

# हिंद पोल्ड्री



# HIND POULTRY

Vol. XXII

**July 2023**

# No. 1



**Huvepharma Inches Ahead Towards Comprehensive Environmental Sustainability & Zero Carbon Footprint**

Pg  
17

**Microbiome  
Innovation  
Introducing  
a Novel  
Probiotic  
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Pg 13



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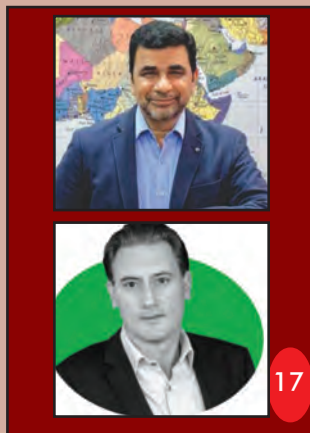
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# Srinivasa Farms Participated in the Poultry Show 2023 in Vizag



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

### Disease Recovery at a 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
●	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
●	32	21-Apr	90.12	86.49	1.54	1.96	74.86	73.39
●	33	28-Apr	89.88	86.60	1.68	2.10	81.05	79.33
●	34	05-May	90.46	87.38	1.78	2.22	87.28	85.32
●	35	12-May	90.78	87.65	1.90	2.35	93.52	91.30
●	36	19-May	90.79	86.70	2.04	2.48	99.75	97.25
●	37	26-May	90.14	85.68	2.16	2.61	105.93	103.10
●	38	02-Jun	90.13	87.36	2.28	2.73	112.11	109.05
●	39	09-Jun	90.02	87.14	2.40	2.85	118.26	114.99

\*Impacted by VVND

## Summer Ready Bird as seen by Lesser Mortality in Peak Summer (April - May 2023) in South and West India compared to competitor Birds

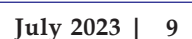
Farm Name	Area	Flock Age	Avg Weekly Mortality % in 8 Weeks	Farm Name	Area	Flock Age	Avg Weekly Mortality % in 8 Weeks
● SMN Poultry Farm	Namakkal	22	0.19	● Sneha PF	Gadwal	45	0.22
● Om Sri Ganesh Agri Products	West Godavari	22	0.09	● Bhadradi Rama PF	West Godavari	45	0.17
● Rajendar Agro PF	Vizag	22	0.09	● Angammal PF	Namakkal	47	0.13
● Vaibhav PF	Sangli	27	0.10	● G D Poultry Farm	Namakkal	47	0.25
● JSK Poultry Farm	Namakkal	28	0.18	● Sarang PF	Sangli	47	0.20
● Sri Krishna PF	East Godavari	29	0.21	● Balakrishna PF	Medchal	48	0.16
● Vignswara PF	East Godavari	29	0.21	● Sri Raghvendra PF	Vizag	48	0.27
● K L Poultry Farm	Namakkal	30	0.10	● Jahnvi PF	Vijayanagaram	50	0.14
● Jahnvi PF	Vijayanagaram	32	0.14	● Divya PF	Namakkal	51	0.18
● Mahida PF	Surat	33	0.10	● Vijaynagar Egg farm	Ballari	60	0.23
● Uddanam Agro Feed & Farms	Srikakulam	36	0.20	● Uddanam Agro Feed & Farms	Srikakulam	65	0.18
● Geetha PF	Namakkal	38	0.19	● JSR Poultry Farm	Yaddatri	67	0.23
● Nanda PF	Challakere	39	0.14	● Vijay PF	Amravati	70	0.14
● Divya PF	Namakkal	40	0.15	● Vijaynagar Egg Farm	Ballari	71	0.16
● Duraisamy PF	Namakkal	40	0.25	● Vijaynagar Egg Farm	Ballari	75	0.25
● Tapaswini P. Foods	Vizag	44	0.23	● Eggceptional PF	Gajwel	91	0.15

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27/06/2023



contributions were pivotal in shaping a highly informative and enlightening event. Throughout the symposium, participants were treated to a diverse range of presentations covering various challenges, opportunities, practices and way forward for the industry fostering an environment conducive to collaborative learning and networking.

Attendees were able to expand their knowledge, exchange ideas, and form valuable connections with fellow professionals. Dr Ajit Ranade summarised first session with few key take away from all speaker presentations.

In addition to the stimulating presentations, the symposium also featured interactive panel discussions. This session was moderated by Mr O. P. Singh and panellist for session were Dr Girish Kolwankar, Dr J S Reddy, Dr S B Barbuddhe, Dr T Ramesh Babu, Mr Abhay Tangade. This session allowed participants to discuss deeper into specific areas of interest, facilitating dynamic conversations and enabling the exploration of new possibilities. The engagement and active participation of attendees greatly enriched the symposium's overall experience. Mr O.P.Singh summarised the event with his concluding remarks and paved way for future collaboration between industry, academics and Government of India for better future of poultry farming.

Mr. O. P. Singh, Dr. Girish Kolwankar, Dr. J. S. Reddy, Dr. S. B. Barbuddhe, Dr. T Ramesh Babu, Mr. Abhay Tangade. The success of the




symposium would not have been possible without the support of our esteemed sponsors, media partners and various state level broiler, layer and breeder associations. Their dedication and commitment to support Vets In Poultry's symposium played a pivotal role in making this event a resounding success. We are incredibly grateful for their unwavering support and contribution. All speakers, panellist, moderators, sponsors, media partners and associations were felicitated by Vets In Poultry. The Vets In Poultry would like to extend its heartfelt appreciation to all the attendees who joined us for this extraordinary event. Your presence and enthusiasm created an inspiring atmosphere, stimulating meaningful discussions and forging new connections. We hope that the symposium has provided you with valuable insights and fresh perspectives that will propel you towards success in poultry farming.

Lastly, the Vets In Poultry would like to express its sincere gratitude to the Organising Committee, Regional Heads and Regional Committee who worked tirelessly behind the scenes to ensure the symposium's smooth execution. Their dedication, professionalism, and attention to detail were instrumental in delivering an outstanding event. As the symposium comes to a close, the Vets In Poultry looks forward to building on the momentum generated by this successful event.

Team Vets In Poultry remain committed to drive positive changes across Indian poultry Sector to improve farmers livelihood, ensure animal welfare and food safety and security for all.

### About Vets In Poultry

Vets In Poultry, an association having national presence has more than 1000 members actively working in Poultry Farming. Vets In Poultry always put relentless efforts into promoting the health benefits of eggs and Chicken in an innovative and scientific way. Vets In Poultry have a strong commitment to promoting excellence and fostering collaboration with all like-minded associations working for betterment of poultry farming. Team Vets In Poultry always brings together industry experts, researchers, and enthusiasts to advance the poultry farming and drive positive change. Through events, Seminars, Webinars, and networking opportunities, the association aims to empower poultry professionals and contribute to the growth and development of the poultry farming community. 



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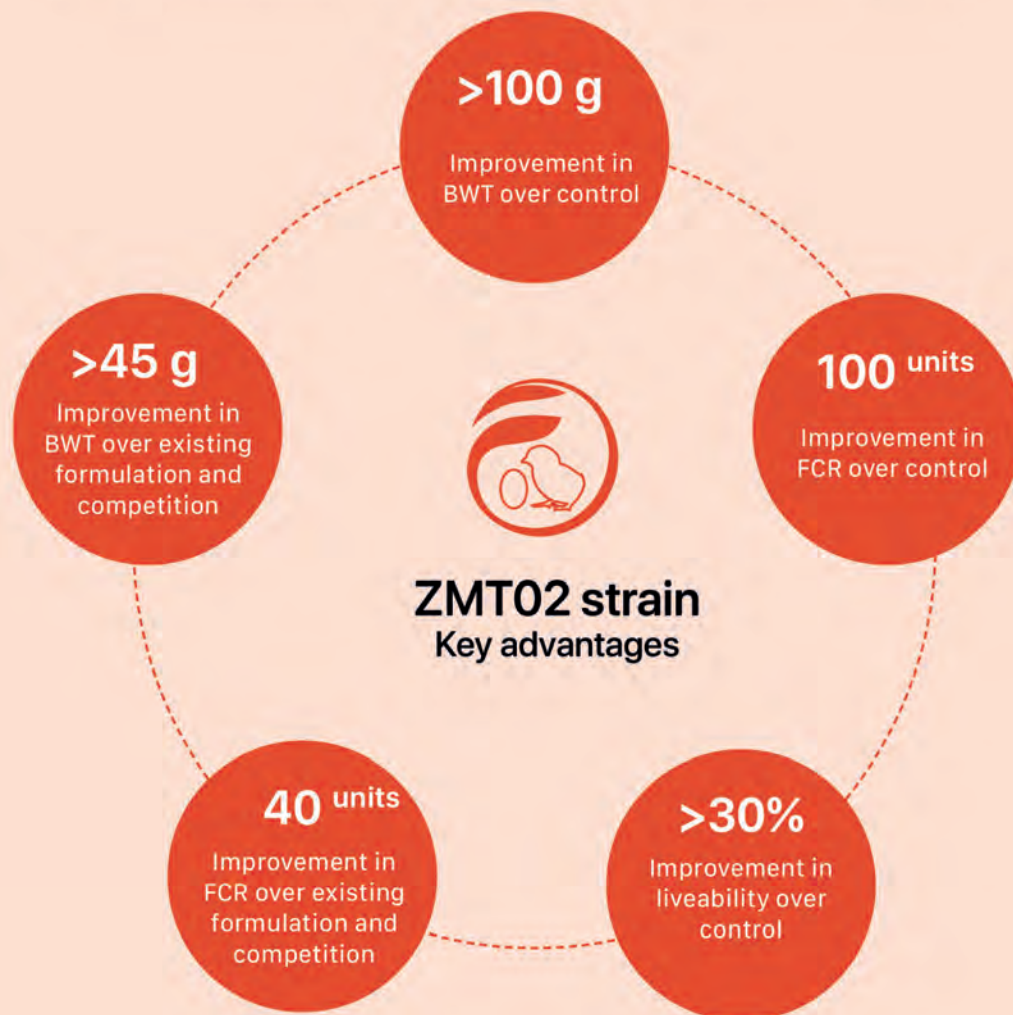
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### Zenex Animal Health

unveiled a novel probiotic strain, *Bacillus siamensis* ZMT02 (BSZMT02), the revolutionary gut health solution for chicken that improves production indices, while allowing farming community to withdraw gut-acting antibiotics and AGPs.

The breakthrough discovery of the novel strain was possible through years of research at Department of Cell, Molecular Biology and Microbiome Therapeutics, Zydus Research Centre (ZRC), India. Globally, for the first time ever, the discovery pathway involved isolation, strategic screening and strain level characterisation of beneficial microflora from healthy chicken gastrointestinal tract.

Probiotic candidates identified during the study were rigorously evaluated for safety, performance, stability, anti-inflammatory and anti-microbial



parameters. The novel strain, BSZMT02, embodies all necessary characteristics of an ideal probiotic for chicken enabling antibiotic/AGP free farming.

Scientific presentations were made across different cities viz, Chandigarh, Coimbatore, Bangalore, Hyderabad, Pune and Kolkata amidst of the farming community and poultry professionals by the


research lead and PMT. The events were attended by more than 200 eminent stakeholders in the sector involving, layer and breeder farmers, integrators, feed millers and veterinary doctors.

“Antimicrobial resistance (AMR) is a global threat and poultry health sector is under tremendous pressure for restriction on critically important antibiotics and AGPs.” said Dr Arun Atrey, MD & CEO, Zenex AH. “Built upon years of innovation, BSZMT02 is unlike anything available before in the category. It unlocks incredible future for the poultry farming community towards sustainability without antibiotics.”

“We took a rationale approach while devising the discovery pathway of isolating probiotic candidates from chicken GIT and it has been an exciting journey and truly exemplary.” said Dr Kasinath Viswanathan, Head - Microbiome



Therapeutics, ZRC. “We always believed that the best probiotic strain can only be obtained from its target host, the chicken in our case and it is just important to set the right criteria of selection.” Talking about the pipelines, Dr Kasinath said, “Although full genetic characterisation of the isolated strains including *BSZMT02* is completed, we will continue our endeavours in further characterisation of regulatory and functional proteins of the isolates with the goal of improving upon present solution.”

“Today is the day we have been looking forward to since last four years and we are thrilled to introduce the unfailing gut health solution.” said Dr Susim Mukul Ray, Head – Technical & Promotion (Poultry), Zenex AH. “Controlled field trials throughout India have consistently shown *BSZMT02* to significantly improve production parameters without gut-acting antibiotics and AGPs in chicken vis- à-vis control and it is surely going to be a benchmark in the category.” Describing initiatives of Zenex AH in response to AMR threats, Dr Ray said, “ We are relentlessly working hard and committed to build strong pipelines alternative to antibiotics/ AGPs and *BSZMT02*, the novel probiotic strain, is just the stepping stone. However, we look forward to the necessary support of veterinary doctors, poultry professionals and farmers in making these initiatives counts.” 

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## O. P. Singh



**With the global order continuously changing the food production decentralization in the globe will emerge most dynamically & many new challenges will be thrown to mankind.**

**Every stakeholder has to respond towards these emerging challenges with at most responsibility & carefully chosen favoring strategies to strengthen the global environment.**



### What is the connection between business sustainability and environmental safety?

Business sustainability and environmental safety are closely intertwined. As businesses strive to become more sustainable, we need to take into account the impact of our operations on the environment. This means that businesses must consider how our activities affect air quality, water resources, wildlife habitats, and other aspects of the natural environment. At the same time, businesses must also ensure that our operations are financially sustainable in order to remain competitive in the long term. Therefore, it is essential for businesses to develop strategies that both protect the environment and ensure a profitable future.

## Huvepharma Inches Ahead Towards Comprehensive Environmental Sustainability & Zero Carbon Footprint

**Mr. O. P. Singh**

Managing Director, Huvepharma SEA

### How can businesses balance environmental safety and business sustainability?

With the rise of global warming and climate change, businesses are increasingly looking for ways to balance environmental safety and business sustainability. The challenge is that these two goals often conflict with each other. On one hand, our businesses need to ensure our operations are profitable and sustainable. On the other hand, we need to make sure that our activities don't damage the environment in any way. Fortunately, there are several measures that our businesses can take to achieve this balance. By investing in renewable energy sources, reducing our carbon footprint through efficient production processes, and implementing sustainable practices such as recycling and waste management, our businesses can both protect the environment and ensure our long-term success.

### How do production processes need to be adapted in order to be more environmentally friendly?

With the world's population becoming increasingly aware of the need to protect our planet, it is important to make sure that production processes are adapted in order to be more environmentally friendly. This can be done by using more sustainable materials, reducing energy consumption, and making sure that waste is recycled or reused. Companies should also look into ways of reducing our carbon footprint, such as using renewable energy sources and investing in green technology. By implementing these changes, our businesses can help reduce our environmental impact and contribute to a greener future.

**What are the long-term benefits of sustainable product manufacturing?**

Sustainable product manufacturing is an important step towards a greener and more sustainable future. It offers many long-term benefits that go beyond just the environmental impact. From reducing resource consumption to creating a healthier and safer working environment, sustainable product manufacturing can have a positive impact on the overall economy. For food businesses, investing in sustainable product manufacturing can help us reduce costs in the long run by using fewer resources and eliminating hazardous chemicals from our production process. Furthermore, it also helps us build trust with our customers by demonstrating our commitment to sustainability and social responsibility.

**What strategies can be implemented to ensure efficient delivery of safe products?**

Ensuring the delivery of safe products is a major challenge for food sector. This is especially true when it comes to food products that are used by consumers and require a high level of safety and quality standards. To ensure the efficient delivery of safe products, our businesses need to implement strategies that focus on quality assurance, risk management, and process optimization. Quality assurance involves identifying potential risks in the production process and taking corrective action to prevent them from occurring. Risk management involves assessing potential risks associated with the product or service before it goes into production.



Process optimization involves streamlining processes to ensure that they are as efficient as possible while still meeting safety standards. By implementing these strategies, our businesses can ensure the efficient delivery of safe products.

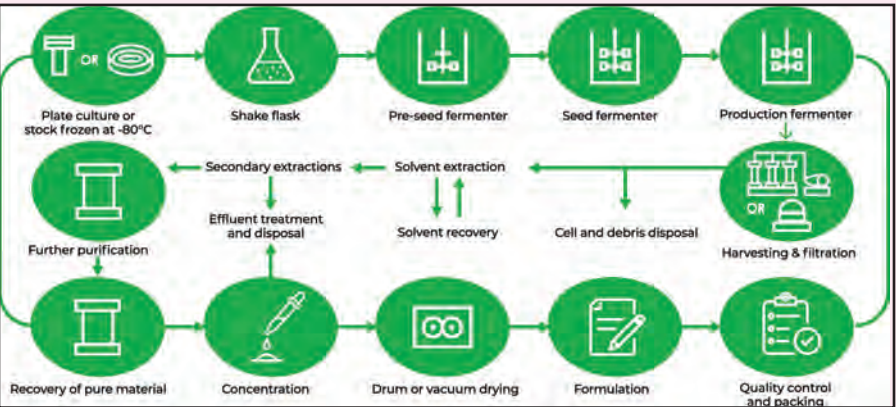
**How does Huvepharma ensure safe production processes and food safety?**

Our products are developed and manufactured to ensure their quality. Monitoring and control are carried out at each step of the manufacturing processes enforced by company-wide procedure standards. We use raw materials consciously, applying circular economy principles to efficiently manage different types of material flows. In terms of production and sales, we are guided by technological progress and innovation. We have the in-house

capacity to produce: To ensure that we produce and deliver safe products, we follow the principles of GMP (Good Manufacturing Practice) and HACCP (Hazard Analysis and Critical Control Point) Packaging is also developed in accordance with the GMP standard, which ensures that the product remains stable in accordance with the label and is consequently safe to use in animals. All production facilities are certified in the international ISO 9001 quality and ISO 14001 environmental systems, and numerous of our operating procedures are in line with these systems. Internal and external audits are carried out annually on each of them. In the event of an irregularity or violation, an impromptu audit takes place. All these high standards that we use and adhere to safeguard high product quality. This, in turn, ensures the health of animals and consequently food safety for consumers at the end of the food chain.

**What are the potential long-term impacts of not investing in environmental safety on business sustainability?**

As businesses continue to grow, we must consider the potential long-term impacts of not investing in environmental safety. Without investing in environmental

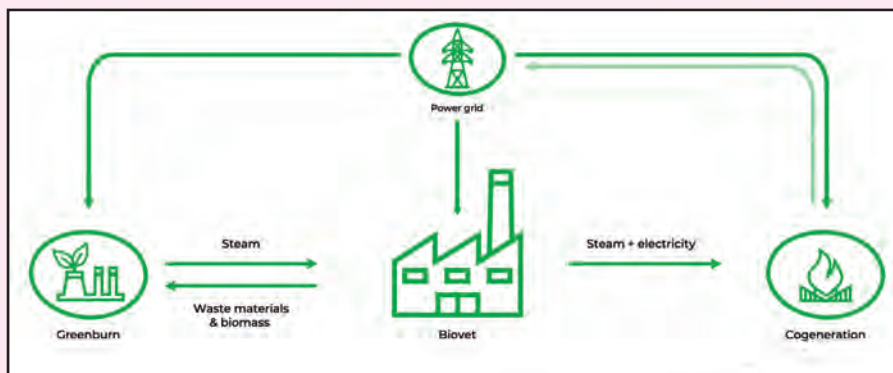




safety, our businesses are taking a risk that could lead to decreased sustainability. The effects of not investing in environmental safety can be seen in increased costs, decreased customer trust, and damage to the environment. Investing in environmental safety can help our businesses save money and increase customer trust by showing that we are committed to protecting the environment. Additionally, it can help protect the environment from further damage due to human activity. By investing in environmental safety now, our businesses can ensure sustainability for years to come.

### How can businesses ensure their sustainability by taking measures for environmental safety?

As our businesses strive for growth and profitability, it is essential that we adopt measures to ensure our sustainability in the long run. This includes taking steps to protect the environment by reducing our carbon footprint and ensuring that our operations are eco-friendly. Businesses need to understand that environmental safety is not only beneficial for the planet but also for ourselves as it helps us remain competitive in the market and reduces costs associated with waste management. By investing in renewable energy sources, efficient




waste management systems, and green practices, our businesses can ensure sustainability while also contributing to a healthier planet.

### How does Huvepharma ensure compliance with environmental legislation?

Our facilities, procedures & management systems are levelled with international best practice in environmental management. We transfer these best practices to our operations in other entities, amplifying them with country specific laws and standards. Our production facilities operate in accordance with ISO 14001. Each of our entities has a management system in line with international standards ISO 9001, ISO 14001, ISO 45001 or covering all these standards certified by SGS1 & IPCC2. As our main operational activity is in Bulgaria, some of our installations are part of the EU Emissions Trading Scheme and, therefore, we prepare verified annual GHG emission reports for under the Climate requirements of national & European legislation related to energy efficiency measures for large energy consumers. The aim is to analyse existing technology & energy systems to assess energy efficiency. Based on the assessment, we consider possible solutions to reduce energy in puts & green house gas emissions.

### What steps has Huvepharma taken to reduce its carbon footprint?

Huvepharma will achieve carbon neutrality by 2030 comprehensively. We have set the goal of reducing our dependence on non-renewable energy sources. In recent years, we have introduced our own electricity and steam generation. We have installed a process monitoring system to control and manage electricity consumption. We have made significant investments in new equipment and in the improvement and optimisation of production processes. Cogeneration for electricity and steam generation Back in 2005, we commissioned a cogeneration plant at our production facility in the town of Peshtera. Using natural gas, we produce steam and electricity, which is used directly for our technological processes. This results in a decrease in the purchased electricity from the grid, and its mix is made up of approximately 40-45% lignite. Steam is used to achieve and ensure sterile conditions in the main part of the production process – industrial fermentation. 

To know more, please contact Huvepharma technical team

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## Ceva Animal Health and Tomodati will Promote a Gathering for Partners and a lot of Solidarity in Bastos

**B**eyond animal health! The French multinational and its distribution partner will host a special dinner on the first day of the 62nd Festa do Ovo as a way of thanking their client farms for recognizing the services provided, vaccine technologies offered, and services that ensure maximum protection and profitability in their layer farm Paulínia (SP), July 7, 2023 - The Poultry Business Unit of Ceva Animal Health and Tomodati, distributor of products from one of the world's leading animal health companies, will hold the Tomodati Fellowship Dinner on the evening of July 12, the first major day of the 62nd Festa do Ovo de Bastos, the largest gathering of layer farm in São Paulo. "For 20 years, we have held this dinner during the Festa do Ovo, a special and highly anticipated gathering for all our clients in Bastos (City of São Paulo State). Therefore, on the first night of the festival, we welcome all our partners to this special dinner as a way of expressing our gratitude for the trust they have




Felipe Pelicioni (Ceva Saúde Animal Brazil)

placed in our team and the services and products we offer for their farms," highlight Tomodati's partners, the veterinarians Carlos Kenji Onishi and Aureo Tanaka.

In addition to being a moment of fellowship, Felipe Pelicioni, Long-cycle Poultry Marketing Manager at Ceva Animal Health Brazil, considers this year's event, which is expected to host 250 people, including poultry farmers, clients, and their families, a great opportunity for the company to share important information about the current scenario, focusing on the maintenance of biosecurity in farms due to Avian Influenza.

"We will be with our team to celebrate with our clients and distributor the importance of the poultry industry in Bastos, and especially to celebrate the history of these entrepreneurs and their families who have contributed to the success story of the 'National Egg Capital'," emphasizes Felipe. Another highlight of this edition will be the Ceva Solidarity Campaign project, an assistance project supporting charitable organizations from various parts of the country. "Once again, Ceva will serve as a tool for poultry professionals to do good!" exclaims Felipe. The Ceva Solidarity Campaign has already visited several events related to the poultry sector, such as the APA Egg Congress (Ribeirão Preto/SP), the South Brazil Poultry Symposium (Chapecó/SC), and the International Poultry Expo - SIAVS (São Paulo/SP). "All the guests at our dinner will be able to participate in this initiative," adds Felipe.

About Ceva Animal Health - Ceva Animal Health (Ceva) is the 5th global animal health company, led by experienced veterinarians, whose mission is to provide innovative health solutions for all animals and ensure the highest level of care and well-being. Our portfolio includes preventive medicine such as vaccines, pharmaceuticals, and wellness products for production and companion animals, as well as equipment and services to deliver the best experience for our customers. With 6,500 employees located in 47 countries, Ceva focuses daily on bringing its vision as a OneHealth company to life: "Together, beyond animal health." Revenue in 2022: 1.53 billion euros 



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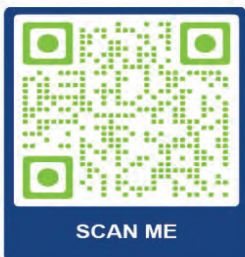
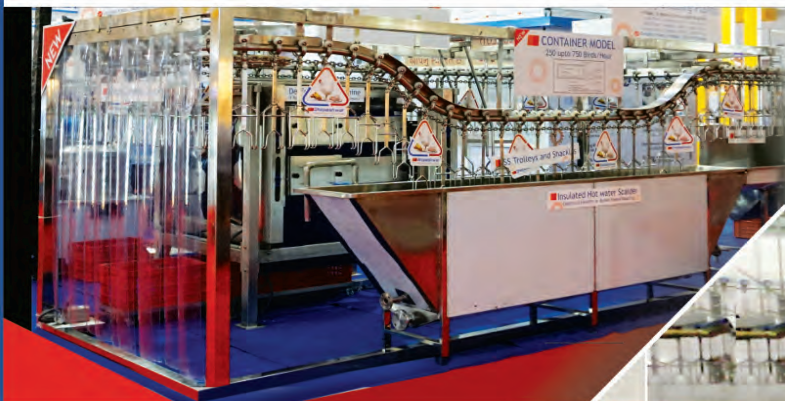
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## Environmental Safety & Sustainability Paradigm Remains Primary Strategy of Progress

**Mr. Kiril Domuschiev**  
**Huvepharma CEO**

The health of livestock, people and the planet are the centre of every decision we make. 2020 was marked by an unprecedented event in recent history – a global pandemic of the corona virus disease, also known as COVID-19. We would like to proudly highlight the resilience of our business. We strive to create value for our consumers, customers, employees, the environment, and society.

Our 4 main pillars are: 1) to provide quality products; 2) to value our people; 3) to protect the environment; 4) to contribute to local communities. For each pillar, we have set specific goals and we monitor progress and achievement. In the face of the corona virus crisis, we managed to react in a timely and proactive manner and adapted our goals according to the biggest needs of our stakeholders.

### OUR PRODUCTS

As a company represented in over 100 countries, we take our responsibilities seriously, and we oversee the impact which we make where we have established operations. Our objective is to keep being a customer-favoured brand and a chosen supplier. Quality and customer satisfaction are of paramount importance to us. Behind every product we offer, there is a thorough process on how to make it the best alternative on the market. Not only do we offer innovative solutions to our customers, but we also continue to expand our portfolio. All our future endeavours reflect our consumers' needs, which we track frequently and rigorously. For 2020, we registered a 7.8% increase in sales, compared to 2019. Our production did not slow down because of COVID-19, but in fact increased. This was due to the opening of the new fermentation plant in the town of Peshtera, which allowed us to increase production capacity by 30% and to develop new product offerings. Once again, we demonstrated that our

business is highly adaptable and resistant to unexpected market trends.

### THE ENVIRONMENT

As a large manufacturer, we are aware of the environmental impact we have, and we have a responsibility to minimise it. We have set the ambitious but achievable goal to be carbon neutral by 2030. Thus, we will set goals and undertake actions to progressively decrease the emissions we generate. As an example, a project already initiated is the installation of our own solar park in the town of Peshtera, Bulgaria. Moreover, we implement innovative solutions in terms of our water management, waste generated, and resources used. We manage modernised wastewater treatment plants, and we check the air quality around our facilities. We address the reduction of waste generated on a multilevel basis – on one hand we implement energy recovery of the organic waste from production sites, on the other hand, we optimise packaging.



## OUR EMPLOYEES

Dedicated and talented staff stand behind each achievement and contribute daily to our success. We have attracted skilful and experienced professionals and we want to retain them by providing them with the appropriate remuneration, job security, workplace safety, and a place where they are valued.

Without our people, we wouldn't have managed to maintain the high standards and strive for more. With regards to the outbreak of corona virus, we ensured all possible protective measures were introduced and we managed to preserve their jobs, without going through significant cuts.

## OUR COMMUNITIES

Huvepharma is dedicated to improving the communities around us. We have always invested in local societies. The new reality, shaped by the pandemic, motivated us even more to take care of all our stakeholders and protect them at all costs. We managed to support local people and businesses and, considering, that COVID-19 is still prevalent in our everyday lives, we intend to continue contributing in the best way we can. Lastly, I want to thank everyone who is involved in our business. We deeply appreciate the interest and support towards the company, and we are proud that you have chosen us as a trusted partner. We will continue to prioritise new opportunities and cultivate good dialogue with all internal and external stakeholders.





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## Importance of Water Quality for Broiler Performance

Technical Team at Trouw Nutrition South Asia

**W**ater is the most important nutrient and essential for poultry performance. A chicken body contains 70% of water and this water content plays a key role in thermoregulation, digestion and absorption of nutrients and acts as a carrier for administration of additives, such as medication, supplements, etc. Good water quality is important as chickens consume twice as much water as feed. If the quality and quantity of water is compromised, this can negatively affect the performance, health, and welfare of poultry. Therefore, it is very important to provide clean and safe water supply for ensuring optimal broiler performance.



**Figure1: Supply of clean water to birds**

There are many factors which affect quality of water, and even impacts the water consumption in broilers. The water quality content is based on microbial, physical, and chemical parameters. Chemical parameter such as pH, hardness, and total dissolved solids (TDS) can have effect on water consumption patterns. Water quality above maximum acceptable level (Table 1 & 2) can have both high and low negative impacts on the performance of broiler. When we analyze water

### Poultry

	Maximum values
Cadmium, mg/mL	0.01
Calcium mg/L	100
Chloride, mg/L	250
Copper, ppm	2.5
Iron, mg/L	0.3
Lead, mg/mL	0.02
Magnesium, mg/L	125
Nitrite, mg/L	4
Nitrate, mg/L	20
Sodium, mg/L	50
Solids dissolved, ppm	1000
Sulfate, mg/mL	250

	CFU/ml
TVC	1000
Enterobacteria	<100
Total Coliform	50
Fecal Coliform	0
Salmonella	0

**Table 1 & 2: Water Quality Standard for Poultry**

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

Adapt from Susan Watkins, University of Arkansas Division of Agriculture.

Water is carrier of microbial challenges and easily can contaminate drinking system of broiler house with biofilms (Fig. 2) which would affect the quality and quantity of water intake. Biofilms will affect bird performance consequent to the reduced effectiveness of medication & vaccination, reduced nipple flow rate, block drinking system/nipple or cause nipple leakage and increased bacterial disease mortality. *E. coli* is introduced into the water system, and they can survive/multiply in the biofilm.

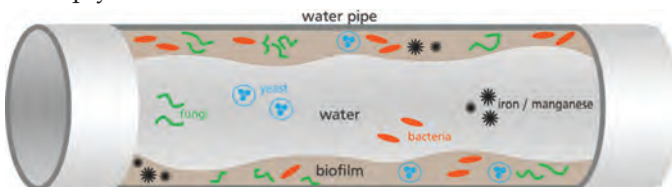


Figure 2: Pipeline water biofilm

To overcome these situations, many customers use sanitation and acidification practices to maintain water quality for their birds.

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

### Strategies for optimizing water quality:

#### 1. Acidification with Organic acid (Selko pH)

Addition of Selko®-pH in drinking water of poultry reduces and stabilizes the pH of the drinking water of animals. It supports the digestion of feed ingredients by reducing the pH in the crop and stomach. Primarily for young birds, a lower pH supports better protein digestion, as pepsin (a protease) is most active at a low pH. Less undigested protein reaching the hindgut and microbial control in the stomach results in improved performance and a healthier gut. Recently conducted local field broiler trial (39 days) against competitor product which have shown Selko pH with better birds' performance over competitor product. (Fig. 3) and better feed digestion (Fig 4 & 5)

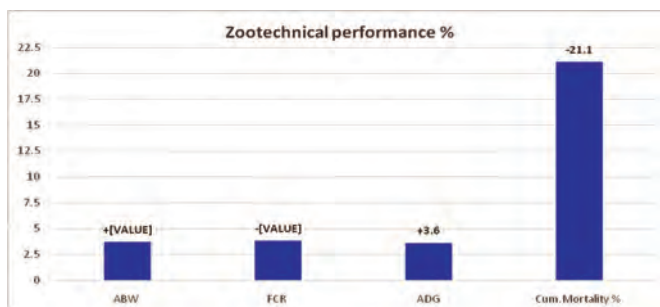


Figure 3: Improvement in zootechnical performance with Selko pH over other products



Fig. 4: Control group, indigestion



Fig. 5: Selko pH, better feed digestion

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

more of the acid molecules available to the animal to support desired effects.

2. Pipeline cleaning and disinfection with Hydrogen peroxide

A simple and effective disinfectant usage between cycles like hydrogen peroxide will work very well in killing many bacteria and removing biofilm buildup. It also helps to prevent biofilm formation to some extent. Applying the proper concentration of hydrogen peroxide (35 % conc.) with 1-3 % water solution and allowing adequate treatment time is important to achieve desired disinfection results. Hydrogen peroxide works best for disinfection purpose and not for regular practice or as a substitute to water acidification.

3. Chlorination as maintenance during cycles

Generally, a concentration of sodium hypochlorite at 15% (100 to 150 mL/1000 L water) or chlorine dioxide applied at 0.2 to 0.4 mg/L water is recommended. The target level of residual free chlorine is important and should be between 3-5 ppm or oxidative reduction potential (ORP) in the range of 650 to 700 millivolts. Measuring the ORP in the water helps assess the balance between the water's pH and free chlorine to assure water is effectively sanitized (table 3). ORP reflects the activity of the water sanitizer as opposed to its concentration level (ppm). Chlorination becomes even more effective when combined with a proper approach to acidification. Chlorine reaction ( $\text{HOCl} \rightleftharpoons \text{OCl}^- + \text{H}^+$ ) is pH-dependent. At a pH of 5 to 6, the chlorine species is nearly 100% hypochlorous acid (HOCl) and highly effective at killing bacteria (Fig. 6). Above pH 6, it starts to convert to the hypochlorite ion ( $\text{OCl}^-$ ) and acts mainly as an oxidizer. Water with a pH 7 may need to be lowered for chlorination to achieve optimal bacteria-killing efficacy.

Conclusion

A regular sanitation program on farm will help to improve water quality. The microbial, chemical, and

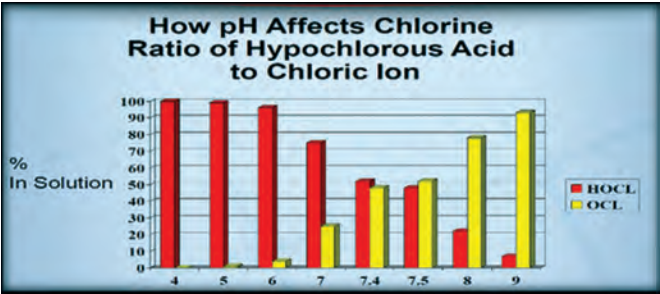


Fig. 6: pH dependent effectiveness of free chlorine

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

For further information, kindly write to us at [customercareindia@trouwnutrition.com](mailto:customercareindia@trouwnutrition.com) or visit our website: [www.trouwnutrition.in](http://www.trouwnutrition.in)



Tables 3: Relationship between ORP and Bacterial content (Measured in water)

Free chlorine	ORP	Bacterial Count	Pseudomonas
4	805	0	0
4.4	730	0	0
4.9	668	0	0
2.3	653	0	0
1.2	618	170	12.400
1.2	296	640	1.600
0.8	590	310	2.400
0.7	480	15.000	2.400

Reference, Oregon 1985



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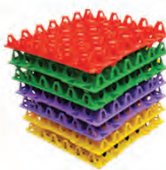
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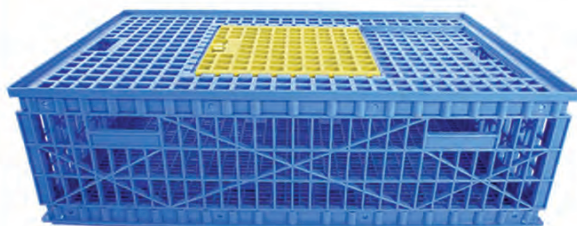
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# 10th Edition of VIV Turkey concluded with Thumping Success



**VIV Turkey 2023** concluded with thumping success with participation of close to 300 companies and over 18000 visitors from across the globe witnessed this prestigious exhibition. Hind Poultry and PDF News Point the publishers of one of the widely circulated magazines on poultry also participated in this show as an exhibitor and show cased their large number of books on poultry. Hind Poultry has so far published over 75 books on poultry and livestock. Hind Poultry has also completed 25 years of its publications and has participated in over 100 exhibitions Hind Poultry and PDF News point has also participated in several international exhibitions in Turkey, Indonesia, Bangkok, Germany, Nepal, Philippines, Malaysia as an exhibitor.

VIV TURKIYE, the focal point of the poultry industry opened its doors with its 10th edition with the organization of HKF Trade Fairs under the licence of WNU - Exhibition Europe on July 6 th in Istanbul Expo Centre. This year the fair hosted more than 281 companies and attended more than 18.000 buyers from the poultry sector. The fair was from 6th to 8th July 2023. As the 2nd biggest poultry show worldwide, VIV TÜRKİYE is the only poultry fair exclusively focusing on the poultry industry among other VIV fairs. The fair generates a commercial hub for the poultry industry for 3 days.

10th International Trade Fair for Poultry & Technologies VIV TÜRKİYE 2023 was officially opened



followed the speeches of Ahmet Yavuz Karaca, Director of Istanbul Directorate Of Provincial Agriculture And Forestry, Prof. Dr. Rüveyde Akbay, President of World's Poultry Science Association (WPSA) Turkish branch, Naci Kaplan, Chairman of Association of Poultry Meat Producers and Breeders, M. Ulkü Karakus, Chairman of Turkey Feed Manufacturers Association, Ibrahim Afyon, Chairman of Turkish Egg Producers Association, Prof. Dr. Prof. Dr. Pinar Saçaklı, Chairman of Veterinary Poultry Association, Ramazan Bayhan, the President of Association of Turkish Animal Health Industry, Burhan Sakkaoglu, Secretary General of ASUD, Ahmet Yücesan, Chairman of ETBiR and Hayati Can, Chairman of SOSIAD, President of Fishery and Animal Products Exporters Association, Müjdat Sezer, The President of Union Poultry of Kazakhstan, Ruslan Ismailovich Sharipov.

With a turnover of 5.5 billion dollars, the Turkish poultry meat industry has reached a structure that directly and indirectly provides the livelihood of approximately 3 million people. The white meat sector has always followed the developments in the world in the light of science, applied all modern and advanced technologies, evaluated its earnings and own resources as investments, provided workforce in rural areas and gave great importance to education. Turkey produce by applying local and international quality standards at a high level and strictly complying with food safety principles. The white meat industry continues to develop rapidly, being committed to sustainable and environmentally friendly production practices, which are among the most important issues of the new world order. Poultry meat production in


Turkey in 1995 was 316 thousand tons and per capita consumption was 5 kilograms. At the point, Turkish Poultry industry have reached today, the production of poultry meat has reached 2 million 470 thousand tons. 2 million 420 thousand tons of this is chicken meat, 54 thousand tons are turkey meat. The sector, which tends to develop, has a growth expectation of 5 to 7% for 2023. This year the fair welcomes Top Buyer Delegations, from Cameroon, Senegal, Niger, Lebanon, Jordan, Palestine, Oman, Kuwait, Bosnia Herzegovina, Tunisia, Algeria, Morocco, Uzbekistan, Kazakhstan, Iran, Georgia through an organization of the Ministry of Commerce of the Republic of Turkey and the guest of HKF Fairs. The main purpose of the buyer delegation program is to hold B2B meetings with the exhibitors.

Prof. Dr. Riveted Albany said "Poultry meat production ranks first in world meat production with a share of 39.4%. I can say that the poultry meat and egg sector in our country has completed the 2022 production period with a result that can be considered successful despite various adversities."

Poultry meat has grown by approximately 35% in the last 10 years, and by approximately 30% in table egg production. Despite the negative effects caused by the increase in production input costs due to the economic crisis and the excessive increase in the exchange rate, considering that the demand for chicken meat will increase due to the unavoidable price increases in red meat, predict that the poultry industry will continue to grow by around 3% in 2023 and 2024. Stating that in the last 12 months (June 1, 2022 - May 31, 2023), Türkiye's poultry sector has achieved exports

of approximately 953 million dollars, Chairman of the Board of the Istanbul Fishery and Animal Products Exporters Association Müjdat Sezer says, "Our most important targeted market for the sector in terms of being logistically advantageous and creating stability for our exports is the European Union, which displays a high import level in the sector. Our sector's most significant goal for the export of poultry products is opening out into the EU." Sezer explained that despite the European countries' import of products amounting to 11.5 billion dollars, EU exports corresponded to 11.5 billion dollars, which meant that these countries were advanced in trade but not in production. Pointing out that Europe traded mostly with Poland and Ukraine, Sezer continued to say that it would be beneficial if Türkiye could find its way into this market at the soonest. He said that the matter should be quickly handled by resolving issues concerning the documentation demanded by EU standards, adding, "In order to carry poultry production into the EU market, we need to work hard together as an association."

Sezer said that the sector was exporting mainly to Iraq, the People's Republic of China, and Belarus, continuing to state that poultry products exported to China remained limited to only one company and that the facility should be made available to all companies. He said this process must be completed.

Sezer said, 'If our expectations and goals can be realized, our current exports of 1 billion dollars in the poultry sector can easily reach the level of 1.5 billion dollars. VIV Turkey's next edition will be held in Istanbul in 2025. 



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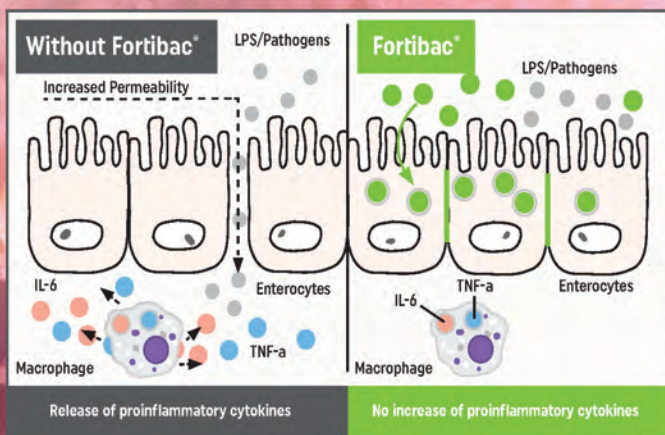


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## 10th Edition of VIV Turkey 2023 A Grand Success – Ricky Thaper

**W**ith more than 15,000 business buyers from poultry, meat and feed industry from all over the world at VIV Turkey trade fair for Poultry and Technologies having three halls of exhibit space and more than 300 international and national exhibitors, according to expo organizers, the turnout was exceptional and the feedback from attendees has been extremely positive regarding the education programs and time spent on the trade show floor. This event focused on Innovation- bringing together buyers and sellers of the latest technology of products and services to make trade visitors business successful.

This year a good number of Indian delegates representing the nation's equipment manufacturers, feed millers, poultry breeders and pharmaceutical companies attended VIV Turkey in Istanbul, Turkey. According to the Indian delegation, the visit to VIV Turkey was informative and certainly worthwhile. Delegates took the note of the latest innovations in terms of equipment and logistical organization and see how the technologies could apply at Indian poultry producer level as some of these innovations could well be adopted by Indian poultry producers.





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Indian Poultry Industry dynamics must be thoroughly examined towards adoption of few strategies to strengthen its existence and robust growth plan. Poultry meat will remain preferred protein despite all the odds due to its affordability and qualitative merits. We must work to boost consumer confidence in food safety & reliable production systems to help consumption & price acceptance. We have to establish reasonable supply infrastructure for related activities to ensure Indian chicken meat consumption continuously improves throughout next few years. Countries like India Need to work harder on consumer trust and product safety as these will be the threats for the markets.

Huvepharma® organized GeNex Conclave, a four-day event in Dubai from 2<sup>nd</sup> - 5<sup>th</sup> of May 2023. This event was created to bring together the next generation of CEO's from the Poultry Industry and to provide them with an opportunity to learn about new trends, technologies and practices that will help these young leaders stay ahead in this ever-changing business landscape. Attendees also had a chance to network with leading industry experts who shared their insights on how we can leverage our skills and knowledge for success.

The GeNex Conclave 2023 event was a huge success! It was a pleasure to witness the sheer number of talented minds at the GeNex Conclave. We were delighted to see so much new talent coming up in the industry, showing that there is still plenty of room for growth and innovation, it was inspiring to see how they are already making an impact and shaping the future of our Poultry Industry.



GeNex Conclave 2023 was a grand event started with much enthusiasm. The event began with a warm welcome note given by Dr. Priyanka Kamble (Manager Marketing Services, Huvepharma SEA). She welcomed all the participants and expressed her gratitude towards everyone for their participation in this prestigious event. Then the event inaugurated by esteemed speakers who lit the lamp to mark the beginning of the event.



The GeNex Conclave officially kicked off with the opening remarks by Mr. O. P. Singh (Managing Director Huvepharma SEA), one of the most respected and experienced business leaders in the Poultry Industry today. His wise words and insightful advice on how to make better decisions were inspiring to all who attended the conference. He shared his thoughts and advice on how new generation CEO's should approach their roles and responsibilities, offering invaluable guidance to those present at the event. It was truly amazing to hear his words of wisdom firsthand and it set a positive tone for the rest of the conclave.



We were honored to have some of the most influential figures in their respective fields as our esteemed speakers. They shared their knowledge and experiences with us during the conference, which made it even more special for all of us. The conference included many wonderful sessions on topics ranging from business strategies to digital marketing trends. Attendees had the chance to explore new trends in the Poultry Industry as well as gain valuable insights from industry experts.



The event was filled with inspiring talks, insightful sessions, and meaningful conversations that will help these new generation decision makers to shape the future of Poultry Industry. We hope that everyone who attended left feeling energized and inspired to continue pushing boundaries!



## *Speaker's Felicitation*



**Mr. Leander De Cauter**



**Mr. Bakul Sikka, Mr. Gaurav Khandelwal  
& Mr. Tanuj Raman**



**Dr. Alain Kanora**



**Mr. Jeremy Denisty**

After two days of inspiring discussions, the GeNex Conclave event came to a successful conclusion with the closing remarks of Mr. O. P. Singh (Managing Director, Huvepharma SEA) and Dr. Alain Kanora (Senior Director International Sales - Affiliates, Huvepharma NV) remarks which focused on how to make better decisions based on data-driven insights, as well as how to create an environment of trust among stakeholders to ensure effective implementation of decisions taken collectively by the team members. They highlighted the importance of next generation decision makers in driving the future of the Poultry Industry. The audience was captivated by Dr. Alain Kanora's insights into how processed food is going to transform Indian society and importance to understand the management of uncertainty. He also spoke about volatile cost management and disease management, including avian influenza. The event closing was a successful culmination of the event and it was followed by the certificate and goodies distribution as a token of appreciation for their participation.

At the end of the GeNex Conclave, Dr. Devender Hooda (Director - Sales & Technical, Huvepharma SEA) gave a vote of thanks to all the participants who attended the event. He thanked everyone to be part of such an enriching event and expressed his gratitude for everyone's presence. Dr. Devender Hooda also thanked all those who worked behind the scenes to make this event a success.



Huvepharma® team delighted to have had the opportunity to host the GeNex Conclave, an event dedicated to the next generation of decision makers from the Poultry Industry. It was an honor to have such distinguished next generation decision makers as part of this occasion. Huvepharma® team would like to thank all of our attendees for their participation and enthusiasm in making this event a success.

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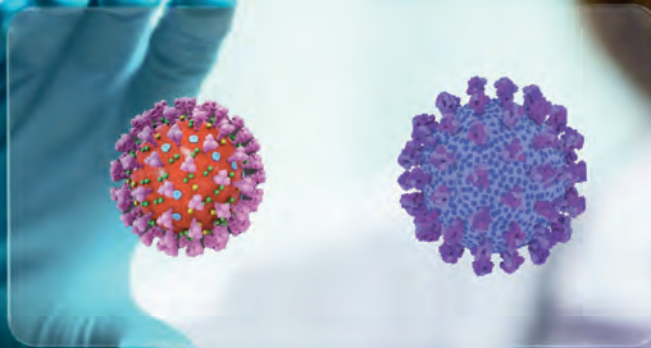
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