



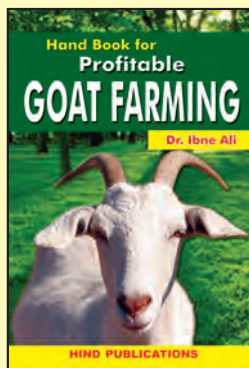
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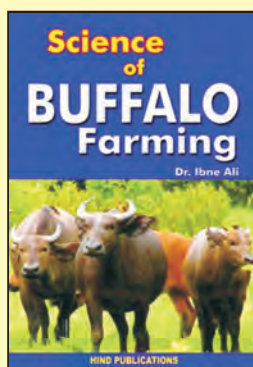
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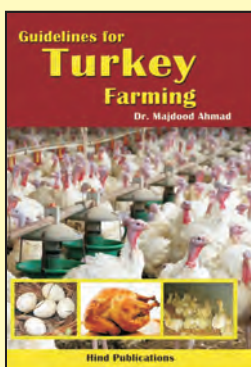
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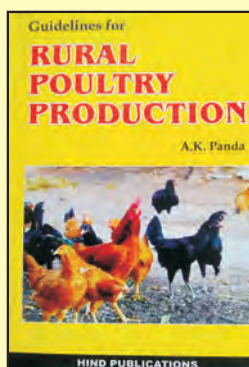
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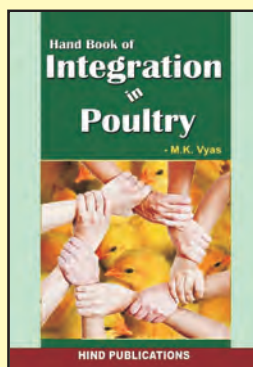
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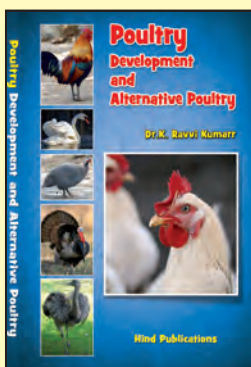
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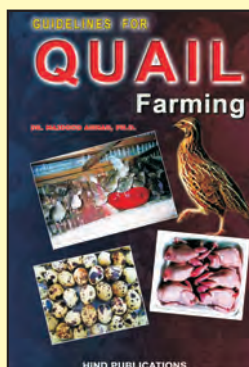
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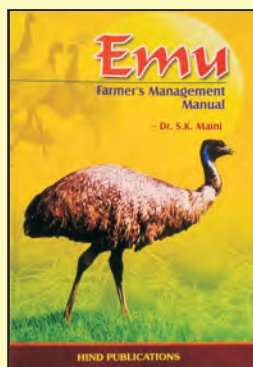
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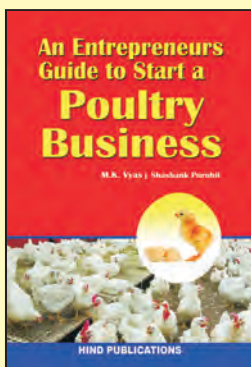
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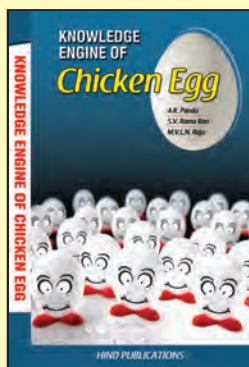
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After the tea; 2nd session was taken over by Mr. Bernard Green through a Zoom call. Mr. Green spoke on the essentials of Ventilation Management. He is B.Sc. in Mechanical Engineering and joined Aviagen in 2016.

Mr. Green explained that the ventilation system in a poultry house is a management tool that is used to try to keep the birds as comfortable as is possible, regardless of the ambient conditions. Because of this, the system (house, equipment, and controller) should be designed to be able to cope with the local ambient conditions, day and night, any time of the year. He said that the behavior of the bird is the best indicator to determine how your ventilation system is working. He explained the house operating Pressure, type of Ventilation, Practical Minimum Ventilation, and Transitional ventilation and their importance & key maintenance in the management of the ventilation. In conclusion, he said that the best tool to maintain good ventilation are our eyes, nose, and ears through which we can decide practically; what is happening in the house.

The next speaker on the list was Mr. Joe Maria who spoke on summer management strategies at the hatchery level. He explained that Our Challenge is to maintain control of the outside climates, Birds' Body Temperature, Storage conditions, Incubation Process, and Transportation. He explained the methods of taking Care of Hatching Eggs Nest to Hatchery, by Aviagen.

He covered topics; i.e., 1. Egg collection /Grading, 2. Egg storage in Summer, 3. Care at Egg Transport



in the summer, 4. Do's and Don'ts for Hatching Eggs, 5. MSI – Summer Management, 6. SSI – Summer Management, 7. Pull out Timing, 8. Chicks Holding, 9. Chick Transport & 10. Do's and Don'ts during the management.

After Lunch, 3rd session was kicked off by Dr. Marcelo Silva who spoke on the Nutrition and feeding strategies for Ross 308 AP broilers.

The last technical speaker of the session was Dr. Ganapathy who spoke on IBH – Current trends and control measures. He explained a few facts about Adenovirus and said that both vertical and horizontal transmissions – are a 'critical point' in the spread and persistence of the FAV. He explained the potential sources of Pathogens. He stated that the disease was found throughout the years with a peak in incidences in certain months. The Molecular diagnosis – helps in the earlier and more efficient detection of FAdV****

genotypes. He explained about preventions and said that proper and specific use of FAdV vaccines provides – autogenous (if allowed) and multi-genotype vaccines preferred. ELISA is useful, and good to complement with SN test for closer field monitoring. He said that biosecurity, management, and vaccination play an important part in controlling vertical transmissions. He concluded on the rope that reduction of severity is the key to controlling the IBH.

The last presentation of the day was given by Dr. Gopal Reddy which was on the importance of soft skills in our industry. He explained the 8 most needed habits in today's world and those are 1. Be proactive, 2. Begin with the end in Mind, 3. Put 1st things 1st, 4. Think Win-Win, 5. Seek first to understand, then to be understood, 6. Synergize, 7. Sharpen the saw & 8. Find your voice and inspire others for the same.

The concluding remarks were given by Mr. Ferry Monnes, Head – of Sales & Marketing – Aviagen India. He appreciates the support of the associates and the nutritionist's team of Aviagen for the improvement in the bird's performance. He said that our Parents are performing and broilers are also exactly doing the same at par with its competitors. He talked about the genetic potential and said that it is the thing that is to be done on the ground and is improving with the support of our technical team. He also encouraged his associates to be open to the discussion every month for their feedback which will, ultimately, help in the improvement of the breeding in this environment. 🇮🇳





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standard H.H Eggs

98%

W-80 INDIA IS NOW RECOVERING FROM DISEASES FASTER THAN THE OTHER BREEDS

Disease Recovery at Farm in Telangana

Age of the Flock		2023	Week. Avg. H.D%		Cum. Mortality%		Cum. H.H.Eggs	
			W-80 India	Other Breed	W-80 India	Other Breed	W-80 India	Other Breed
19	20-Jan		16.60	43.89	0.03	0.04	1.17	3.07
20	27-Jan		54.00	73.50	0.09	0.12	4.94	8.21
21	03-Feb		79.60	82.46	0.18	0.23	10.51	13.98
22	10-Feb		88.21*	69.00*	0.29	0.42	16.67	18.80
23	17-Feb		74.68	62.00	0.41	0.62	21.88	23.12
24	24-Feb		68.70	69.26	0.53	0.79	26.67	27.94
25	03-Mar		76.66	75.16	0.64	0.94	32.01	33.16
26	10-Mar		83.22	78.75	0.77	1.08	37.80	38.62
27	17-Mar		86.70	80.76	0.90	1.24	43.81	44.20
28	24-Mar		88.43	82.03	1.04	1.39	49.95	49.87
29	31-Mar		89.50	83.80	1.16	1.54	56.15	55.66
30	07-Apr		90.23	85.00	1.27	1.67	62.39	61.52
31	14-Apr		90.34	86.17	1.40	1.82	68.64	67.45

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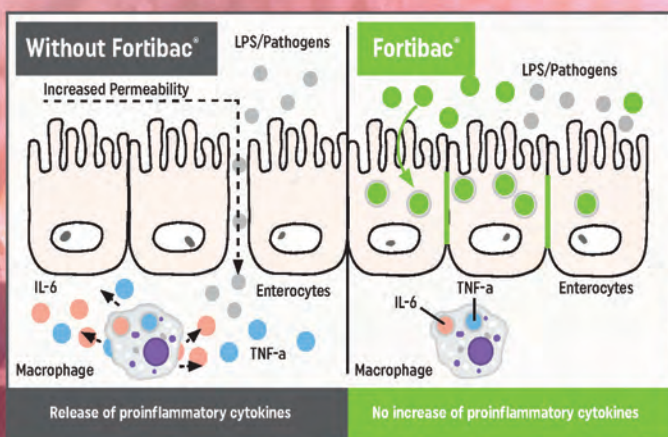


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Higain Feeds & Farms Pvt. Ltd. Celebrating 15 Years of Resilience

HIGAIN FEEDS & FARMS PVT. LTD. accomplished a major landmark of 15 glorious years of Trust & Excellence in the Livestock business and its presence in the Poultry Industry. The grand event was conducted in the beautiful city of Bengaluru in the presence of illustrious business leaders, competent distributors, and most important of all, our beloved farmers !

The celebration was graced by our renowned, celebrated, and every farmer's Veterinarian & Chief Guest for the event, Hon'ble Member of Parliament & President Telangana Poultry Association, the most respected Shri Dr G. Ranjith Reddy garu. The energy in the air was heightened even more with the prominent presence of Shri Dr Thirupathi Reddy garu as a special invitee. The evening was blessed in the presence of Professor Dr G. Devegowda, the torch bearer of our Poultry Industry.

A lamp lighting ceremony with Ganesh Vandana set the stage for the evening. A Warm welcome was extended by the Master of Ceremonies for the evening Major (Dr) Vinod Kumar, COO, Higain Feeds & Farms Pvt. Ltd. to all the esteemed farmers, veterinarians, distributors & well wishers underlining Higain's mission behind every product is in empowering each employee. These are the building blocks; the foundation for every customer interaction that metamorphoses into tough capabilities with subtle Higain culture !

The event witnessed an august gathering of veterinarians like Professor Dr BSV Reddy, Dr. Sushanth Rai (President, KPFBA), Dr. Mahesh PS, (Jt. Commissioner GoI & Director CPDITO & TI), Sri KS Ashok Kumar (MAA Integrators), Dr. P. Nallappa, Dr G. Gopal Reddy (Vice President, IVPI), Dr Channe Gowda, Dr Basavaraj (Sun Agrovet), Dr. Sivakumar Pommiah (GM, KS Nutritional Solutions) among many others dignitaries.

It was an honour to acknowledge the presence of our esteemed Distributor Mr Shankar Reddy garu & our valued processors Mr Jeevan Das Rai & Mr Shivanand Noolvi. These fine gentlemen are great businessmen

& pillars of strength and their support brings in a lot of confidence & solidarity.

A company corporate video captured the presence & essence of Higain's Journey standing testimony to 15 years of resilience & entrepreneurial spirit of Dr. H.B. Nataraja, Chairman & Managing Director, Higain Feeds & Farms Pvt. Ltd.



In his message, Dr Nataraja HB gave the audience firsthand exposure to Company's aspirational & ambitious goals. He welcomed them to support and embark upon this adventurous pursuit of excellence. Dr HB Nataraja further highlighted the EQR mantra fuelling Company's growth, as Higain continues to be committed to the business with a laser-sharp focus on the feed & constant emphasis on Service with Quality. He acknowledged the presence of the farmers, key customers, consultants, veterinarians & industry leaders who in a true sense have been the real accelerators of the company.


An insightful presentation talk on the topic 'Harmony at Work Place for achieving Operational Efficiency' was given by Col (Dr) Y. Sudheer Kumar, VSM (CEO, SR Groups) showcased practical on-

the-job training examples, which are both implementable & executable across all cadres of managerial roles.

The highlight of the evening was the felicitation Ceremony of Dr G. Ranjith Reddy garu conducted by the farmers. The first lady of the Company Mrs Vani Nataraja welcomed the presence of Dr G Ranjith Reddy garu on this momentous occasion and presented a special bouquet to the Chief Guest. On behalf of Karnataka Poultry Farmers & Breeders Association, Dr Sushanth Rai extended warm wishes & felicitated the Chief Guest.

In his speech, Dr G. Ranjith Reddy garu, reminiscing the good old association with Dr HB Nataraja, commented that Higain Feeds has a great future with a great nutritionist & an able leader. He appreciated his knowledge base his art of fine-tuning, sticking to the basic principles of nutrition, and judiciously avoiding 'nutritional overload' in a bird. He urged the Higain employees to take a valiant target of at least a lac tonnes and become flag bearers of Poultry Industry. Dr G Ranjith Reddy garu wished Team Higain & all its customers a bright future & Godspeed in its journey!

A poetic vote of thanks was proposed by Mr Mahendra Chillale in a unique way, following which the evening slipped into a musical grand gala Cocktail dinner!


A HIGAIN celebration that will be long remembered ! Major (Dr) Vinod Kumar, COO & Editor, Higain Feeds & Farms Pvt. Ltd. 

Actionable Plans in place for reaching Perstorp 2030 Sustainability targets

Sustainable solutions provider Perstorp has turned its ambitious sustainability targets for 2030 into actionable roadmaps on the corporate level as well as for each of its production plants, outlining hands-on activities to lower greenhouse gas emissions, reduce waste, save fresh water and enable sustainable transformation throughout the value chain. Over the last year, Perstorp has presented ambitious sustainability targets for greenhouse gas emissions (Scope 1, 2 and 3), as well as for water and waste, to be reached by 2030. The company has now supplemented those targets with roadmaps outlining the steps and actions needed to fulfil them and support customers in reducing their carbon footprint as well as lead Perstorp toward its long-term ambition of becoming Finite Material Neutral.

"As a frontrunner in the sustainable transformation of the chemical industry we now have concrete and actionable plans, as well as the needed processes in place, both of which will be continuously developed and executed, to reach our sustainability targets. This will create real progress and show that ambitious targets are possible to achieve," says Anna Berggren, Vice President Sustainability at Perstorp Group.

The largest greenhouse gas emissions are found in Scope 3, which includes raw materials and end-of-life treatment of Perstorp's products. The Scope 3 roadmap includes the steps necessary to drive the transition of the product portfolio from fossil-based to more sustainable, lower carbon footprint alternatives. This, in turn, will help enable Perstorp's customers to achieve their own sustainable transition. One key project in this roadmap is Project Air, an initiative aiming to replace all the fossil methanol that Perstorp uses in Europe with methanol produced from residue streams such as carbon capture and utilization (CCU) and renewable sources like biogas. This alone is expected to reduce carbon dioxide emissions by 500,000 tons per year.

The corporate Scope 1 & 2 targets (direct greenhouse gas emissions from Perstorp's production plants and purchased energy), as well as the targets for water and waste, have been broken down into local targets and roadmaps, firmly anchored in the specific prerequisites for each production plant. Initiatives on reducing energy consumption and shifting to energy from non-fossil or recovered sources can, for example, be found in the local roadmaps, while the steps to reach those targets are tailored specifically to each location. Among the planned local activities are also initiatives to replace fresh water used in the production with purified wastewater and to find different ways to reuse and recycle waste from production. "We work hard to find good use of our waste and residue streams, either by using it ourselves or by partnering up with other companies that can. The overall goal is to make sure carbon and other molecules are put to better use than adding to emissions. Setting these roadmaps in place is a great achievement and means that we can really start executing on our plans to reach our targets." says David Ekeröth, Global Sustainability Manager at Perstorp Group. 

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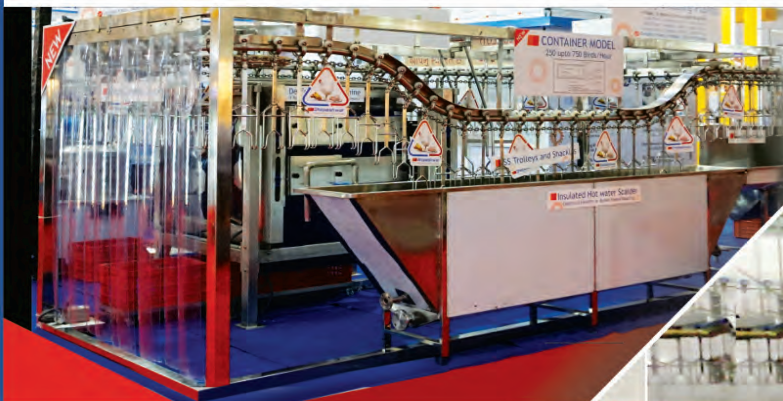
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Application of Fylax Forte HC liquid and Fylax Forte HC SP as Potent Mould Inhibitors and Moisture Management Programs with enhanced Feed Mill Efficiency in Animal Feed

Dr. Stuti Baruah,
Program Manager – Feed Safety,
Trouw Nutrition South Asia



Globally, feed manufacturers face severe challenges in maintaining nutritional value, moisture content, quality and shelf life while balancing the climatic changes, raw material variability and technical constraints. Moisture management and mould control programs should be implemented for maintaining and enhancing the feed mill efficiency.

Fylax Forte-HC liquid is a liquid mould inhibitor with a synergistic blend of organic acids, as well as surfactants. This can significantly reduce press resistance and energy consumption, decreasing the risk of feed blockages at the pelletizer without increasing the risk of microbial growth during feed storage. Trouw Nutrition's liquid mould inhibitor Fylax Forte HC Liquid contains a patent pending technology, called ActiProp; a blend of buffered and non-buffered organic acids combined with surfactants and emulsifiers to guarantee reduction, milling efficiency increase, nutrient value preservation and feed shelf-life prolongation. This solution has been proven in multiple commercial situations. Fylax Forte-HC-SP (powder product) is synergistic blends of buffered and non-buffered organic acids and other active ingredients.

Fylax® Forte-HC liquid in hydrated solution improves shelf life of broiler feed

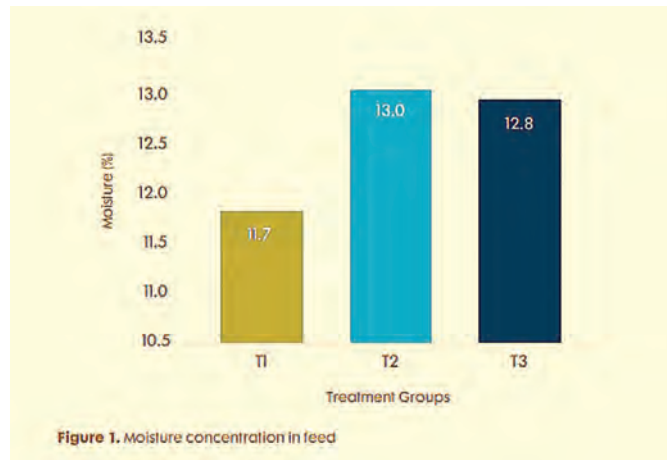
Process moisture management is an established concept to improve feed milling efficiency. It has many benefits such as process moisture loss recovery, improved capacity utilization, better pellet durability and less reprocessed fines. A concern was raised whether the addition of plain water without mould inhibitor can



be used to improve process moisture without negatively affecting the shelf life.

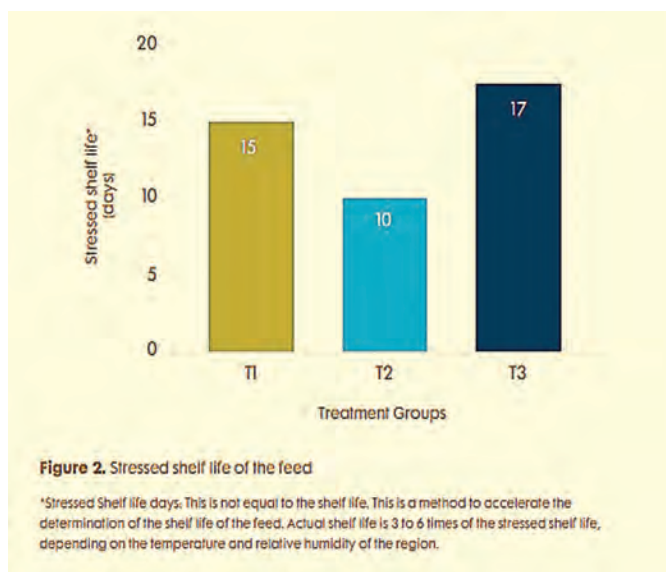
How does the addition of plain water affect feed processing? How does the addition of plain water affect the shelf life when compared to the addition of Fylax Forte-HC liquid in hydrated solution?

Adding plain water in the mixer at an inclusion rate of 2 % during feed processing resulted in an increase of moisture level in pellets (Figure 1).



Addition of plain water without inclusion of Fylax Forte-HC liquid showed a reduction of shelf life by 33 %, compared to feed without added moisture (Treatment 1). However, addition of 1 kg/t Fylax Forte-HC liquid along with 2 % moisture improved the shelf life by 13% compared to Treatment 1 (Figure 2).

Fylax Forte-HC liquid can improve the shelf life, while only using plain water without the inclusion of a potent mould inhibitor, such as Fylax Forte-HC liquid, can be detrimental for the shelf life of feed. Additionally,



process moisture management is generally known to compensate moisture loss during processing and increases pellet durability without affecting broiler performance. Process moisture management is also well known to improve the milling efficiency. Surfactants with ActiProp technology in Fylax Forte HC Liquid can effectively improve milling efficiency.

Both Fylax Forte-HC and Fylax Forte-HC-SP prolong the shelf life of extruded aqua feed:

Maintaining product quality during the unavoidable storing time of aqua feeds is a crucial factor in supporting the healthy growth of fish and shrimp. Fylax Forte-HC liquid and Fylax Forte-HC-SP (powder product) are synergistic blends of buffered and non-buffered organic acids and other active ingredients. The buffering of active ingredients allows for a longer shelf life. Fylax Forte-HC liquid contains ActiProp® technology to effectively reduce mould growth. This helps to extend the shelf life and maintain the nutritional value of the aqua feed.

The addition of Fylax Forte-HC liquid and Fylax Forte-HC-SP effectively extend the shelf life of extruded

aqua feed in comparison to the control group. The most effective treatment group was Fylax Forte-HC liquid in a hydrating solution of 2 kg of Fylax Forte-HC liquid in 10 kg water. This treatment extended the shelf life of the mash by 131 % and the shelf life of the pellets by 21 % compared to the control group. A similar effect was seen with the inclusion of 2 kg/t of Fylax Forte-HC-SP, which extended the shelf life of the mash by 44 % and the pellets by 12 % (Figure 1a and 1b).

Fylax® Forte-HC liquid improves shelf life of feed and feed mill efficiency in commercial feed mill.

Fylax Forte-HC liquid has the ability to lower the surface tension of water thereby improving the feed mill efficiency parameters in pelleted feed, like increased moisture level, reduced energy use of the pelletizer and improved production capacity.

Trouw Nutrition's feed processing & quality programme combines the accurate dosing system Selko-MMS (moisture management system) using an inline microwave moisture sensor, with the broad spectrum mould inhibitor Fylax Forte-HC liquid in one package. Selko-MMS compensates moisture losses in the dynamic feed mill process as the system enables to mix automatically at a precise dosage water and Fylax Forte-HC liquid into the mixer.

Fylax Forte-HC liquid increases the moisture retention and assures optimal dispersion of water throughout the feed material while effectively reducing moulds and prolonging the shelf life.

Experimental design

The trial was conducted on broiler starter feed formula. Fylax Forte-HC liquid was added to the feed stuffs in the mixer using flat spraying nozzles. Per treatment three batches of 2.4 tonne were produced to compare the treatments. Three treatments were applied:

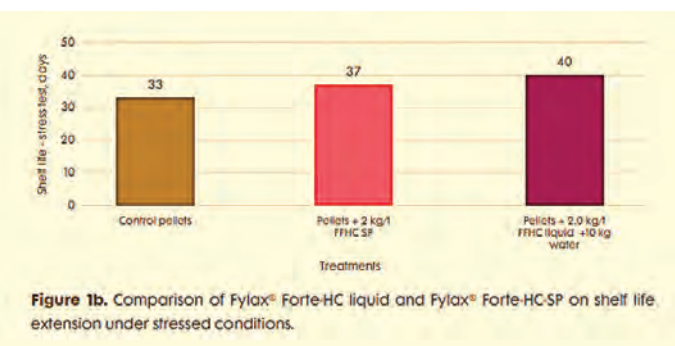
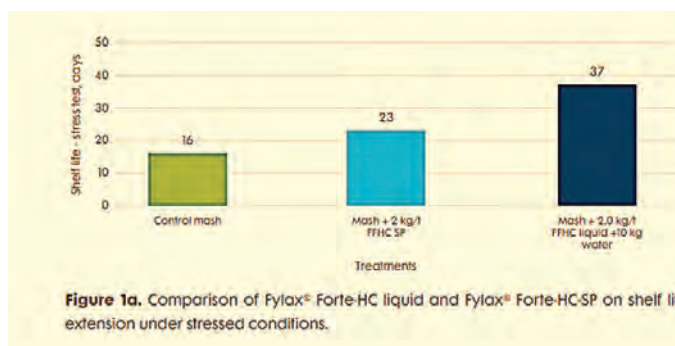
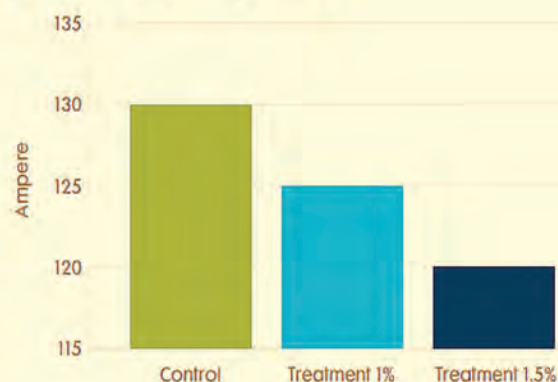
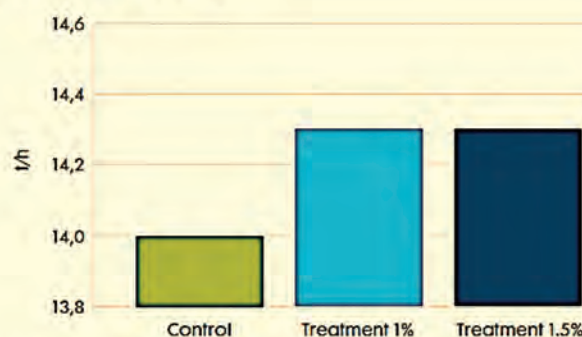


Table 1: Moisture content and shelf life after bagging

Week 1	Moisture after cooling (%)	Aw	Mould (cfu/g)	Mould (cfu/g) After 4 weeks of storage	Stress test (days)	AFB ₁ (ppb)	Pressing energy used (kWh/t)
Control	10.5	0.68	45	2300	6	2.2	6.4
1% HS	11.0	0.69	75	100	7	3.4	6
1.5% HS	11.3	0.70	55	100	7	3.8	5.8

A. Pelletizer pressing energy**B. Throughput (t/h)****Figure 1.** Production parameters on feed mill efficiency. A) Pelletizer energy consumption in Ampere. B) Throughput of the pelletizer in t/h.

- Control: normal production method with competitor anti-mould product
- 1% HS: 9.25 kg of moisture and 0.75 kg Fylax Forte-HC liquid per tonne feed
- 1.5% HS: 13.87 kg of moisture and 1.13 kg Fylax Forte-HC liquid per tonne feed

Moisture content (%) and activity of water (Aw) were measured at 5 moments during production. Those moments were after mixing, after conditioning, after pelleting, after cooling and at bagging. In addition, the pellet durability index (PDI), shelf life (stress test), throughput (t/h), feeder press rate (bar) and pressing energy (A). The stress test is based on exposure of the end product to a temperature of 37°C and a relative humidity of >80%, until mould growth is visible to the eye. Additionally, after four weeks of storage the feed was tested on moisture content (%), Aw, temperature (°C), mould count (cfu/g), aflatoxin content (AFB₁ in ppb) and shelf life (ST in days).

Table 1: Moisture Content and Shelf life after Bagging

The use of Fylax® Forte-HC liquid results in increased moisture content of the final feed, but with less mould growth after four weeks of storage (table 1). With the use of 1% HS, the moisture content at bagging was increased with 4.8% (table 1). With 1.5% HS 7.6% more moisture

was seen at bagging, but with a similar Aw value. The pelletizer pressing energy was decreased with the addition of 1% and 1.5% HS, with 3.8% and 7.7%, respectively (figure A). The feeder press rate increased with 5.1% for both treatments. The throughput was increased with 2.1% and 2.9% respectively (figure B) resulting in a higher feed mill efficiency. The pellet durability index was already high in the control batches (91.3) and it slightly increased after addition of 1% and 1.5% HS to 91.5 and 91.9 respectively. Energy savings, increasing throughput /hour, more moisture retention with effective mould control ensures feed mill optimisation and shelf-life extension in commercial feed mills.

Conclusion:

Spoilage and pathogenic microorganisms, such as mould, yeast, enterobacteria, E coli can negatively impact feed quality and nutritional value. On the other hand, effective moisture management can positively impact feed processing efficiency and throughput. Fylax Forte HC Liquid and Fylax Forte HC SP are pillars of effective mould control and feed mill efficiency programs used across geographies.

(Sources: Trouw Nutrition (Selko) Trial report summary 48 / 59 / 36)

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Ref: EFSA Journal 2017; 15(1):4670

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Huvepharma Makes Case for Salinomycin (Sacox®) as Poultry Industry's Ionophore of Choice: Industry Perspectives

Ben Dehaeck, Global Product Manager for Coccidiostats, Huvepharma

Coccidiosis remains one of the most significant threats to poultry production worldwide, with the disease costing the industry billions annually. In addition to the direct losses from mortality and decreased growth rates, suboptimal control of coccidiosis can also result in decreased feed efficiency, increased susceptibility to other diseases, and the need for increased use of antibiotics.

Now, while there are a number of control measures available, including vaccination and management practices, the use of ionophores remains one of the most effective and cost-efficient means of combating the disease by preventing the development of *Eimeria* – the parasite which causes coccidiosis – by disrupting its ability to multiply and invade the intestinal cells of birds. Since the introduction of the first ionophore, monensin, in the 1970s, more have made it to market, with salinomycin, of which Huvepharma is the sole supplier in Europe (Sacox®) and the US (Bio-Cox®), having become a firm favourite for poultry producers according to Ben Dehaeck, the company's Global Product Manager for Coccidiostats. In fact, he told Feedinfo in a recent interview that the company believes it to be the “gold standard” in ionophores.

In this Industry Perspectives, Mr Dehaeck dives into why Huvepharma believes this to be the case and also shares good practice on rotating between different coccidiostats over time to avoid the development of reduced sensitivity and loss of efficacy of these tools. We also talk about the implications of ionophores being considered antibiotics and the post-marketing sensitivity work Huvepharma employs to monitor the sensitivities of different *Eimeria* field strains to Sacox®, as well as evaluating the general efficacy of the product.

[Feedinfo] How prevalent does coccidiosis remain in global poultry production, and what are the implications of suboptimal control?

[Ben Dehaeck] Coccidiosis remains the most important parasitic disease in poultry, especially in broilers. A 2020 study published by Damer Blake indicates a global cost of ~•11.8 billion (between •8.7–•14.8 billion), which is equivalent to •0.18/ chicken produced. This means that the cost of coccidiosis has more than doubled when compared with earlier calculations done by R. Williams in 1999.

Genetic improvements allow birds to grow faster and utilise nutrients more efficiently. Coccidiosis has a devastating impact on intestinal health (without showing clinical signs, like mortality or morbidity) which will lead to a lower nutrient absorption and thus a slower growth rate and poorer nutrient utilisation. This leads to a reduction in weight gain and increased feed conversion ratio. The negative impact on growth and FCR, without showing clinical signs, is referred to as subclinical coccidiosis, which is the main issue when talking about coccidiosis.

[Feedinfo] Can you break down how vaccination and ionophores, as methods of controlling coccidiosis in breeding flocks, laying hens, and broilers, are employed differently?

[Ben Dehaeck] In most countries, coccidiosis control in breeders and layers is done by applying coccidiosis vaccines, especially in countries where floor housing is used. The goal in breeders and layers is to optimise uniformity of the flock during the rearing phase and stimulate immunity against all

relevant *Eimeria* species. In this way, the birds are protected for the rest of their lives and will have optimal production. In other countries, layers are not vaccinated against coccidiosis but receive coccidiostats during the first 10-12 weeks of their life. This helps them develop immunity against all *Eimeria* species present in the rearing house.

Broilers, on the other hand, are traditionally protected against coccidiosis by administering coccidiostats in the feed and ionophores are still the most widely used group of products. In a recent publication by Daniel Parker, the importance of ionophores is highlighted as he indicated that not using ionophores would result in a significant increase in production costs, decrease of animal welfare and have a negative impact on the environment, such as an increase in greenhouse gas emissions.

[Feedinfo] However, you've noticed an increase in the popularity of vaccinations in broilers in the US. Why is that?

[Ben Dehaeck] In the US, some specific labels exclude the use of ionophores leading to an increased use of coccidiosis vaccines. Huvepharma strongly believes that coccidiosis vaccination has its place in annual rotation programmes designed to optimise broiler production as they can help to restore sensitivities towards coccidiostats. In 2021, we published an article in *Veterinary Parasitology* about the restoration of sensitivity of *Eimeria acervulina* to anticoccidial drugs in chickens following the use of a live coccidiosis vaccine (Advent®). It was used in 4 consecutive flocks and resulted in the restoration of sensitivity to a

range of drugs currently available for the control of coccidiosis.

[Feedinfo] You have called Sacox® the "gold standard" in ionophores. Why exactly is that? How does it differ from other ionophores?

[Ben Dehaeck] Huvepharma is a global player on the coccidiostat market, giving us a thorough understanding of coccidiostat volumes used globally. For us, salinomycin – which Huvepharma is the only supplier of in the US (Bio-Cox®) and in Europe (Sacox®) – is the "gold standard" as it's the most used ionophore. And with good reason. A recent evaluation of 18 different sensitivity trials, comparing Sacox® with other ionophores frequently used in Europe, revealed that birds had a 3.8g higher average daily weight gain and 3 points better FCR. These results were also confirmed with data from Aviapp®, our avian performance platform, which contains performance results of more than 30,000 flocks and health reports of more than 60,000 flocks.

In addition, in 2017, Sacox® gained a 0-day withdrawal time in Europe, allowing customers to take full advantage of its protection in birds right up to slaughter, adding to its appeal in the industry. Sacox® offers significant value for money and a strong activity against coccidiosis, allowing it to be used at any time during the year, as a single programme, or in a shuttle programme with other anticoccidials. Furthermore, for ionophores, it's important to have the correct dosing of the product in the feed. Our Sacox® formulation has optimal flowability and the ideal granulometry, thanks to our expertise in fermentation,

guaranteeing accurate dosing and mixing for excellent recoveries of salinomycin in feed or premix.

[Feedinfo] Currently there are questions being raised on whether ionophores should be considered as antibiotics. How do ionophores differ from other antibiotics and what would be the implications of such a classification?

[Ben Dehaeck] Ionophores have been used safely for over 45 years by poultry producers across the world. They are classified as antimicrobials in many regions of the world, but according to the World Health Organisation (WHO), they are not listed as critically important antimicrobials for human medicine. This classification is important and the removal of ionophores could lead to a higher usage of critically important antimicrobials. This explains our position towards maintaining ionophores in broiler production.

[Feedinfo] You have stated that rotation between different coccidiostats over time is good practice to avoid the development of reduced sensitivity and thereby loss of efficacy of these tools. What is good practice here?


[Ben Dehaeck] Most producers have a summer and winter programme or a dry and wet season programme, depending on climate circumstances. There's an optimum with regards to the number of rotations per year and the driver should be the coccidiosis pressure in the field. When the coccidiosis pressure is increasing in the majority of the farms, and regular coccidiosis breaks are noted, it is time to rotate to another coccidiostat. This is why the

monitoring of broiler flocks is important as this is the best way to identify trends in coccidiosis pressure. Huvepharma offers support to all our customers through our technical services in the field, external consultants, and Aviapp®. It allows customers to easily input and control their own data so they can track, trend, and monitor the performance of their business (production, or welfare) and, with enough users in a country, they can compare and benchmark this anonymously. When considering different coccidiostats, we can state that, in general, combination products can be used for longer periods than ionophores and definitely used for longer periods than synthetic products. By respecting the proper usage and rest periods, a customised annual programme can be designed and implemented which will provide the best possible coccidiosis control.

[Feedinfo] Talk to us a bit more about the post-marketing sensitivity work which Huvepharma employs to look at the sensitivities of field strains and the efficacy of coccidiostats. What are some of the key insights of this work that you can share with us?

[Ben Dehaeck] As you mentioned, we perform a lot of sensitivity trials with samples collected from commercial farms from different parts of the world. Evaluating these samples gives us good insight into the sensitivities of the different coccidiostats. The advantage of doing many trials is that we can see trends and evaluate products on the sensitivity against many different *Eimeria* field strains and determine the general efficacy. The results of these trials coincide

with data in Aviapp®. These positive experiences in the field explain why Sacox® remains the most widely used ionophore globally. To conclude, I would like to say that coccidiosis has only increased in importance over the years, meaning that efficient coccidiosis control is paramount to ensure optimal performance. Sacox® is the gold standard in broiler production and Huvepharma has a large selection of tools and services available to help control coccidiosis, including ionophores, chemicals, vaccines,

combination products, a hygiene range, and probiotics to help support the gut through challenging periods. This is all brought together by an experienced team that can help customers continue to make informed decisions that benefit their business. 

To know more, please contact Huvepharma technical team

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Antibiotic-free poultry production has been a burning topic these days. Invention of antibiotic was done almost 100 years ago and constant research & development has brought new molecule into picture. Over the decades, human have experienced the use of antibiotics in lower doses to prevent the diseases and better growth of animals. According to World Health Organization (WHO), antibiotic resistance occurs naturally, but misuse of antibiotics in humans and animals accelerates the process. Antimicrobial resistance can impact both animals as well as humans.

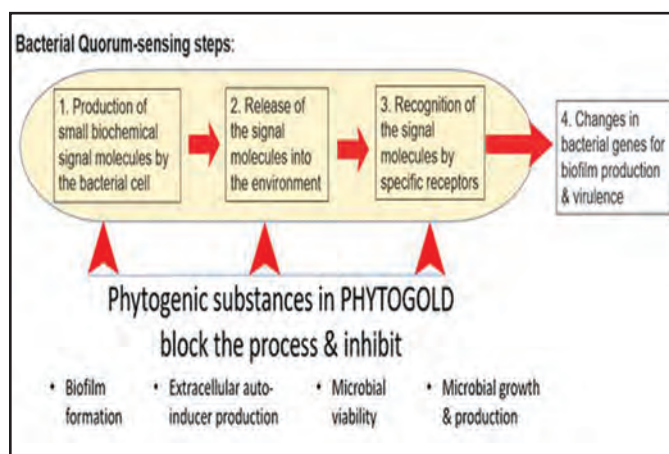
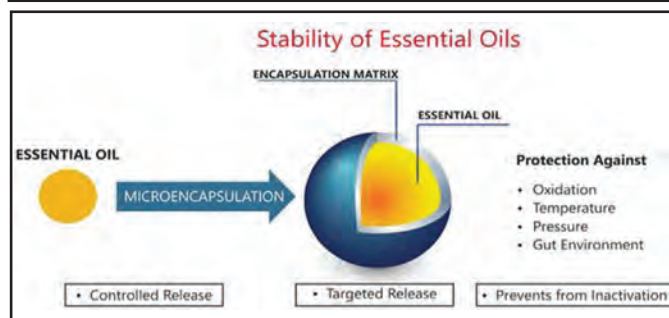
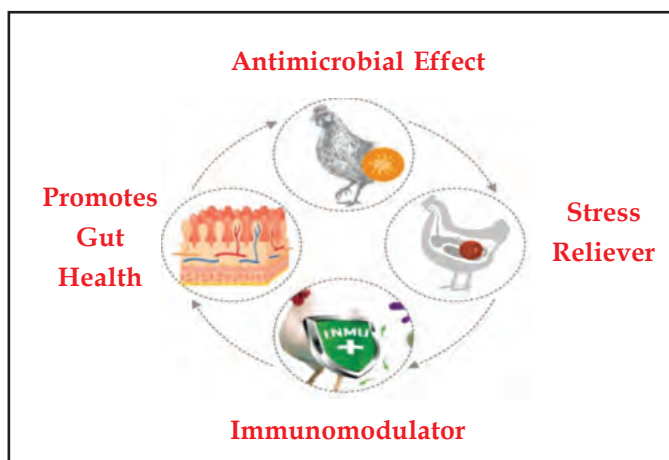
From a regulatory standpoint, many countries across the globe have introduced policies regarding AGP due to antimicrobial resistance concerns. Hence, the use of antibiotics is banned in animal feed in many countries as growth promoters due to apprehensions of developing antimicrobial resistance. While antibiotic usage is in process to be removed or significantly reduced in poultry production. But antibiotics are allowed to be used on

veterinarian prescription for sick birds or during disease outbreak condition.

By restricting antibiotics in poultry production, many brands have come up by highlighting “antibiotic free chicken and eggs”. Some countries still use antibiotics at lower levels with the intent to support poultry growth. However, if producers from these countries are exporting to markets with reduced antibiotic use/“no antibiotics ever” production policies, then they must meet those specific criteria. Beside consumer’s concern about antibiotic resistance, poultry producers have following aims by removal/ restricting of antibiotics growth promoters in poultry feed:

1. Ensuring good intestinal health in poultry
2. To optimize growth performance & immunity
3. Producing safe and healthy food for the growing population.





SUPREMACY OVER ANTIBIOTIC BASED GROWTH PROMOTER


S.No.	Antibiotic Growth Promoter	PhytoGold
1	Narrow spectrum of activity	Wider spectrum of activity
2	Risk of development of drug resistance	No risk of drug resistance
3	Imbalances GUT flora	Balances GUT flora
4	No role in immunity, sometimes causes immunosuppression	Enhances immunity by improving growth of immune organs
5	Drug residue, withdrawal period required	No drug residue thus no withdrawal period

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Antibacterial activity is QSI empowered. Quorum-sensing allows individual bacteria within colonies to coordinate and carry out colony-wide functions such as: sporulation, bioluminescence, virulence, conjugation, competence, and biofilm formation. Quorum sensing regulates the metabolic activity of planktonic cells, and it can induce microbial biofilm formation and increased virulence. PhytoGold inhibits various steps of quorum sensing by inhibiting, release and recognition of biochemical substances produced by bacteria. PhytoGold contains a blend of organic acid, acting as feed acidifier. Which helps in regulating gut pH, reduces bacterial load in gut, strengthens alveoli function in improves nutrient absorption. PhytoGold also improved secretion of digestive enzymes and helps for better digestion and absorption of nutrients in birds.

Curcuminated mineral complex (with Cu & Zn) enables PhytoGold to improve immune cell response and prevents from cytokine storm in chicken. This combination enhances antiviral activity in body. Cinnamon extract and Xanthophyll in PhytoGold supports chicken to improve stress level, growth and production. PhytoGold helps in improved pigmentation of shank and body in broilers and golden yellow colour of yolk. 





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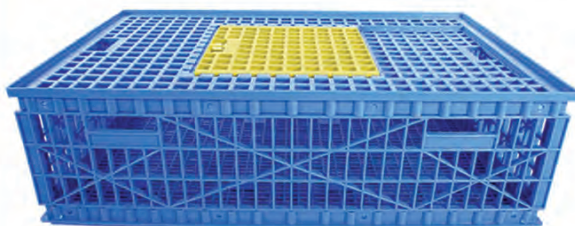
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Report On Comprehensive Refresher Programme (CRP) Conducted By Centre of Excellence for Animal Husbandry, Animal Husbandry Academy of India, Hessarghatta, Bengaluru

CEAH-Bengaluru – Animal Husbandry Academy of India is setup under Government of India, Ministry of Fisheries, Animal Husbandry & Dairying, and Department of Animal Husbandry & Dairying as a consortium of 5 organizations at Hessarghatta vide Order No. F.A-430011/3/2023-Estt(HQs), dated, 14th March, 2023. This Academy is formed as per the guidelines of DoPT for National Programme for Civil Service Capacity Building (NPCSCB) under “Mission Karmayogi” of Government of India.

CEAH-Bengaluru is spread over 642 acres distributed in four campuses at Hessarghatta. Campus – 1 consists of Central Poultry Development Organization & Training Institute (CPDO&TI), Campus – 2 consists of Central Frozen Semen Production & Training Institute (CFSPTI) and Central Cattle Breeding Farm(CCBF), Campus – 3 consists of Animal Quarantine and Certification Services(AQCS) and Campus – 4 consists of Regional Fodder Station(RFS).

CEAH Bengaluru has state of art automation units at poultry, Modern dairy sheds, ET lab, Sex-sorted semen lab, International Animal Quarantine facility, biggest fodder unit in the country with latest technology adoption for irrigation. The Academy consists of four campuses with conference halls, class rooms, officers and farmers hostels with boarding and lodging facilities.

CEAH Bengaluru Academy organized a Comprehensive Refresher Programme for Young Veterinary Professionals (batch size 20) from 24th to 28th

April, 2023. This course is planned with a 360 degree approach for knowledge enrichment and generic issues with the following outcomes expected to be covered:

Candidates were exposed to information on Govt. institutions of State and Central of Department of Animal Husbandry & Dairying across the country. Latest innovations, govt. schemes of both state and central sector, soft skills for adoption in service delivery, successful business models, project report analysis, activity based learning including pre-training and post-training analysis. The young veterinary professionals will be motivated and trained in the modern challenges of Animal Husbandry Sector.

On 24th April, 2023, Sri. G.N. Singh, Joint Secretary (Admin), Ministry of Fisheries, Animal Husbandry & Dairying, Department of Animal Husbandry & Dairying New Delhi inaugurated the programme online. In his inaugural address, he briefed the mandates of CEAH Bengaluru the consortium of 5 organisations to aspire to be best Animal Husbandry Academy in India with state of art infrastructure facilities and a robust revenue model. He appreciated the efforts of Director and team to conduct this programme within short period of time. He wished all the participants from 10 districts for a pleasant stay and a greater knowledge exchange during the programme.

All trainees were given a digital pre-training analysis through Google Forms by Sri. S.M. Anwar

Basha with a pre-designed format to understand the training needs of officers in various subjects.

Dr. Mahesh P.S. Joint Commissioner & Director of CEAH academy made a presentation on Prospects of Indian Animal Husbandry Sector which is estimated to be double the Automobile sector (7.5 lakh crores) contributing about 15 lakh crores to the Indian GDP. The Dairy sector is estimated to be about 8 to 10 lakh crores, poultry 2 lakh crores and rest three lakh crores is from small ruminants etc. Indian Animal Husbandry Sector is most promising with a sustained growth for rural economy, employment and nutritional security.

In the afternoon, trainees were taken to CEAH Campus-1 CPDO&TI to visit automation units in poultry, feed mill, hatchery and demo unit. They were all briefed by Dr. Sonali Nanda and Dr. Balraj about requirements of Automation, Fundamentals of Feed Mill and Hatchery at the field.

Dr. Raghavendra Bhatta, Director, ICAR-NIANP made a elaborate presentation on structure of ICAR, Animal Sciences Institutions in ICAR being third largest group with being 19 in number. Preceded by Horticulture Institutions, 23 and Crop Sciences institutions at the top with 27 institutions under ICAR in India. Under Animal Science, there are two deemed Universities, 9 National Institutes, one Bureau, 5 National Research Centres, one Directorate and one Project Directorate involved in Research & Development on Animal Science in the country. Dr. Bhatta presented in detail about NIANP and technology developed at this centre with a lot of commercialization of the concept from NIANP.

On Tuesday, 25th April, 2023 Dr. Mahesh P.S. presented on Indian Animal Husbandry Schemes with a mandate of Govt. of India towards quality services at farmers doorsteps (mobile veterinary clinics), entrepreneurs development(NLM, AHIDF) eradication of animal diseases(ASCAD) and Livestock Development (Rashtriya Gokul Mission), Breed Multiplication Farms, National Programme on Dairy Development, Accelerated Breed Improvement Programme feed and fodder development, livestock insurance etc.

Dr. Debalina Mitra, Assistant Commissioner, DAHD joined online from New Delhi and gave a demo for online application of the schemes namely, National Livestock Mission and Animal Husbandry Infrastructure Development Fund(AHIDF) through the portal namely (nlmudyamimitra.nic.in and

ahidfudyamimitra.nic.in). Dr. Sonali Nanda, Assistant Director made a presentation on activities of CPDO&TI including the future proposed activities at CPDO&TI. Dr P. Nallappa, Managing Director, Jagadish Poultry Farm, a successful entrepreneur in poultry made elaborate presentation on Economics of Broiler and Broiler Breeding Farms with unit cost and suggestions for adaptation to make poultry enterprise most profitable venture.

In the afternoon, trainees visited CEAH campus-2 to visit facilities of Central Frozen Semen Production and Training Institute(CFSPTI) and Central Cattle Breeding Farm(CCBF). They appreciated the facilities of Semen Lab, ET lab, cattle sheds, milk collection etc . Dr. Bhaskar, Deputy Commissioner, Dr. Atulya M., Asst. Commissioner and Dr. Abdul Salam, Livestock Officer explained the facilities. This was followed by presentations by Dr. Arun Prasad, Joint Commissioner. CFSPTI and Dr. Holabasappa Teggi, Joint Commissioner, Central Cattle Breeding Farm (CCBF) on activities of CFSPTI and CCBF respectively.

On 26th April, 2023, Wednesday, Mr. Santosh, a sheep entrepreneur presented the success story with interesting facts of Nomadic Herds of Sheep across India with a very sustainable profitable sheep farming. He mentioned in his address that money saved is money made in sheep farming with greater control on inputs. The stall feeding of sheep farming has its own challenges that require higher cost, commitment and proper marketing strategy. Later this session was followed by Mr. V. Sudhindranath, Desi Cow farming entrepreneur of “Naati Hasu Goshala” with a brand name “Pashu Thai” for the products of the organization. He is maintaining more than 500 desi breeds with more than 10 breeds of desi origin. He has been very successful in producing various products under his venture namely, Panchagavya, Agnihastra, Balms, Phenyls, Health products etc., by adopting innovative interventions like chaff cutting, silage making, gobar gas production, multistoried cow sheds, solar adaptations etc. Dr. Mahesh P.S. guided the trainees on the topic of Communication and Presentation Skills.

In the afternoon, trainees visited CEAH Campus-4 to visit Regional Fodder Station, wherein they were exposed to fodder demo plots, fodder seeds display with a brand “Fodder Gold” followed by demonstration of Rhodes cultivation. The trainees were taken to Artificial irrigation pond which is recently developed at this centre

with 100ft x 100ft x 12 ft depth holding more than 20 lakh liters of water for sprinkler irrigation. Dr. Aditya and Sri. Ashwathappa made presentations about fodder management for the trainees.


On 27th April, 2023, the session started at 9.00 am with Prof. Dr. Vivek Patil from KVAFSU, Bengaluru dealing on Animal Husbandry Projects and analysis. In his three hours deliberation, he demonstrated salient features of Dairy Project in detail including calculation of ratios and feasibility concerns. This session was followed by Dr. Gopakumar, CEO and Managing Director of DLG farms India (USA) on successful piggery enterprise in detail with ideal 3 way crossing, breeder model, franchise model, piglet fattening model etc to make piggery one of the most successful enterprise.

In the afternoon, Trainee officers visited CEAH Campus-3 Animal Quarantine Certification Services (AQCS). Dr. Tapan Kumar Sahu, Deputy Commissioner along with Dr. Nivedita, Quarantine Inspector made presentations about requirements of export / import of livestock products through AQCS Bengaluru and provisions of Livestock Importation Act. Later they were shown all the facilities of AQCS. In the evening for the first time CEAH Academy introduced "Activity Based Learning" which was conducted by Dr. Sridhar Murthy, President, NSB Academy Bengaluru along with their expert team. Trainee officers along with CEAH academy team participated with highest enthusiasm till 8.00 pm.

On the last day, 28th April, 2023, trainees visited "Naati Hasu Goshala" at Kakolu early in the morning 7.00 am to appreciate the activities at the Desi Cattle Farm. Later Dr. Jayaramaiah, Chief Veterinary Officer, State Animal Husbandry Training Centre, Hessarghatta

presented on Department of Animal Husbandry Schemes of Govt. of Karnataka. This is followed by Dr. Vinod Bhat, Joint Commissioner, Govt. of India and Secretary Veterinary Council of India joined online for the presentation on Veterinary Council of India and issues of Veterinary profession. The last session was presented by Dr. Mahesh P.S. with a future vision of Animal Husbandry Sector and Vet as a successful entrepreneur. Mr. S.M. Anwar Basha issued trainees Post Training google forms to seek their feedback in both google forms and written feedback.

The CRP programme concluded with a Valedictory Function chaired by Dr. Mahesh P.S. Joint Commissioner & Director of Academy along with Divisional Heads. Each trainee officer were given with Kit consisting of (Executive Bag, CEAH memento, Certificate, Group Photograph and Card Drive(pen drive) consisting of all the presentations made during the five days. The trainee officers expressed their satisfaction and they rated the programme as Excellent in both "Google forms under post-training analysis and written feedback).

Dr. Mahesh P.S., acknowledged the tireless efforts of the entire Academy Team both the front end and back end consisting of logistics, hotel arrangements, outdoor team, etc for making this programme very successful. Govt. of Karnataka in principle agreed to depute one batch of 20 trainee officers every second week of the month starting from May, 2023 onwards for the future batches. The other states are also sought to write to us for their need for such Comprehensive Refresher Programmes for their young veterinary professionals at this CEAH Bengaluru-Animal Husbandry Academy of India. 

					
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Emerging Threats To Live Stock Production

Dr. T. Kotaiah,

Indbro Research & Breeding farms pvt. Ltd, Hyderabad, India.

Already, raising cost of Inputs like feed ingredients and fuels are putting pressure on the industry. Environmental vagaries and emerging new diseases are a threat to livestock industry. Changing market trends are constantly putting few people out of business every now and then. A time has come for those involved in livestock industry to reexamine their existence and expansions. Here are some of the new issues emerging, which will have far reaching consequences on animal industry. The issues are not pessimistic.

Animal Welfare

The talk on Bird welfare is here to stay. Points of interest as expressed by the welfare activists. living area -confinement- Welfare groups are acting vehemently against bird confinement. Welfare activists could convince the judiciary, policy makers and consumer groups about the cruelty to birds in confined cages. Poultry industry and poultry scientists could not effectively counter their argument. Cages are a result of 100 years research, to avoid cannibalism, achieve better productivity, less faecal born diseases and food safety by way of clean egg production.

As a result, the farming practices are changing and many countries have given an outer date for removing the cages totally.

The welfare groups are suggesting 1. Ample place to birds to flutter the wings without touching the other birds. 2. Place to Perch and 3. Provision for a dust bath.

Alternatives worked out are -

Aviaries/ Enriched cages - which are doorless cages with freedom for bird to move around. The system is very expensive. Traditional Deep litter housing with perches and nest boxes. More space and labour. Deep litter houses supplemented with a run, around the houses for bird movement during "Happy Hours". Extensive system with movable houses and nests provided in green grazing lands.

Result - The cost of production has gone up. Will the consumer pay? Traditional litter-born diseases avoided on wire floor will be back. The area required is huge and there can be exposure to wild birds and predators. The eggs cannot be as clean as in Cages and food safety issues will be more.

Beak Trimming - Is an excellent way to avoid cannibalism related injuries, which is opposed by welfare groups. Cutting a part of the body hurts and is inhuman. Infra Reddebeaking, which is less painful has been tried. Feeders fitted with metal bottoms keep rubbing the beaks slowly, because of which the beaks are rounded off. Useful especially for broiler breeders fed with limited feed. The beaks touch the bottom daily. Evolving genetically less aggressive strains by breeding companies. The new strains of birds have less tendency to interfere with other birds.

Male Chicks Killing - For every million layer females produced, there are one million male chicks born. The male layer type chicks are not economical for rearing. These chicks are usually killed at day one and converted in to animal food etc. Lot of research has gone in to evolve sexing of eggs as early as 4th day of incubation. The eggs having male chicks are removed before the pain palpable chick is formed. Few countries like Israel have developed machines for quick identification of eggs with male chick. These machines can operate fast on large number of eggs. Countries like France have

imposed a dead line, as early as, end of 2022 to prevent production of male chicks.

Meat of Fast Growing Broilers has come under scrutiny. Woody breasts, white stripes on large breast portions are not acceptable for the consumers. The fast growing compact meat of the broilers is also found to be less tasty. The efficiency of white broilers has been improved to reduce the production cost. The short production cycle is well organized to improve the efficiency. Broiler chicken consumption has been increasingly steadily and sale price has not gone that high. Slow growing coloured broilers are being encouraged as an alternative. Though less efficient, the consumer is ready to pay higher price for the taste and welfare. Leading poultry breeders started working on special strains to suit this concept. Fast growing white broiler may take a back seat. Compulsory stunning of birds before slaughter is being imposed even by small countries with less availability and consumption.

Providing more space, feeding less dense feed can delay the growth but the other parameters are not better.

Antibiotics For Promoting Growth And Usage For Treatment.

Consumers and health professionals are concerned about Anti microbial resistance. Antibiotics were fed to poultry and animals at low levels in feed to prevent multiplication of bacteria in the gut, some time back. Keeping gut active bacteria under control, helped better growth and feed efficiency in the

animals. Antibiotics must be used for animal treatment but in right dosage and for stipulated time.

Alternatives are being looked in to.

Probiotics and prebiotics – when harmless bacteria are encouraged to multiply in the gut, the pathogenic bacteria multiply slowly. For treatment, use proven antibiotics recommended by Veterinary authorities only.

Use of organic acids- keep the harmful bacteria under control.

Phytogenic nutrients like Neem are supposed to keep the growth of bacteria and fungi low.

Bacteriophage is a virus like organism, which forage on bacteria and kill them. They are live organisms fed to birds early to prevent diseases.

Boosting parent immunity and keeping the breeder flocks free from vertically transmitted bacterial.

Good hatchery management to prevent contamination of chicks.


All in all out housing & strict biosecurity. Can reduce the need for use of Antibiotics.

Environmental Issues

Animal industry is under fire for different reason. Animals take Oxygen and emit, CO₂, Methane and Ammonia.

Animals require space, water and feed ingredients thus competing with human beings. It also involves killing of animals at the end of the growing cycle, which is considered in humane. Though animal protein is close to human body and is accepted at valuable food, vegetarianism and bloody involvement is instigating some groups to act against the animal industry.

Gene modifications to impart meat flavor to vegetable proteins is catching up to reduce the animal protein. Plant based proteins with meat taste.

Lab grown meats from few cells of the animals are getting popular. In advanced countries, the poultry and animal producers are investing money in those companies instead of opposing them. 

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The National Pork Board (NPB) has named Jamie Burr its first chief sustainability officer (CSO)




The National Pork Board (NPB) has named its first chief sustainability officer (CSO) by appointing an industry veteran with more than 20 years of experience in sustainability and environmental program leadership. James “Jamie” Burr took the role of National Pork Board CSO on March 27. Burr leads the sustainability team of five public health, animal welfare and environmental experts tasked with advancing the pork industry’s sustainability goals and metrics announced last year. “Jamie’s input has been invaluable to several key producer-funded initiatives for more than a decade,” said Bill Even, National Pork Board CEO. “He’s served on and chaired several Pork Board environmental and sustainability committees and task forces, so his leadership has already helped shape the industry’s sustainability vision. Establishing a CSO position and adding Jamie to the team continues to demonstrate our industry’s strong commitment to advancing pork sustainability.”

Burr comes to the Pork Board from Tyson Foods where he recently served as director of environmental compliance and was the environmental lead for all of Tyson’s live-animal production businesses. Prior to that role, he led several environmental, safety, health and sustainability teams since joining the company in 1999. Notably, he led the development of Tyson’s greenhouse gas science-based target, its deforestation and land-stewardship targets. Burr earned a master of science degree in soil science and bachelor of science in agronomy from Missouri State University. But before his formal education, he gained valuable experience for his new role, growing up on a hog farm and in a sale barn in southern Missouri.

“It’s an honor for me to lead this team and take on the responsibility of shaping and sharing the industry’s sustainability story,” said Burr. “We have bold goals and metrics that producers have laid out for us, and I look forward to working with the staff and the board to meet and report on those efforts.” Burr’s previous experience puts him in a unique position to be an advocate to producers and for the industry, Even noted. “The CSO role serves as a conduit between producers, supply chain partners, Wall Street investors and consumers,” said Even. “Jamie knows and has worked with all these audiences. He understands the business, he understands the consumer, and knows the importance of building relationships among all stakeholders along the supply chain. 

High mortality of poultry raises egg, chicken prices in West Bengal

In the last 10 days, the wholesale price of eggs has gone up to Rs 1 per piece, and price of chicken has increased to Rs 80 per kg over the last three weeks. The current retail price of eggs varies from Rs 6 to Rs 6.30 a piece and the price of dressed chicken hovers around Rs 300 a kg. After a stabilisation of the price, the upswing will burn bigger holes in consumers’ pockets. However, there has been no price increase in the wholesale market, with the wholesale price being Rs 157 a kg for whole chicken. This, despite the fact that there has been no supply of Bengal chicken to the northeast through the Assam border.

According to Madan Maity, general secretary of Bengal Poultry Federation, the industry has incurred successive losses, forcing many small poultry vendors to exit the trade. “The condition of chicken farm owners in Bengal is very bad, with mortality, food prices and loan instalments contributing to their difficulties. When chicken is sold for Rs 280-300, the retail rate will automatically increase. They can meet bank instalments. Farmers will benefit somewhere. But even if we want, the price will not stay high for long since people will stop buying chicken at a price they can’t afford,” Maity said. The central government’s decision to halt export of poultry feed ingredients has some what reduced the price of feed per kilogram, resulting in a slight decrease in the cost of chicken. “It is uncertain how severe the impact of the cyclonic storm Mocha will be and how much damage it will cause. It is impossible to sell eggs and chicken at a reduced price. We have informed the associations of our decisions,” he said. 



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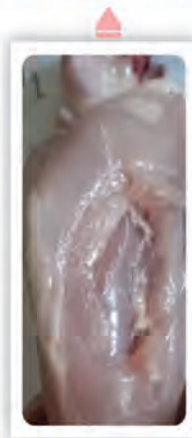
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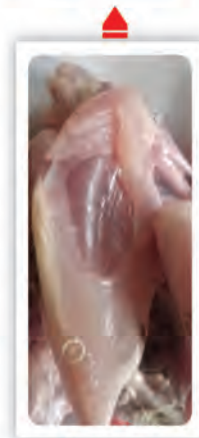
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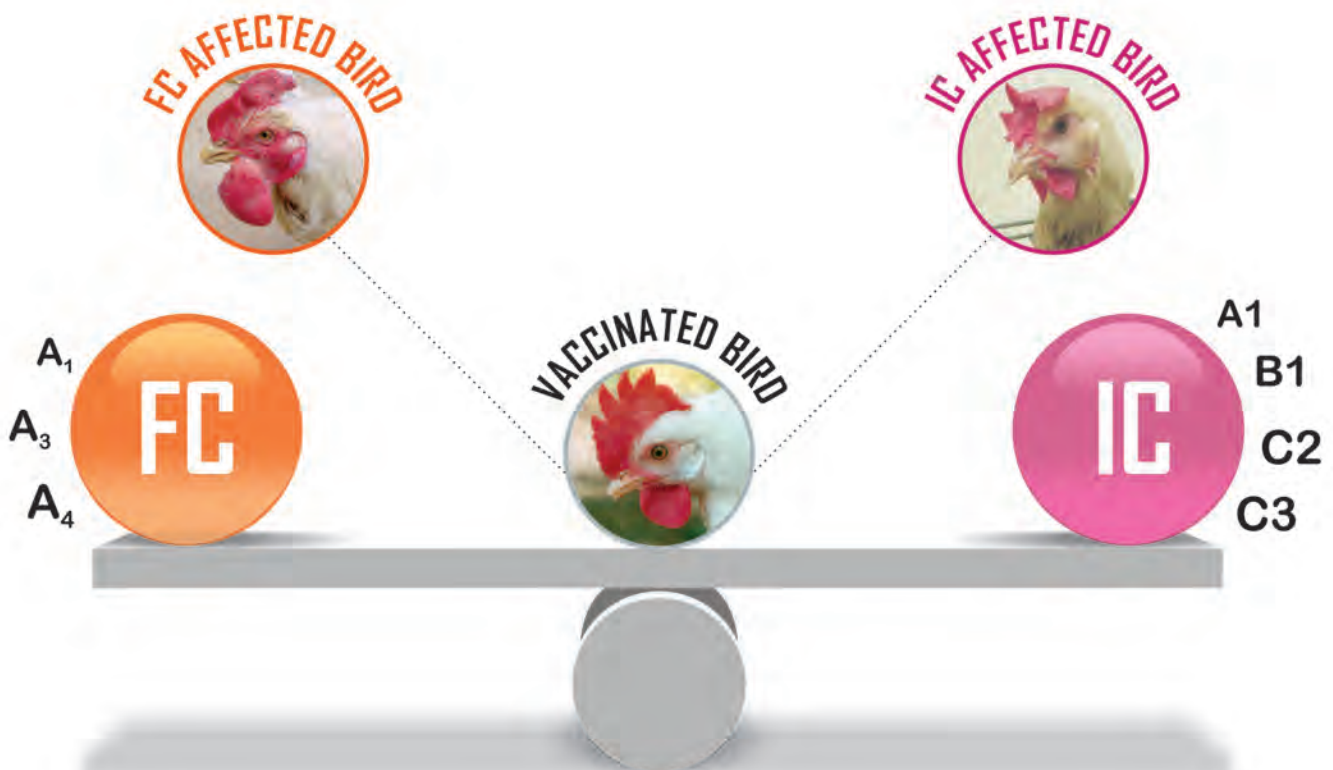
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